

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA

UNITED STATES OF AMERICA, ET AL.,)	
)	
Plaintiffs,)	
)	
vs.)	CV No. 20-3010
)	Washington, D.C.
)	October 11, 2023
GOOGLE LLC,)	9:30 a.m.
)	
Defendant.)	Day 20
_____)	Morning Session

TRANSCRIPT OF BENCH TRIAL PROCEEDINGS
BEFORE THE HONORABLE AMIT P. MEHTA
UNITED STATES DISTRICT JUDGE

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1 P R O C E E D I N G S

2 COURTROOM DEPUTY: All rise. The Honorable
3 Amit P. Mehta presiding.

4 Good morning, Your Honor. This is Civil Action
5 20-3010, United States of America, et al., versus
6 Google LLC.

7 Kenneth Dintzer for the DOJ.

8 Jonathan Sallet and William Cavanaugh for
9 Plaintiff States.

10 John Schmidtlein on behalf of Google.

11 THE COURT: All right, Counsel, good morning to
12 everyone. I hope everybody is well.

13 All right. Anything we need to take up
14 preliminarily before we begin?

15 MR. DINTZER: Not from the DOJ Plaintiffs,
16 Your Honor.

17 THE COURT: Okay. All right.

18 Plaintiffs ready with their next witness?

19 MR. CHOKSI: Good morning, Your Honor.

20 Kunal Choksi on behalf of the -- from the state of North
21 Carolina on behalf of the Colorado and Nebraska Plaintiffs.

22 We call Ryan Booth.

23 COURTROOM DEPUTY: Before you have a seat, would
24 you please raise your right hand.

25 (Witness is placed under oath.)

1 COURTROOM DEPUTY: Thank you.

2 THE COURT: Mr. Booth, welcome.

3 THE WITNESS: Good morning.

4 - - -

5 RYAN BOOTH, WITNESS FOR THE PLAINTIFFS, SWORN

6 DIRECT EXAMINATION

7 BY MR. CHOKSI:

8 Q Good morning, Mr. Booth.

9 Before we get started, I wanted to introduce to
10 the Court your counsel, Ronan Doherty.

11 MR. DOHERTY: Good morning, Your Honor.

12 MR. CHOKSI: From Bondurant Mixson & Elmore, LLP,
13 counsel for the witness and Home Depot.

14 BY MR. CHOKSI:

15 Q Sir, can you state and spell your name for the
16 record?

17 A Ryan Michael Booth. R-y-a-n, B-o-o-t-h.

18 Q Thank you for your time today.

19 We've never met, have we?

20 A We have not.

21 Q Are you currently employed?

22 A I am.

23 Q Where are you employed?

24 A The Home Depot.

25 Q What is your title?

1 A Senior manager of paid media.

2 THE COURT: I'm sorry, senior manager of what?

3 THE WITNESS: Senior manager of paid media.

4 THE COURT: Okay.

5 If I can just ask you to keep your voice up and
6 speak into the microphone, sir.

7 THE WITNESS: Sure.

8 THE COURT: Thank you.

9 BY MR. CHOKSI:

10 Q How long have you had that title?

11 A Just over five years.

12 Q And what comes under your -- what kind of
13 advertising products come under your role?

14 A So I oversee our paid search practice so any type
15 of media buying for Google ads, Bing ads, Apple ads,
16 adMarketplace.

17 Q And you said paid search. What do you mean by
18 paid search?

19 A On google.com and other type of websites, we have
20 the opportunity to place ads, which is a sponsored ad, and
21 my team oversees that.

22 Q Okay.

23 And before your current role, did you have any
24 other roles at Home Depot?

25 A I did.

1 Q What were they?

2 A Media operations and strategy. Also a senior
3 manager role.

4 Q Okay. Anything else?

5 A Briefly served as a contractor before becoming
6 full time at Home Depot.

7 Q And where did you work before Home Depot?

8 A Most recently I was with Chacka Marketing. I was
9 the Chief Operating Officer. So overseeing our client
10 service practice.

11 Prior to that, I also worked at a marketing
12 technology company called Kenshoo, formally rebranded as
13 Skai.

14 And then also served at other marketing agencies.
15 And before that, I was a meteorologist in the Air Force.

16 THE COURT: Mr. Booth, I'm sorry, could you just
17 restate what your current title is again.

18 THE WITNESS: Senior manager of paid media.

19 THE COURT: Okay. Thank you.

20 BY MR. CHOKSI:

21 Q And so how many years total have you worked in
22 advertising?

23 A About 17 years.

24 Q And how many of those years have you worked with
25 advertisements, like you said, on general search engines?

1 A About 17 years.

2 Q So let's talk a little bit about Home Depot. What
3 is Home Depot?

4 A Home Depot is the number one home improvement
5 retailer in the U.S.

6 Q And why does Home Depot advertise in general?

7 A We are retailers so we try to make sales or try to
8 sell stuff. And advertising allows us to be able to do
9 that.

10 Q And how does Home Depot sell products?

11 A We sell products both online and in store.

12 Q So you can go online -- where can you go to buy
13 Home Depot products online?

14 A Homedepot.com. Or the app.

15 Q Or the app, right?

16 A That's correct.

17 Q And so you said paid search falls underneath you
18 and you gave some examples. Does organic search fall
19 underneath you?

20 A It does not.

21 Q So just paid search.

22 And what platforms are you responsible for again?
23 Please say it slowly.

24 A Google ads, Bing ads, Apple ads, adMarketplace,
25 and I would say any other type of biddable media, so any

1 type of emerging media that would be bought based off a
2 cost-per-click.

3 Q Do you have an understanding of whether Home Depot
4 is a large purchaser of Google ads?

5 A I would say we're large.

6 Q And would you say generally, you don't have to get
7 into specifics, but hundreds of millions of dollars?

8 A That's correct.

9 Q In terms of the other places, you mentioned Bing,
10 and also a thing called adMarketplace. What is that?

11 A adMarketplace, they have a couple different
12 offerings, but I kind of think of them as a secondary or,
13 like, tertiary marketplace to buy ads. So we would go to a
14 single source and they essentially represent a lot of
15 different domains, websites, that also perform similar type,
16 like, search functionality.

17 Q And would the biggest be in the Firefox browser?

18 A That's one of them, yep.

19 Q And do you have a general sense of what percentage
20 of the paid search advertising goes to adMarketplace?

21 A I do.

22 Q What is it?

23 A 1 percent.

24 Q 1 percent?

25 A Approximately.

1 Q And then you also mentioned Apple. What kind of
2 ads do you buy in Apple under paid search?

3 A Within The App Store.

4 So we would prompt people to download The Home
5 Depot app.

6 Q And do you have a general sense of what percentage
7 of the paid search budget goes to Apple?

8 A Less than 1 percent.

9 Q Less than 1 percent.

10 So the remaining percentage is split between
11 Google and Bing?

12 A That's correct.

13 Q And have you heard the term, and I think you've
14 used it, "general search engine"?

15 A I'm familiar.

16 Q And what do you understand that to be referencing?

17 A It would be a website or domain in which people go
18 to to look for goods, services or to have their questions
19 answered.

20 Q Does Home Depot purchase display ads?

21 A We do.

22 THE COURT: I'm sorry, purchase what?

23 MR. CHOKSI: Display ads.

24 I'm sorry. I'll go slower.

25

1 BY MR. CHOKSI:

2 Q Does Home Depot purchase social ads?

3 A We do.

4 Q And what are social ads?

5 A Social ads would be on a social demand, like a
6 Pinterest, Facebook, Twitter.

7 Q And what are display ads?

8 A Display ads are typically a banner, banners that
9 would be across CNN or *This Old House*, a graphical image
10 across any type of website.

11 Q Got it.

12 And is your team responsible for purchasing
13 display and social ads?

14 A We're not.

15 Q Okay.

16 Who is?

17 A A colleague that oversees our digital media
18 practice, both paid social and display roll up to that
19 individual.

20 Q And is there a name for that team?

21 A It's our digital COE, for center of excellence.

22 Q And going back to your team, your paid search
23 team, how many people are on that team?

24 A We've got about 20 people internally and then we
25 also orchestrate with a digital marketing agency to assist

1 us.

2 Q And the digital center of excellence, you don't
3 oversee that team?

4 A That's correct.

5 Q Are you generally familiar with Home Depot's
6 purchases of display and social ads?

7 A Somewhat familiar.

8 Q How so?

9 A I know what they're trying to accomplish. I know
10 generally how they're structured.

11 Q Okay.

12 And let's take -- let's talk about display ads.

13 Are display ads and search ads different in any
14 way?

15 A They are.

16 Q How so?

17 A How they're bought, what the end product looks
18 like to a consumer, probably would be the two most notable.

19 Q Can you explain how they're different and how
20 they're bought?

21 A So in paid search we typically buy based off a
22 cost-per-click, so meaning we would pay for every single
23 interaction or every click that would result in traffic to
24 the website.

25 Whereas display is more of a CPM, or a cost per

1 thousand impressions, which is buying a volume of times that
2 an ad is shown.

