



2-15-2004

Vol. IX, Tab 46 - Ex. 38 - Email from Prashant Fuloria (Google Product Management Director)

Prashant Fuloria
Google

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From: Prashant Fuloria
To: 'Karen Crow' <kcrow@google.com>; Tim Armstrong
<tim@google.com>; bisma
rck@google.com <bismarck@google.com>; tish@google.com
<tish@google.com>

Cc: 'Leshika Samarasinghe' <leshika@google.com>; efiller@google.com
<efiller@google.com>; Jessica Bluett' <jbluett@google.com>; Ted
'Souder' <ted@google.com>

Date: 20040215
Time Sent: 2/15/2004 1:34:37 A
Subject: RE: Trademark Policy Changes
Karen,

Here's what I understood Tim was talking about (Tim, please correct
if I am
wrong):

Direct advertisers who have strong trademarks are able to derive special
benefit from use of those trademarks as keywords (given our current
policy).

By asking us to stop other advertisers from using their trademarked
terms as keywords, these advertisers are able to get top spot for very
little money (for queries containing their trademarked terms).

The example I gave on the Thursday morning was 1-800-Flowers. As of
December:

Average CPC across all campaigns was \$1.44, but average CPC for the
"Brand Names" campaign was only \$0.20. (This campaign included their
trademarked
terms: 1 800 flower, 1-800-flowers, 1800 flower, 1800 flowers, 1800flower,
1800flowers, 800 flower, 800 flowers, 800flower, 800flowers.)
- The "Brand Names" campaign accounted for 28% clicks, but only 4%
cost.

You're right about needing to know conversions to estimate true ROI.
However,
by making the simple (though incorrect) assumption that conversion
across all keywords is the same, the math indicates that 1-800-Flowers
will see a 25% drop in ROI (25% less clicks for the same amount of
money). This is a significant change, and so, in this case, Mike Gottfried
needs to know the impact to the client and what we can do to help.
Eric Filler will work with someone on his team (I think this will be
Jessica Bluett) to provide this kind of analysis for some of the clients
whom we think will be significantly impacted.

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Hope this makes sense. Please let me know if you have questions. Thanks!

Prashant

-----Original

Message-----

From: Karen Crow [mailto:kcrow@google.com]
Sent: Friday, February 13, 2004 4:05 PM
To: 'Prashant Fuloria'; 'Tim Armstrong'; blsmarck@google.com; tish@google.com
Cc:
'Leshika Samarasinghe'
Subject: RE: Trademark Policy Changes

Tim,
As we discussed, Ted and I will work with the Ops team to identify the key clients that we think will be impacted the most/most angry, so that we can take special care on communications, proactively developing keyword list additions to offset anticipated decline in clicks, etc.

However, I'm not clear on the ROI piece that you've mentioned. Very few of our Premium Advertisers use our back end conversion tracking system, so we don't have visibility into their actual conversion data. I'm sure that some of the angry advertisers might tell us that their ROIs have tanked as well, but we won't have empirical data to do analysis, measure impact/ trends, etc.

Can you clarify what you're looking for with the ROI stuff?

kc

-----Original Message-----

From: Prashant Fuloria [mailto:fuloria@google.com]
Sent: Thursday, February 12, 2004 8:18 AM
To: 'Tim Armstrong'; blsmarck@google.com; tish@google.com; kcrow@google.com
Cc:

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G004-000038880
GOOG-RS-0002424

'Leshika Samarasingha'
Subject: RE: Trademark Policy Changes

Tim, Karen:

Leshika is the APMM who will provide us the product marketing support that we will need. She will work closely with Bismarck and me on this over the next few weeks.

Prashant

-----Original Message-----

From: Tim Armstrong [mailto:tim@google.com]
Sent: Thursday, February 12, 2004 7:58 AM
To: bismarck@google.com; tish@google.com; kcrow@google.com
Cc: fuloria@google.com
Subject: Re: Trademark Policy Changes

Bismarck -

I also left a message for Karen - this may turn out to change the ROI of a lot of major customers, so it would be helpful if you can be on call to help Karen if we need to do any emergency product/marketing projects - and also make sure the product people are helping us track the ad stats - thank you -
I will check in when I get back to NYC tonight - TA

-----Original Message-----

From: Bismarck Lepe <bismarck@google.com>
To: Tish Rowland <tish@google.com>
CC: Prashant Fuloria <fuloria@google.com>; Tim Armstrong <tim@google.com>
Sent:
Thu Feb 12 06:44:02 2004
Subject: Re: Trademark Policy Changes

Hi Tish,

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I spoke with Prashant yesterday after the trademark meeting with Tim and the sales directors. Prashant has briefed me on the specifics of the meeting and the direction of the project.

Moving forward I will keep Tim and sales management abreast of the latest developments.

Thanks,

Bismarck

----- Original Message -----

From: Tish Rowland <tish@google.com>
Date: Thu Feb 12 06:28:10 PST 2004
Subject: Trademark Policy Changes
To: Bismarck Lepe <bismarck@google.com>
Cc: Prashant Fuloria <fuloria@google.com>, tm@google.com

Bismarck,

Tim has asked that you take the lead (for Direct Sales) on the Trademark Policy Changes. Please work Prashant on these issues -

Thanks!

Tish Rowland

Google Inc

212-994-4924 direct

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----- Header -----

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<bismarck@google.com>, <tish@google.com>;
Cc: "Leshika Samarasinghe" <leshika@google.com>, <efiller@google.com>;
"Jessica Bluett" <jbluett@google.com>;
"Ted Souder" <ted@google.com>;
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