3 Q And can you explain the difference in what the
4 user sees, I think you said, the second?

5 A Yeah, paid search would be only, you know, within
6 google.com or bing.com. There's two forms of that. One is
7 a text ad which is literally just like text description.

8 Another version of that would be a shopping ad,
9 which is typically like a little square image with a little
10 bit of detail about the product, and then like a price point
11 would be two versions of a paid search ad.

12 Q Okay.

13 And we'll talk about that in a little more detail
14 a little bit later.

15 What about social ads, are they different than ads
16 in general search engine?

17 A Correct.

18 Q How?

19 A Same thing. How they're presented visually, how
20 they're bought is also on a CPM, or a cost per thousand,
21 versus a cost per click.

22 Q And you said you generally understand what the
23 other teams are trying to accomplish.

24 What did you mean by that?

25 A Sure.

1 So advertisers spend money to do something. In
2 our case, it's to sell product.

3 We tend to be, what would be known as more like
4 lower funnel. So very transaction focused. So we're
5 spending money to essentially drive transactions.

6 In some other instances, they focus a little bit
7 more on the upper funnel, where they're trying to inspire,
8 they're trying to bring awareness, they're trying to kind of
9 nurture that consumer path, to the point where they're
10 eventually at a point where they want to make a transaction.

11 Q And you said, "we tend to be lower funnel." What
12 do you mean by -- what did you mean by "we"?

13 A "We" would be the paid search practice.

14 Q The paid search team at Home Depot?

15 A That's correct.

16 Q And you said the other teams are generally more
17 upper funnel. What did you mean by the other teams?

18 A They can be upper funnel.

19 So, again, back to the consumer journey.

20 Q Yeah.

21 A Focusing a lot more on inspiration and getting
22 people thinking about performing a project in contrast to
23 paid search which tends to be a little more lower funnel and
24 going after actually conducting a transaction or enabling
25 the consumer to make a transaction.

1 Q And do these ads that Home Depot purchases, these
2 different ads, do they work together?

3 A They do.

4 Q How?

5 A So, typically, when somebody makes a transaction,
6 there's a number of series within that -- or a number of
7 steps within that process. If you're going to buy an
8 appliance or refrigerator, you're probably not going to just
9 do that immediately. There will be a consideration phrase
10 where you'll look through different products.

11 What we try to do or what most advertisers try to
12 do is try to nurture that consumer journey by showing them a
13 bunch of options, presenting that in display or social, and
14 then ultimately leading them down that transaction path.

15 Q And then you're leading them down and your team
16 focuses on what part of the funnel?

17 A We tend to be lower funnel.

18 Q And that's where you want to lead the customer
19 ultimately, right?

20 A Exactly right, yep.

21 Q Have you ever heard the terms "push ads" and "pull
22 ads"?

23 A Yes, I'm familiar.

24 Q Is that a term you use?

25 A Yeah, sure.

1 Q Can you explain to the Court what push ads and
2 pull ads are in the context of digital advertising?

3 A So push ads are essentially an advertiser putting
4 a message out there when a consumer isn't necessarily even
5 looking for something.

6 Pull ads tend to be more if somebody goes to
7 Google or goes to Bing, is actively looking for something,
8 we have the opportunity to be able to respond to that query.

9 So push being is we're sending our message out.
10 Pull means we're bringing people in who are already in
11 market.

12 Q Okay.

13 You said actively looking for something. What do
14 you mean person on Google and Bing are actively looking for
15 something?

16 A So actively looking, meaning somebody is taking
17 the very first step, going to Google or to Bing, submitting
18 a query to the search engine, and looking for some type of
19 response.

20 Whereas push marketing is, they could be on CNN or
21 *This Old House*, and we have the opportunity to kind of put
22 our message in front of them without them taking any
23 particular action.

24 Q Just to be more explicit, what are examples of
25 push advertising?

1 A TV, banner ads. In the some cases, social ads.

2 Q This is the first time, sorry, you mentioned TV.
3 Is that in the digital center of excellence or a different
4 team?

5 A That would be a different team.

6 Q What team is that?

7 A Our traditional team. So they would oversee TV,
8 radio, prints, flyers.

9 Q Okay.

10 Does Home Depot purchase ads on Amazon?

11 A We do not.

12 Q Why not?

13 THE COURT: You do or do not?

14 THE WITNESS: We do not.

15 BY MR. CHOKSI:

16 Q Why not?

17 A We do not sell products on Amazon.

18 Q And why does that matter?

19 A Typically, there would be two type of ads that you
20 would purchase, would be either to purchase ads to send
21 traffic to Amazon and then ultimately transact through
22 Amazon if you were a seller on Amazon or you can purchase
23 ads on amazon.com and potentially send someplace else.

24 Q Got it.

25 And do you have an understanding as to why Home

1 Depot does not sell ads on -- I mean, sell products on
2 Amazon?

3 A I don't.

4 Q Okay.

5 So you talked about two different kinds of ads on
6 general search engines that you buy. Can you explain just
7 what those two ads are again?

8 A Sure.

9 So there's a number of different ways to buy them,
10 and at the end of the day, there's really two primary type
11 of ads. One being a text ad which is literally a text
12 description about what the ad is. The alternative being a
13 shopping ad, which would be products only. Typically, has a
14 square tile or like an image of the ad, price point, a
15 little bit of detail about it.

16 Q Shopping ads, otherwise known as product listing
17 ads?

18 A That's correct.

19 Q And on what platforms do you buy text ads?

20 A Google, Bing, adMarketplace.

21 Q And on what platforms do you buy PLAs?

22 A Google and Bing.

23 Q All right. I'm going to hand out some binders
24 here.

25 MR. CHOKSI: Can I approach, Your Honor?

1 THE COURT: And I'm sorry, just so I understand
2 because it's not something I've heard of yet.
3 adMarketplace. Can you tell me again, one more time, what
4 that is?

5 THE WITNESS: They have a few different products.
6 One of them would be representing smaller search
7 engines.

8 THE COURT: I see.

9 THE WITNESS: So ask.com or AOL or, you know, ones
10 that you probably haven't even heard of. They would
11 essentially power those for the advertising.

12 THE COURT: I see. Okay. Thank you.

13 THE WITNESS: And aggregate it.

14 BY MR. CHOKSI:

15 Q I've given you a bind of documents. As you can
16 see, it's small.

17 If you can just turn to the first page and we
18 could put this up on the screen, I want to show you a
19 demonstrative that we have labeled for identification
20 purposes PSXD02.

21 MR. CHOKSI: And, Your Honor, this is simply a
22 demonstrative. It does not need to be entered into
23 evidence.

24 BY MR. CHOKSI:

25 Q And do you have an understanding of what this is

1 showing?

2 A I do.

3 Q Can you just explain what your understanding is?

4 A That is what we would call that search engines of
5 result page or a SERP.

6 Q On what platform?

7 A This is Google.

8 Q And what is the query here?

9 A Refrigerator.

10 MR. CHOKSI: Do we need to move the mic? He's a
11 little bit taller.

12 THE COURT: The mic can't move, nor can the
13 witness.

14 THE WITNESS: Refrigerator.

15 BY MR. CHOKSI:

16 Q Refrigerator.

17 And is that the query that you would be targeting
18 with your paid search ads?

19 A That's right.

20 Q Okay.

21 All right. So can you just tell us where the text
22 ads are here?

23 A Sure.

24 Text ads would be underneath where it says
25 sponsored. The first example would be garnerstore.com. The

1 second text ad would be Home Depot under sponsored. And
2 then the third text ad would be under sponsored again by
3 Lowe's.

4 Q So there's one for Home Depot here, right?

5 A That's correct.

6 Q Okay.

7 Are you trying to communicate a message --

8 A We are.

9 Q -- in this ad?

10 What message are you trying to communicate?

11 A In this case, that we have a very large Labor Day
12 sale.

13 Q And does that include some details about the sale?

14 A It does, about 20 percent off.

15 Q What does it include? Sorry?

16 A It includes the primary promotion that we have,
17 which is 20 percent off.

18 Q All right.

19 And then there's another set of results on the
20 right there on the page. What are these?

21 A Those are shopping ads or product listing ads.

22 Q And is there one for Home Depot here?

23 A There is.

24 Q Are there ones for other retail outlets?

25 A There are.

1 Q Are there ones for manufacturers as well?

2 A It looks like, yes. For Whirlpool, Samsung, and
3 Frigidaire.

4 Q Okay.

5 And so -- and you've talked about this a little
6 bit, but are these -- do you consider these PLA ads and text
7 ads different in any way?

8 A They are.

9 Q Okay.

10 Can you explain how they're different?

11 A First is how they're bought. Text ad are
12 typically bought when a marketer selects a series of
13 different keywords. So anytime somebody looks for a
14 refrigerator, we want to serve a text ad.

15 In contrast of that, shopping ads are bought based
16 off of a product data feed. So we essentially send a few
17 million products in a catalog over to Google on a daily
18 basis, and then they then match a query with the most
19 appropriate product.

20 Q And do you have any understanding of how they
21 match that query with the most appropriate product?

22 A It goes deep, but it's based off of the product
23 title line, the description, meta-information describing the
24 product, et cetera.

25 Q And are there any other ways they're different?

1 A Typically bought in different campaigns. So the
2 reason why that's important is we would typically assign a
3 different budget to each one of those. We might have a
4 different objective or, like, a target on those.

5 Where they show up on the SERP also differs.

6 Q Okay.

7 You said a couple of things there I want to talk
8 about.

9 You said different campaigns. Can you explain
10 what you mean search text ads in a PLA appearing in
11 different campaigns?

12 A Sure.

13 So a campaign is essentially an entity that we buy
14 that represents whatever we're trying to advertise. So for
15 us, we typically have a campaign for each one of our
16 different product lines, and we would mirror that one for
17 text as one for shopping as well. So how you go about
18 buying them is in two different entities that...

19 A campaign also controls the budget, how much
20 we're willing to spend on each one of those. There's other
21 characteristics that are different at a campaign level.
22 I can target different geographic regions. I can target
23 different languages. I can target different things at a
24 campaign level.

25 And it also is pretty much the level at which we

1 report. So when we review performance and we determine how
2 successful something is, a lot of times that's under the
3 campaign level.

4 Q Okay.

5 So let's drill down on that a little more.

6 Are there certain campaigns in which you can buy a
7 search text ad but you wouldn't buy a PLA?

8 A Yes.

9 Q What are those?

10 A Home Depot has a home services offering, so it's
11 not an actual product, it's the installation of that
12 product. By definition of a shopping ad or a product
13 listing ad, only products are eligible for that type of
14 campaign.

15 Q Does Home Depot buy ads on its brand name?

16 A I'm sorry?

17 Q Does Home Depot buy ads on its brand name?

18 A We do.

19 Q And what kind of ads do you buy?

20 A Text ads.

21 Q And why do you do that?

22 A Again, text ads for queries like The Home Depot,
23 is kind of a very general query that we wouldn't be able to
24 assign to any single product so that would be better suited
25 for a text ad.

1 Q Okay.

2 THE COURT: Can I ask you a question?

3 I heard some testimony recently about relative
4 pricing between keywords that are brand specific versus more
5 generic keywords.

6 Can you just explain what the cost differential is
7 just on a relative basis in terms of what Home Depot is
8 prepared to pay for those two different types of keywords?

9 THE WITNESS: Sure.

10 So brand keywords like The Home Depot or Home
11 Depot online, obviously the consumer has a very narrow focus
12 of what they're looking for. We typically see cost per
13 clicks in the minimal sense.

14 Whereas nonbrand or other type, you can spend a
15 dollar, multiple dollars. So it's literally a fraction of a
16 nonbrand ad.

17 THE COURT: All right. So refrigerator costs
18 more -- or an ad produced from a search for refrigerator
19 will cost Home Depot more than The Home Depot?

20 THE WITNESS: That's correct.

21 THE COURT: All right. Thank you.

22 BY MR. CHOKSI:

23 Q I forgot my question, but I think it was:
24 Do search text ads and shopping ads look different?

25 A They do.

1 Q Okay.

2 How so?

3 A Text ads are only descriptions for the most part,
4 whereas a shopping ad, a key feature of that is a tile or
5 like a square image that would draw consumers' attention.

6 Q And we looked at the demonstrative in the message
7 you were able to send with the text ad. Are you able to
8 send that customizable message with the PLA?

9 A There are fewer controls or ability to be able to
10 custom tailor a product listing ad or a shopping ad.

11 Q Is that important to an advertiser like Home
12 Depot?

13 A It could be.

14 Q Okay.

15 How so?

16 A In this example, we are featuring one of our
17 promotions, so 20 percent off, which could be compelling to
18 consumers.

19 We don't have that same ability for shopping ad.

20 Q Okay.

21 And then you mentioned shopping ads -- you
22 mentioned parts of Google's pages in which these ads appear.
23 Are they different in which page they could appear on?

24 A Always, yeah.

25 Every single query could result in a slightly

1 different output.

2 Q And can shopping ads appear on other parts of
3 Google besides the SERP?

4 A Yes.

5 So if you look at the image here, there's a few
6 tiles at the very top, it says "All," it says "Shopping,
7 images, video." If you click into shopping, that would be
8 another instance where you would just see a list of shopping
9 ads.

10 Q And what about search text ads?

11 THE COURT: I'm sorry, where are you looking?

12 THE WITNESS: Just under the Google refrigerator
13 search bar. If you look underneath that, there's an all,
14 shopping, images. If you click shopping, it would be just
15 shopping ads.

16 MR. CHOKSI: We can pull that up. Right
17 underneath the --

18 Got it.

19 BY MR. CHOKSI:

20 Q Is that where you're talking about, right
21 underneath the query box?

22 A That's correct.

23 Q And what about search text ads?

24 A They can appear in the SERP and likely throughout
25 other pages on google.com.

1 Q Are there -- well, I've already asked that
2 question. Sorry.

3 Does Home Depot sell services related to a
4 product?

5 A We do.

6 Q How would you go about advertising that on Google?

7 A That would typically be within a text ad again
8 because it's not a very specific product. So we have a home
9 services business unit that would install refrigerators,
10 install carpet, install fence, et cetera.

11 Q Got it.

12 Is there a reason to advertise a product with a
13 PLA instead of a search text ad on a general search engine?

14 A There's reasons.

15 Q What are those reasons?

16 A Some of those could be like the productivity. So
17 we measure the investment for every single ad that we put
18 out there, as well as the return, so the historical return.

19 In some cases, we see that there's costs per click
20 favorability with shopping ads. That could be an
21 opportunity for us to lean further into shopping versus
22 text.

23 Q Do you have a general view about whether a
24 customer query that gets a shopping ad is closer to a
25 purchase than when they get a text ad?

1 A Could be.

2 Q Okay.

3 And why could it be?

4 A Other forms for text ads would be best hammer or
5 how -- you know, how would I build a garden. Those would be
6 opportunities for us to drive them to a certain page within
7 Home Depot that talks about building something or satisfying
8 kind of -- helping them understand and kind of nurture their
9 way down the conversion process.

10 Typically if somebody clicks on a product, they're
11 highly motivated to buy something.

12 Q Can we pull up the demonstrative again, if you
13 don't mind.

14 Do you have any -- on this query for refrigerator,
15 if a user clicks the search text ad, do you have any
16 understanding of where that user may go?

17 A In this instance, it's probably going to a
18 category page which would be filtered for refrigerators, but
19 would feature a number of different refrigerators on that
20 page.

21 Q And on Home Depot's site?

22 A That's correct.

23 Q And it would be a large selection of
24 refrigerators?

25 A That's correct.

1 Q And what if they click The Home Depot PLA, where
2 do they go?

3 A It would go to a very specific single product
4 page.

5 Q And that product would be the LG, whatever is
6 listed here?

7 A That's correct.

8 Q So when you do your campaigns and decide on search
9 text ads and PLAs, do you understand that, you know, a PLA
10 and a text ad could appear in the same SERP?

11 A Yes.

12 Q And why purchase both PLAs, text ads that could
13 appear on the same SERP?

14 A Well, the SERP has got limited real estate, and so
15 the more that we can take up that real estate, the higher
16 consideration we would have for somebody to select one of
17 our ads.

18 Q So it's -- okay. Got it.

19 Does the location of where Home Depot's ads appear
20 on a SERP matter?

21 A It does.

22 Q How does it matter?

23 A Typically the higher up on the page, you typically
24 see higher clickthrough rates, or better defined as higher
25 consideration from a consumer because they would naturally

1 think that that's the most relevant selection.

2 Q And does having two ads on a single SERP instead
3 of one impact Home Depot's chances of appearing prominently?

4 A It does.

5 Q How?

6 A It doubles it.

7 Q And does having two ads instead of one on a single
8 SERP impact Home Depot's chances of winning that customer?

9 A That's correct, yeah.

10 Q How?

11 A Step one, for somebody to transact on the website,
12 they need to get to the website so if we have a higher
13 likelihood of getting them to our website, then we have a
14 higher likelihood to actually get them to convert.

15 Q And then quickly here, are you familiar with local
16 inventory ads?

17 A I am.

18 Q What are they?

19 A The end output looks very similar to a product
20 listing ad, except for it's exclusively local inventory. So
21 things that would be bought like in a local store versus
22 something that would be bought online.

23 Q And if you don't mind, zooming in on the PLAs on
24 the right here.

25 Are there any local inventory ads here?

1 A I wouldn't be able to tell.

2 Q Okay.

3 What about this one for the other -- home
4 improvement retailer beside you. Is that -- where it says,
5 as a little tag, it says, "Pick up today."

6 Is that a local inventory ad?

7 A It could be. It doesn't mean they don't
8 necessarily sell it on the website as well, but it is
9 available in store.

10 Q Okay.

11 And so the purpose -- would you say the purpose of
12 local inventory ad is slightly different than a PLA?

13 A Yes.

14 Q And what is it?

15 A To turn people to the store.

16 Q To the store. Got it. Okay.

17 And we've been talking in the context of Google.

18 THE COURT: Sorry, could I just ask one more
19 question?

20 From your perspective, the PLA ads that are here,
21 one feature that's noticeable about them is that the
22 products are a variety of different price points. Is
23 that -- how do you view that sort of output for a PLA that
24 you have sort of this -- there's not a lot of product
25 differentiation here, it seems to me.

1 THE WITNESS: I'm not sure I understand the
2 question.

3 THE COURT: Well, I guess I'm just wondering,
4 is there an advantage to a text ad over a PLA because there
5 perhaps is greater differentiation that can result from text
6 ads than what you see on the shopping ads, or is it just a
7 matter of what the keyword is that produces the end result?

8 THE WITNESS: There's some abilities that an
9 advertiser has to push certain products over others. We've
10 tested, in some the instances, like, trying to emphasize
11 certain price points more so than others. We haven't seen
12 that work to our favor.

13 THE COURT: This is through the PLA feed?

14 THE WITNESS: That's correct.

15 THE COURT: Gotcha. All right. Thank you.

16 BY MR. CHOKSI:

17 Q And we've been talking in the context of Google
18 about PLAs and text ads.

19 And is there any way you differentiate your
20 practices regarding PLAs and text ads with Bing?

21 A For the most part, we try to do the same thing on
22 Bing that we do on Google.

23 Q And are you responsible for decisions on how much
24 money to allocate between Google and Bing?

25 A I am not personally, but my team is.

1 Q Your team is?

2 A That's correct.

3 Q And you oversee the team?

4 A That's correct.

5 Q How does your team go about doing this?

6 A Sure.

7 So we have thousands of different campaigns, some
8 on Google, some on Bing, some elsewhere. Each one of those,
9 we have a certain level of investment and we're also able to
10 understand how much revenue each one of those generates.

11 So we kind of stack rank them to understand, well,
12 hey, this is producing the greatest outcomes in comparison
13 to the pure set of other similar type products.

14 So we would continue to lean our investment into
15 what is producing the greatest return on advertising spend
16 or ROAS, and that's a consistent practice that our teams are
17 always doing.

18 Q Okay.

19 And, generally, does your -- does your team spend
20 more on advertising on Google or Bing?

21 A On Google.

22 Q And do you have approximate percentages?

23 A It's industry standard, probably 90 percent versus
24 8 to 10 percent on Bing.

25 Q So 90 percent on Google, 8 to 10 percent on Bing?

1 A That's correct.

2 Q And why?

3 A I think there's a few components to that. I think
4 Google has more search volume. Like the amount of searches
5 that happen on Google, it's much higher than Bing, being
6 one. And I think our investment probably is representative
7 of the amount of searches that are being conducted on the
8 site.

9 Q When you say "the amount of searches," does that
10 also mean the amount of auctions that occur?

11 A Correct.

12 Q So there are just more auctions on Google as well?

13 A That's correct.

14 Q Looking at a single campaign, how often do you
15 adjust your paid search budget between Google and Bing?

16 A Daily basis.

17 Q Daily basis?

18 A Sure.

19 Q Does your team shift ad spending that frequently
20 between display and Google?

21 A Sorry, you're talking about shifting money from
22 display buying over to Google?

23 Q Or Google to display on a daily basis?

24 A No.

25 Q What about any social platforms?

1 A No.

2 I would say our Google and Bing investments are
3 pretty much interchangeable but distinct and separate from
4 social or display.

5 Q And you mentioned the 90/10 split between Google
6 and Bing. Has that remained relatively constant during your
7 time at Home Depot?

8 A For the most part.

9 Q Okay.

10 What has been the trajectory of your overall paid
11 search budget while you've been at Home Depot?

12 A Slightly up year over year.

13 Q Okay.

14 And talking about reallocation between Google and
15 Bing, have you ever shifted all of your spending for a
16 particular campaign from Google to Bing?

17 A We have not.

18 Q Have you done the opposite?

19 A We have not.

20 Q Okay.

21 So has Home Depot ever considered stopping its
22 purchases of text ads on Google?

23 A No, we have not, not for an extended period at
24 least.

25 Q And you said not for an extended period. Have you

1 conducted any tests of your paid search advertising?

2 A We have.

3 Q Can you describe what these tests are?

4 A One is what we call a "go-dark test." So what
5 we're trying to understand is the incremental revenue that's
6 being driven from our investments.

7 So what we do is we keep a control group where we
8 continue to advertise as we normally do and then we would
9 pinpoint a very specific geographic region which we stop
10 advertising to essentially understand how painful it is or
11 the amount of sales that were lost by not advertising in
12 that region.

13 Q So you used the word "incremental." How does --
14 what does that word mean in the context of digital
15 advertising?

16 A Incremental, the best way to think about it is if
17 it wasn't for media activity, the -- sorry.

18 The sales that were specifically generated as a
19 result of media activity or the inverse of that being if we
20 would not have spent a dollar, what would have been the
21 dollars in revenue that we would have lost.

22 Q Got it.

23 And were you also testing general traffic to the
24 website as well?

25 A I'm not sure I understand the question.

1 Q Okay. We'll pause on that question.

2 Can you describe generally what the go-dark test
3 showed Home Depot?

4 A That when we stop advertising, we don't benefit
5 from those sales that would have been created if not for
6 advertising.

7 Q And just to be clear, did you stop appearing on
8 Google's pages?

9 A That's correct.

10 Q But advertising, did you stop appearing
11 altogether?

12 A No, we would have still had an organic present.

13 Q But if you stop the paid, you saw general loss of
14 revenue?

15 A That's correct.

16 Q Okay.

17 Can we -- we're going to go to a document here
18 now. In your binder is PSX676. And I would caution there's
19 a number of numbers -- a lot of numbers that are redacted
20 for confidentiality reasons. On the screen, you'll see them
21 redacted.

22 MR. CHOKSI: Your Honor, PSX676, I believe there's
23 a hearsay objection on it. We have a business records
24 declaration. I'll just lay a foundation real quick.

25

1 BY MR. CHOKSI:

2 Q Mr. Booth, do you recognize this document?

3 THE COURT: Well, let me just ask. Is there an
4 objection to it?

5 MR. SAFTY: No objection, Your Honor.

6 MR. CHOKSI: Okay.

7 THE COURT: All right. So PSX676 will be
8 admitted.

9 (Plaintiffs' Exhibit PSX676
10 received into evidence.)

11 BY MR. CHOKSI:

12 Q What is this document?

13 A This is a summary of one of the tests that we
14 performed in November of 2020.

15 Q And this is the go-dark test you were just
16 describing, one of the ones?

17 A This is one, yes.

18 Q So it's November of 2020.

19 Can you go to page 4, which is page numbers on the
20 left, Bates numbers on the right, Bates ending 240.

21 And we have it up on the screen in redacted
22 format.

23 And anything that's highlighted here in your copy
24 is redacted, don't say it out loud, and I'll try to work
25 around it. All right?

1 A Understood.

2 Q There are two bullet points on the bottom.

3 Well, first, it says "test overview" in this box.

4 Is this generally what you were describing?

5 A That's correct.

6 Q Okay.

7 And so it was a test for X amount of days -- just
8 trying to do math -- and it's, like, 15 days, something like
9 that?

10 A That's correct.

11 Q And then they have "test size," and it's blacked
12 out, but it's a percentage of markets, right?

13 A That's correct.

14 Q And included in the test -- is this both Google
15 and Bing paid search advertising?

16 A This one was, yes.

17 Q Okay. All right.

18 Let's go down to the bottom to the two bullet
19 points, and I want to talk about the first bullet point.

20 "THD top-line revenue dropped X percent when we
21 turned off paid search."

22 Do you see that?

23 A I do.

24 Q What's THD?

25 A The Home Depot.

1 Q And is that percentage -- don't say it -- is that
2 percentage meaningful to you? Is that a meaningful amount?

3 A Yes.

4 Q And it says "top-line." Does that mean overall or
5 does that mean in those markets?

6 A Top-line, overall.

7 Q Overall. Given the percentage of the markets we
8 saw, it's overall?

9 A Sorry, could you clarify the question?

10 Q Yeah.

11 So top-line revenue, does that mean in the
12 percentage of the markets that we saw?

13 A In the percentage of the markets that we saw.

14 Q Got it.

15 Let's go to page 8.

16 THE COURT: Could I ask you a question real quick?

17 So the test that you did, was it just going dark
18 on text ads or shopping ads or both?

19 THE WITNESS: Let me double-check.

20 This would have been both.

21 THE COURT: Okay.

22 BY MR. CHOKSI:

23 Q And it says it in the included in test box up
24 there, on the test overview, it says text and PLA?

25 A I don't see it -- or sorry. Let me double-check.

1 Q PLA --

2 A Oh, yes.

3 At the very top, channel, text, and shopping.

4 Q Can we go to page 8, Bates number 244.

5 And this slide is titled "How did the traffic mix
6 change across test & control markets."

7 Do you see that?

8 A I do.

9 Q What do you understand the term "traffic mix" to
10 mean here?

11 A Traffic mix would be how consumers got to our
12 website.

13 Q And how are the ways consumers can get to your
14 website?

15 A People can navigate directly to homedepot.com.
16 They can click through an organic link or a free think.
17 They can click through paid search link. They can click
18 through Facebook or display. A number of different sources.

19 Q A lot of different ways to get to your website?

20 A Uh-huh.

21 Q And so you said there could be a paid link, there
22 could be an organic link. That's on a general search
23 engine?

24 A Correct.

25 Q And then in the first bullet point it says,

1 "Sources of visits were analyzed across test and control
2 markets."

3 Do you see that?

4 A I do.

5 Q And "sources of visits" you understand to mean all
6 of those ways to get to Home Depot?

7 A That's correct.

8 Q Second bullet point, "With paid search turned off,
9 we saw a XXX bps drop in traffic when compared to control
10 markets."

11 Is that number -- so is that a total drop in
12 traffic from those markets?

13 A That's correct.

14 Q From all the ways, I mean, just total number?

15 A That is correct.

16 Q And "bps," just because I'm not good at math,
17 I think a thousand bps, is that 10 percent?

18 A It's basis points.

19 Q Yeah.

20 A Yeah.

21 Q So a thousand basis points is 10 percent, right?

22 A Correct.

23 So it's the difference between two percentage
24 points.

25 Q Yep. Okay.

1 And then the sub-bullets says, "Shows that not all
2 paid traffic converts to organic traffic."

3 What does that mean?

4 A So there's a lot of different links within a
5 search engines results page. Some theories believe that,
6 well, if we weren't placing a paid search ad, they're just
7 going to come to our website naturally because we have the
8 top organic spot. This concluded that that's not the case.

9 Q That's not the case, and do they can come to Home
10 Depot at all?

11 A Many do, but what we found is it's not the -- not
12 all the traffic that was lost when removing paid search was
13 recouped by going through organic or through a direct mode.

14 Q And if you look at the box here on the right, in
15 the second bullet point, we see XX percent of paid search
16 traffic lost converted to organic traffic.

17 A That's correct.

18 Q So that is the percentage of people who came to
19 Home Depot anyway through organic links?

20 A That's correct.

21 Q And so the remaining, where do they go?

22 A To another link on the SERP.

23 Q Likely to another competitor?

24 A Most likely.

25 Q We can put that aside.

1 Did this test lead you to any conclusion about
2 whether traffic from a general search engine is important
3 for Home Depot?

4 A It did.

5 Q What did it tell you?

6 A That traffic is important to The Home Depot.

7 Q And what about same question for paid search
8 traffic, is that important to Home Depot?

9 A That's correct.

10 Q Has Home Depot conducted similar go-dark tests for
11 other products?

12 A Other products?

13 Q Yeah.

14 A Other channels?

15 Q Other channels, sure.

16 A Yeah, we have.

17 Q What other channels?

18 A At least social and display, and we may have done
19 TV in the past.

20 Q And what did those show?

21 A That when we remove those forms of marketing, we
22 lose traffic and sales.

23 Q As much as paid search?

24 A I don't know.

25 Q You don't know. Okay.

1 I'm going to switch topics for a second here and
2 you can just put your binder aside for the moment.

3 Are you familiar with search engine marketing, or
4 SEM, tools?

5 A I am.

6 Q What are they?

7 A SEM tools would be a technology that allows a paid
8 search marketer to effectively report, optimize, and get
9 insights from their paid search marketing programs.

10 Q And does Home Depot use an SEM tool?

11 A We do.

12 Q Does your team manage the SEM tool on behalf of
13 Home Depot?

14 A We do.

15 Q And from what websites does your team purchase ads
16 using an SEM tool?

17 A Google, Bing, adMarketplace.

18 Q Okay.

19 So why does Home Depot use a SEM tool?

20 A So a SEM tool is essentially a single repository
21 that allows our team to be able to go to to place ads on
22 multiple different channels, Google, Bing, adMarketplace.
23 So in contrast, we have a single portal we go to in contrast
24 to going to three distinct places to buy ads, optimize those
25 ads, and then report on those ads.

1 Q Okay.

2 And you said repository. Repository of what?

3 A Data. It houses the campaign so we can see all
4 the activity in a single interface. And then make changes
5 to those as well.

6 Q So it allows you to see data from multiple
7 different platforms in one place. That's the summary of
8 what you said?

9 A That's correct.

10 Q Okay.

11 And is that -- if you were going to all the tools
12 individually, would that be a disadvantage compared to
13 having it all in one place?

14 A It would be.

15 Q How?

16 A There's time savings involved in going to a single
17 interface for reporting, buying, et cetera.

18 That would probably be one of the biggest.

19 Q Would it impact the efficiency of your ads?

20 A It could potentially.

21 Q Okay.

22 So you mentioned going to different individual
23 tools. Are those sometimes called native tools?

24 A Yes.

25 Q Does your team spend more time in the SEM tool or

1 the native tools?

2 A The SEM tools.

3 Q Okay.

4 And which SEM tool does your team spend its time?

5 A We actually have two, the first one is Search
6 Ads 360, or what we call SA360. That's, I would say,
7 probably the source of truth where most of the activity
8 happens.

9 In addition to that, we now supplement that tool
10 with an alternative technology called Skai, S-k-a-i,
11 formally known as Kenshoo.

12 Q And you said that's where most of the activity
13 happens. Do you have a general percentage of how much spend
14 goes through SA360 versus Skai?

15 A All activity goes through both platforms
16 simultaneously.

17 Q Okay.

18 And what do you mean by most activity happens in
19 this instance?

20 A When I say activity, I mean the reporting, the
21 optimization, the day-to-day tasks that our team does.

22 Q And how long have you used SA360?

23 A Home Depot has been a client of SA360 since
24 probably 2015 to 2018.

25 Q And how long have you been supplementing SA360

1 with Skai?

2 A Early in 2022.

3 Q Early in 2022, you said?

4 A That's correct.

5 Q Let's talk about SA360.

6 Just real quick, how much spend, how much -- what
7 percentage of spend goes through SA360?

8 A 99 and a half percent. Very few exceptions would
9 anything be managed outside of that.

10 Q Does your team follow the rollout of feature
11 availability on SA360?

12 A We do.

13 Q And has your team ever requested integration of
14 other ad features into SA360?

15 A We have.

16 Q And how do you provide that feedback?

17 A We have account service representatives that we
18 are in frequent contact with. In some cases they'll bring
19 engineers or their product development teams to kind of
20 bigger picture sessions where we have the opportunity to
21 talk about what's currently available, what they're working
22 on, and any feedback that we would have.

23 Q Are there features in SA360 that are available for
24 Google Ads but not for Microsoft Ads?

25 A There are.

1 Q What are they?

2 A The one that comes to mind is what's called
3 auction-time bidding.

4 Q What is auction-time bidding?

5 A So Google and Bing are sending a lot of really
6 good information about consumers' history, right, had they
7 gone to a competitive website looked for, let's say,
8 ladders. And then if they go back to Google or if they go
9 back to Bing, they can use some of that data to say, hey,
10 this person is really prime to perform a transaction, Home
11 Depot, you should be willing to bid more for this particular
12 instance.

13 So they're using historical information on the
14 individual, what they know about, to enrich the bidding
15 process so that the advertiser can benefit.

16 Q And they're using that information in real time?

17 A Correct.

18 Q And are there -- is this a bidding strategy, is
19 that what you referred to auction-time bidding as a bidding
20 strategy?

21 A Yes.

22 Q And are there other bidding strategies that don't
23 update in real time?

24 A There are.

25 Q And do you lose anything if you have a bidding

1 strategy that does not update in real time versus if you
2 have one that updates in real time?

3 A We do.

4 Q What do you lose?

5 A We found that auction-time bidding is a very
6 productive strategy and something that I would say is
7 probably our standard or default across most of our
8 campaigns.

9 Q So you said it's standard. So do you use
10 auction-time bidding through SA360 on Google?

11 A We do.

12 Q Sorry, to buy Google. Let's be clear here.

13 A We do.

14 Q And do you use auction-time bidding as a strategy
15 to purchase Bing ads through SA360?

16 A Not through SA360.

17 Q Okay.

18 THE COURT: I'm sorry, not through SA360?

19 THE WITNESS: Correct.

20 BY MR. CHOKSI:

21 Q Why not?

22 A It's not compatible today.

23 Q Yeah, it's not available is what you said earlier?

24 A That's correct.

25 Q And would you use real-time bidding strategy, like

1 auction-time bidding, to purchase Bing ads through SA360 if
2 it was available?

3 A We would.

4 Q Okay.

5 Have you ever requested that support from Google?

6 A We have.

7 Q Do you remember approximately when or --

8 A I'm sure it's come up in a couple of occasions.

9 Q Okay.

10 In these meetings.

11 And you have meetings pretty regularly, right?

12 A Yep.

13 Q So you mentioned that you --

14 THE COURT: I'm sorry to interrupt.

15 Just to be clear, my understanding is that the
16 Microsoft native tool does have auction-time bidding?

17 THE WITNESS: It does.

18 THE COURT: But I hear you saying that you do all
19 of your ad placements through SA360 and, therefore, your
20 Bing placements are not done through an auction-time bidding
21 strategy; is that correct?

22 THE WITNESS: Through SA360? We talked about
23 having a secondary technology called Skai. We do use
24 auction-time bidding through Skai's platform for Bing.

25 THE COURT: I see. For Bing. Okay.

1 BY MR. CHOKSI:

2 Q But do you go, when you have campaign setup
3 through SA360, do you, within that campaign, go to Microsoft
4 Ads to use auction-time bidding while it's running on SA360
5 as well to use a tool?

6 A We use Skai for that purpose.

7 Q You use Skai for that purpose.

8 Before that?

9 A We didn't because we are not piping conversion
10 data back into Microsoft or to Bing ads, that's the reason
11 why we didn't historically, but we would.

12 THE COURT: Am I correct in understanding that
13 it's a -- I think you described 99 percent through SA360.
14 Is that 1 percent through Skai and Bing auction-time
15 bidding?

16 THE WITNESS: No, that would be a different
17 instances.

18 THE COURT: That's a separate.

19 THE WITNESS: (Nodding head.)

20 THE COURT: So the 99 number, the 99 percent
21 number you gave us as a percentage of your overall ad spend,
22 what did that refer to?

23 THE WITNESS: The far majority of our ad buying
24 takes places in SA360. One form of optimization would be
25 this auction-time bidding capability. But even if we choose

1 not to use that, the campaign still exists inside of the
2 SA360 platform so we can still report and do other
3 optimization techniques on it.

4 So even if one capability is not supported by
5 SA360, the activity would still live inside of the platform.

6 THE COURT: I see. Okay. I see what you mean.
7 Okay. Thank you.

8 THE WITNESS: Sure.

9 BY MR. CHOKSI:

10 Q And you mentioned that you started using Skai in
11 2022, right?

12 A That's correct.

13 Q So since you've been using Skai -- and I think you
14 mentioned you've been using auction-time bidding for
15 Microsoft Bing through Skai?

16 A That's correct.

17 Q And you've been using it also for Google through
18 Skai?

19 A We tested it for the year of 2022. We've since
20 gone back to SA360 for Google auction-time bidding.

21 Q So how has the -- I'm sorry, let me rephrase that.

22 Has the use of auction-time bidding for Microsoft
23 Bing through Skai impacted the efficiency of the Bing ads?

24 A It has.

25 Q How?

1 A Dramatically improved performance.

2 Q And when you say "dramatically improved the
3 performance," how are you measuring that? What units?

4 A So return on advertising spend is the amount of
5 sales that are generated divided by the amount of media cost
6 or the investments that we're putting towards those
7 campaigns. So a bigger number is good, a smaller number is
8 less good.

9 Q And has the number gone up?

10 A It has.

11 Q Can you just give a magnitude?

12 A 2X, twice.

13 Q And that's specifically for Bing ads, right?

14 A That's correct.

15 Q In your experience in advertising, in general, is
16 it common for entities to use two SEM tools at the same
17 time?

18 A It's not.

19 Q Okay. And why not?

20 A There's cost associated with it.

21 Q What costs?

22 A We pay a monthly license fee to use both of those
23 technologies.

24 Q Okay.

25 And is it sizable?

1 A Yeah.

2 Q And if you were to, say, switch away from SA360,
3 are there certain costs associated with that?

4 A Sorry? Is there a cost to stop using a
5 technology?

6 Q Yeah. Yeah.

7 A It would free up investments that would have
8 otherwise gone to SA360 for a license fee.

9 Q I'm sorry. Yeah, that's a bad question on my
10 part.

11 Let's say you were just using SA360 before you
12 started the Skai tests and you were to switch away from
13 SA360, are there certain costs associated with that? With
14 just leaving the SEM tool and going to a new one altogether?

15 A I would say, you know, it can be painful to move
16 from a technology to another. So it would require, you
17 know, retraining, retooling. There's opportunity costs
18 associated with it. I don't know if it's so much a
19 financial cost. But it's a big investment to make a change.

20 Q And you mentioned something about conversion data.
21 Where is that conversion data housed?

22 A We house conversion data in a few different
23 sources. Conversion data lives in Search Ads 360, it lives
24 in Skai, and then it lives in its originating system.

25 Q Okay.

1 And if you were to, you know, be in SA360 and then
2 switch would you lose to historical conversion data?

3 A Typically, yes.

4 Q And how would that impact your advertising?

5 A So paid search is kind of reactive in nature,
6 meaning we're accruing data, we're placing ads, we're
7 monitoring and analyzing that. Over the course of time, we
8 get more data and we have a better understanding of the
9 trends. When we invest more here or we pull back here, it
10 helps us understand how the other campaigns are performing.
11 That's the reason why historical information is important,
12 is it allows us to make smarter future decisions.

13 THE COURT: So are you saying that you could not,
14 or there's no technological ability to take the data that
15 resides in SA360 today and then import it into a different
16 SEM tool?

17 THE WITNESS: You can to a certain extent. It can
18 be cumbersome and a painful process.

19 BY MR. CHOKSI:

20 Q And so you said something pretty interesting at
21 the beginning, sort of off topic, but you said "paid search
22 is reactive in nature." What do you mean by that?

23 A So we place ads. We determine are those ads
24 producing sales. And then as we get more of that
25 information, more of that data over the course of time, we

1 start identifying trends.

2 These type of search queries or this type of
3 campaign or that type of product do better or worse than
4 others. And then, kind of a like a stock trader, we would
5 put more of our investment to what's producing positively
6 and pull back investments on what's producing less.

7 Q I'm going to -- give me one second. I'm going to
8 check with my colleagues for a minute.

9 A Sure.

10 Q Clearly, I missed something.

11 So can you explain what conversion data is
12 generally?

13 A Sure.

14 So conversion data is the scoring system that an
15 advertiser would use to measure the productivity of their
16 investment.

17 So for a retailer, we want to sell stuff. So
18 revenue or sales, both online and in store, would be one
19 form of conversion data that we would use.

20 Q And how does it exist in SA360? Like just
21 mechanically in terms and stuff like that, how does it
22 exist?

23 A Sure.

24 So you kind of think of it like a grid system.
25 You would see all of our different campaigns. You would see

1 the impressions, meaning the amount of times that our ads
2 were shown. We would see the amount of clicks for each of
3 those campaigns, we would see the amount of orders, and then
4 the associated revenue, all attributed back to each one of
5 those campaigns or those individual investments.

6 Q And is it important to -- I guess you share some
7 of that data with Google, right?

8 A We do.

9 Q And is it important that you share that data in
10 order to optimize your campaigns?

11 A It is.

12 THE COURT: Sorry. In other words, there's a
13 feedback loop between you and Google when it comes to the
14 conversion data?

15 THE WITNESS: That's correct, yep.

16 BY MR. CHOKSI:

17 Q Google gets -- sorry. You need to answer, not me.
18 Sorry. Go ahead.

19 A I place an ad. It resulted in this many times the
20 ad was shown, the amount of clicks that went to the website.
21 Of those clicks that got to the website, here's the amount
22 of times that somebody transacted and what the overall
23 revenue is. We would pass that back to Search Ads 360 so
24 that we can identify those trends over the course of time
25 and be smarter about our investments in the future.

1 THE COURT: Got it.

2 BY MR. CHOKSI:

3 Q So just to be clear, who provides the click info?

4 A The click information is provided by Google and
5 Bing.

6 Q Okay.

7 And in SA360, can you see this conversion data
8 across different search engines?

9 A We do.

10 Q Okay.

11 MR. CHOKSI: All right. That's all the questions
12 I have for now, Your Honor. I'll pass it to my friends at
13 the United States.

14 MS. MADDOX: Good morning, Your Honor.

15 THE COURT: Good morning.

16 MS. MADDOX: Claire Maddox for the United States.
17 May I proceed?

18 THE COURT: You may, Ms. Maddox.

19 DIRECT EXAMINATION

20 BY MS. MADDOX:

21 Q Good morning, Mr. Booth.

22 A Hello.

23 Q I have some additional questions for you which may
24 call back to some of the questions that you were just asked,
25 but I will do my best not to retread ground you've already

1 covered.

2 And before I begin, have we ever met before?

3 A We have not.

4 Q Okay.

5 A few -- towards the beginning of your testimony,
6 Mr. Choksi was asking about the questions related to the
7 funnel. Do you recall that?

8 A I do.

9 Q And you referenced, I believe, that upper funnel
10 is used for awareness and inspiration; is that right?

11 A That's correct.

12 Q Okay.

13 I believe you said in your testimony that other
14 teams use -- are responsible for that area. Did I hear that
15 correctly?

16 A Other teams that manage other types of channels
17 typically operate more upper funnel than paid search, but
18 there's kind of some blurry lines that go up and down that
19 funnel.

20 Q And I just wanted to clarify, when you refer to
21 "other teams," which teams are you referring to?

22 A Sure.

23 The team that oversees our TV, radio, print
24 buying. Another team that oversees our display and social
25 ad buying.

1 Q Thank you.

2 You were also speaking a few minutes ago about the
3 go-dark test. Do you recall that?

4 A I do.

5 Q After the go-dark test was conducted for paid
6 search, did Home Depot resume its paid search in the
7 locations where been turned off for the testing?

8 A We did.

9 Q And I believe you referred to that as an
10 "incrementality test"; is that right?

11 A That's correct.

12 Q What resources were needed to do that
13 incrementality testing?

14 A There was a team assembled across a couple
15 different units. Our team, obviously, because we're the
16 ones that buy or not buy the ads. We also engage with our
17 marketing finance team to help stand up the test construct.

18 In that particular test, we also worked with an
19 external consultancy to help make sure that we were thinking
20 about in the right way, we were measuring it the right way.

21 And then one other team was our financial planning
22 and analytics who helped us understand, like, what
23 geographic regions would be most optimal to test.

24 Those are probably the primary.

25 Q How would you describe the size of that effort?

1 A It was moderate to significant.

2 Q How would you describe the cost involved in
3 that -- in the incrementality testing?

4 A There were a number of people involved in standing
5 it up, planning and executing, and then ultimately analyzing
6 it afterwards. So moderate to significant.

7 Q And do you recall -- I want to just double-check.
8 Do you recall whether removing -- you had mentioned there
9 was a separated go-dark test for display ads. Am I
10 recalling correctly?

11 A That's correct.

12 Q Do you recall whether removing display ads had a
13 larger or smaller impact on sales compared to removing the
14 paid search ads?

15 A I wasn't directly involved in that test. I do
16 recall -- my understanding is that the conclusion was it was
17 less impactful to remove our display ads than paid search.

18 Q Okay.

19 You also spoke about the different types of ads
20 that Home Depot purchases. In your time at Home Depot, did
21 you ever consider stopping all spend on search ads and
22 putting that spend towards display ads?

23 A No.

24 Q And, similarly, did you ever consider stopping all
25 spend on search ads and putting that spend towards

1 social ads?

2 A No.

3 Q And why did you not consider stopping all spend on
4 search ads and putting that spend towards display or
5 social ads?

6 A Each one of them allows us to be able to meet our
7 objectives. Paid search, it's the investment we deemed as
8 being productive and something that we would continue to do.

9 Q Are you familiar with a report that Google
10 provides known as a search query report or search
11 performance report?

12 A I'm familiar.

13 Q What information does the search query report
14 contain?

15 A So when you think about paid search, there's two
16 forms of keywords or queries. One is the raw query that
17 somebody goes to enter into google.com.

18 In addition to that, there is a keyword in which a
19 marketer chooses the bid on. And the reason why that's
20 important is they're not necessarily identical, one can
21 trigger another based off of, you know, similar --
22 similarities.

23 Q Did you -- or do you use search query reports in
24 your work at Home Depot?

25 A We have in the past.

1 Q And how do you use them?

2 A It helps us understand what -- one, what people
3 are actually entering into google.com or bing.com to trigger
4 an ad. It also helps us understand should we be building
5 out more keywords, more relevant to how people are actually
6 searching.

7 And it also helps us understand, are there certain
8 things that we wouldn't want to be bidding on, which would
9 allow us to be able to develop what are called negative
10 keywords, where we would place that to say, anytime somebody
11 looks for something that includes this negative keyword, we
12 do not want to show.

13 Q And do I understand correctly that Home Depot
14 keeps a list of the negative keywords?

15 A We do.

16 Q Okay.

17 In addition to a list of the, I guess, positive
18 keywords.

19 A Positive.

20 Q Okay.

21 Do you recall Google making any changes to the
22 information included in the search query report?

23 A I do.

24 Q And what changes do you recall Google making?

25 A Earlier into my career, I think that those reports

1 were very granular, gave us a lot of great detail about high
2 volume search queries, as well as low volume search queries.

3 Over the course of time, there's been less detail
4 on some of the lower volume queries, where it just wouldn't
5 report any further.

6 Q And was it -- did you find it beneficial to have
7 the information on low volume search queries?

8 A We did.

9 Q Why is that?

10 A Helps us buy our ads smarter in the future.

11 Q Can you describe more specifically the changes
12 that you saw?

13 A Earlier into my career, there would be -- you
14 would pull a report and there would be tens of thousands of
15 search query responses. And then over the course of time,
16 some of the longer tail, or, like, the lower volume search
17 queries, would be cut off. So fewer results in the report.

18 Q All right.

19 And did fewer results in the report, did that have
20 any effect on Home Depot's ability to use the report in your
21 paid search work?

22 A To an extent.

23 Q And to what extent?

24 A It would -- I would say generally, the more
25 information that we have access to, the more intelligent we

1 can be about how we buy ads. So less information didn't
2 allow us to be as thorough in what we would -- would have
3 otherwise done.

4 Q When you say that you didn't see as many of the
5 low volume queries, do you have a sense of what -- did that
6 correspond to any -- to Home Depot's ad spend?

7 A I don't understand the question. Can you repeat
8 it?

9 Q I can appreciate that. I can restate.
10 The queries that were -- the data that's included
11 in the search query report, did the data also reflect, for
12 example, if there was a cost per click to Home Depot
13 associated with the query?

14 A Yes, it did.

15 Q Okay.

16 And so when you talk about Home Depot losing,
17 I guess, visibility into some of those queries, did Home
18 Depot also lose visibility into any cost per click data
19 associated with those queries?

20 A I believe so, yes.

21 Q As part of Home Depot's -- the overall spend that
22 would be reported in the search query report, do you have a
23 sense of what percentage of spend was no longer visible when
24 the volume changed?

25 A I don't.

1 Q Okay.

2 Do you recall any other changes that were made to
3 the search query report?

4 A Not offhand.

5 Q Are you familiar with metrics related to ad
6 position?

7 A Yes.

8 Q Did a metric related to ad position, has that at
9 any time been included in the search query report?

10 A It was certainly a metric of other type of
11 reports. I don't recall offhand if it was that specific
12 search query performance report. I would guess probably
13 yes.

14 Q Okay.

15 For the -- appreciating you can't recall if it was
16 in the reports, just more generally, the ad position metric,
17 could you describe what that showed?

18 A Yeah.

19 So if you go back to the binder, looking at the
20 search results, any paid ad would be given a numeric ranking
21 where position No. 1 would be the very top spot, position
22 No. 2 would be the second spot, 3, 4, kind of as it goes
23 down the list.

24 So you would receive a metric of an average
25 position, which would be anywhere from a -- you have 1, all

1 the way down to, you know, an infinite number. And it can
2 be a 1.1, 1.2, 1.3, just depending on the overall average.

3 Q And was that a metric that you used in your work
4 in paid search?

5 A Yes.

6 Q And how did you use that?

7 A It helps us understand where we show up on the
8 search results page, if there's opportunity for us to get
9 ourselves higher up in the screen, or if we're potentially
10 too high and there's opportunity for us to come back a
11 little bit, would be the primary usage.

12 Q Can you explain more what you mean if our position
13 was too high?

14 A Sure.

15 Not always would we want to be in the very
16 absolute position of 1.0.

17 With that typically comes a cost per click
18 premium. And so if we would identify that we're always in a
19 position of 1.0 or 1.1, it's like, ooh, maybe we don't need
20 to be that aggressive in our bidding and we could lower our
21 costs per clicks, lower our bid to essentially generate a
22 stronger return on advertising.

23 Q And do I understand correctly, for example,
24 instead of aiming for the top spot, it might be more
25 cost-effective to aim for maybe two or three or four?

1 A Correct.

2 Q And is that a metric that Home Depot still
3 receives from Google?

4 A It's not.

5 Q Do you recall approximately when Home Depot
6 stopped receiving that metric?

7 A I don't.

8 Q Has that impacted -- how, if at all, has that
9 impacted Home Depot's -- your ability in paid search to
10 assess or optimize your spend?

11 A Again, like, the more information that we get,
12 I think the more intelligent we can be with our ad buying.

13 I don't know if it was catastrophic -- it
14 certainly wasn't catastrophic. But the types of insights
15 that we would get, we wouldn't have the same specificity.

16 Q In your time at Home Depot, apart from the go-dark
17 testing, has Home Depot ever stopped purchasing search ads
18 from Google?

19 A Not to my knowledge.

20 Q And finally, Mr. Booth, I know you've been
21 testifying today, you're here from Home Depot and you also,
22 I believe you said, had 17 years in advertising?

23 A That's correct.

24 Q To what extent is your testimony here today
25 representative of your experiences elsewhere?

1 A Could you rephrase the question?

2 Q Sure.

3 Some of the testimony that you've given today
4 regarding the role that different ad channels play, and is
5 that testimony regarding -- and testimony about the
6 differences between, for example, text ads and shopping ads,
7 is that testimony unique to your experience at Home Depot or
8 do you think it's more representative of your experience in
9 advertising elsewhere?

10 A I think it's more representative of a long career
11 in digital advertising.

12 Q Thank you very much.

13 MS. MADDUX: No further questions at this time,
14 Your Honor.

15 MR. SAFTY: Good morning, Your Honor.
16 Graham Safty of Williams & Connolly on behalf of Google.

17 - - -

18 CROSS-EXAMINATION

19 BY MR. SAFTY:

20 Q Good morning, Mr. Booth.

21 A Hello.

22 Q Both attorneys for the plaintiffs asked you a
23 number of questions about the search ads that The Home Depot
24 places on google.com, right?

25 A That's correct.

1 Q And The Home Depot bids to place search ads on
2 google.com because the company has found them to be a
3 profitable investment that drives what you're looking to get
4 out of advertising, which is ultimately sales;
5 is that correct?

6 A That's correct.

7 THE COURT: Mr. Safty, can I interrupt?

8 Can I ask you to either move that mic a little
9 closer to you or keep your voice up. Thanks.

10 BY MR. SAFTY:

11 Q And, Mr. Booth, The Home Depot measures the
12 productivity of its search ad campaigns based on a metric
13 called return on ad spend, which is sometimes abbreviated
14 ROAS. Is that right?

15 A That's correct.

16 Q What does return on ad spend mean?

17 A It is -- the calculation is revenue divided by
18 investment or cost.

19 Q And in the context of search ads specifically,
20 is there a difference between return on ad spend and cost
21 per click?

22 A There is a difference.

23 Q And what is the difference as you understand it?

24 A So the cost per click is the cost incurred every
25 time somebody selects the ad and then is delivered to the

1 website.

2 Return on advertising spend is more about once
3 they get to the website, do they transact and its ratio to
4 the overall cost.

5 Q And why do you use return on ad spend as a measure
6 of the productivity of The Home Depot's investment in search
7 ads?

8 A Sure.

9 So we have a limited media investments and we want
10 to make that as productive as possible so we want to
11 generate the most revenue possible and that's the metric
12 that's been an industry standard to be used to evaluate
13 that.

14 Q So return on ad spend instead of cost per click is
15 the productivity measure; is that fair?

16 A That's correct, or primary.

17 Q Just to give an example, perhaps, you've observed
18 instances over time where the cost per click of a campaign
19 might be low and declining but it's not profitable from The
20 Home Depot's perspective because it's not driving
21 incremental sales, right?

22 A That's correct.

23 Q And conversely, there might be instances where
24 cost per click is increasing over time but it is delivering
25 positive return on ad spend because of the incremental sales

1 resulting from the campaign; is that right?

2 A That's correct.

3 Q I believe you mentioned in response to questions
4 from Mr. Choksi that, on a daily basis, members of your team
5 at The Home Depot are sort of assessing the return on ad
6 spend of the search campaigns you're running and relocating
7 the budgets across Google and Bing; is that right?

8 A That's correct.

9 Q And by advertising on both Google and Bing, The
10 Home Depot is intending to reach different audiences, right?

11 A Yes.

12 Q In other words, your expectation is that by
13 advertising on Bing, you'll reach a subset of consumers who
14 you would not reach merely by advertising on Google;
15 is that fair?

16 A That's fair.

17 Q Now, I think both groups of plaintiffs or at least
18 Mr. Choksi also asked you some questions about the
19 difference between search text ads and product listing ads.
20 Do you remember that?

21 A I do.

22 Q The daily reallocation of The Home Depot's budget
23 that you referenced a moment ago also occurs across text ads
24 and product listing ads, right?

25 A That's correct.

1 Q So if your team observed today that product
2 listing ads were delivering a higher return on ad spend than
3 a search text ad campaign, you'd expect that within a matter
4 of days, spend would be reallocated from the text ads to the
5 product listing ads, right?

6 A Yes.

7 Q And Home Depot's investment in product listing ads
8 on Google, in particular, has sort of increased in recent
9 years to the point that the overall amount spent on product
10 listing ads is larger now than the amount spent on Google
11 text ads; is that right?

12 A Our spend in product listing ads is higher than I
13 text ads, correct.

14 Q As someone who has worked in the paid search
15 industry for approximately 17 years, it's your understanding
16 that most in the industry expect a year-over-year increase
17 in cost per click as more advertisers are embracing paid
18 search marketing and are becoming more savvy in their
19 efforts; is that right?

20 A I think the general industry perspective would be
21 that, yes.

22 Q And in other words, there's more demand for search
23 ads year over year in your experience, and at the same time,
24 advertisers are getting better at identifying instances
25 where they can bid more aggressively and still capture a

1 positive return on ad spend; is that fair?

2 A Yes.

3 Q And in your experience, those trends with regard
4 to cost per click are similar on Bing and Google, correct?

5 A In my experience, we've seen a decline in cost per
6 clicks within The Home Depot for things that I think that,
7 you know, were smart moves on our behalf.

8 Q And to maybe give a tangible example, in some
9 recent years, you've observed declines in cost per click on
10 product listing ads on Google specifically, right?

11 A Yes.

12 Q And there might be other pockets like, for
13 example, branded keywords that are more expensive on Bing
14 than on Google, right?

15 A Yes.

16 Q To what do you attribute the sort of decline in
17 cost per click on product listing ads on Google in recent
18 years?

19 A We -- one in particular is there's a -- there's a
20 lot of components of an ad. Like the device that it's
21 served from would be one of those.

22 In our case, we've made the decision to lean more
23 towards mobile versus desktop, which there's some cost per
24 click favorability there.

25 Q Mr. Choksi asked you a number of questions about

1 SEM tools. Do you recall that line of questioning?

2 A I do.

3 Q And the SEM tools that you referenced in response
4 to his questions such as SA360 and Skai allow an advertiser
5 like The Home Depot to manage search ad campaigns on both
6 Google and Bing, correct?

7 A That's correct.

8 Q And some of the SEM tools on the market also allow
9 an advertiser to manage campaigns on other advertising
10 platforms, maybe Facebook or Amazon, for example, right?

11 A That's correct.

12 Q And from your perspective, one of the interesting
13 things about working in paid search is the features and
14 functionalities available to advertisers are always
15 changing, right?

16 A That's correct.

17 Q And with respect to Google specifically, Google
18 frequently, you know, rolls out the new features and
19 capabilities for Google Ads, right?

20 A Frequently.

21 Q And, likewise, Microsoft regularly rolls out new
22 features and capabilities for Bing, right?

23 A Correct.

24 Q At any given time, not all of the features and
25 functionalities made available by an advertising platform

1 can be utilized in a SEM tool, right?

2 A As innovation happens, it takes some time for
3 technologies to catch up, sure.

4 Q And, I mean, you've observed during your time as
5 head of paid search at The Home Depot that some of the
6 features and capabilities available to you directly in
7 Google Ads are not integrated into SA360, right?

8 A Correct.

9 Q Now, I believe you alluded to this earlier, I want
10 to make sure I understand correctly. Your team at The Home
11 Depot sort of periodically meets with Google's SA360 team
12 for the purpose of staying on top of the most recent
13 capabilities and features that Google is adding to SA360;
14 is that right?

15 A Correct.

16 Q And that includes learning about Bing ads features
17 that are being newly integrated into SA360, right?

18 A Correct.

19 Q And this engagement with the SA360 team also
20 relates to conversations about integration of Google Ads
21 features to SA360, right?

22 A Yes.

23 Q Are you familiar with a Google Ads campaign type
24 called Performance Max?

25 A I am.

1 Q And what is Performance Max?

2 A Performance Max is a universal campaign type. You
3 know, in contrast to buying a text ad or a shopping ad which
4 is a distinct campaign entity, Performance Max is
5 anything -- any Google inventory that they have. So it
6 could be text ads and Performance Max -- or sorry -- or
7 shopping, it could be Gmail, it could be Google
8 Display Network, it could be YouTube. It's essentially all
9 the different varieties of Google Ads rolled into a single
10 campaign.

11 Q And there have been instances over the last couple
12 of years where your team has wanted SA360 to provide more
13 support for Google Performance Max features and
14 functionality that aren't currently available in SA360,
15 right?

16 A That's correct.

17 Q And that integration of Performance Max into SA360
18 hasn't happened right away even though Performance Max is a
19 Google Ads product, right?

20 A Yes.

21 Q As part of your work at The Home Depot, you've
22 learned that historically the company has used SEM tools
23 other than SA360 and Skai, correct?

24 A Correct.

25 Q And I believe you've learned in the past that The

1 Home Depot used a SEM tool from Marin, and at the same time,
2 a product from Adobe; is that correct?

3 A Yes.

4 Q And your understanding is that The Home Depot is a
5 symbol on an informal task force to decide whether to switch
6 its SEM tool provider away from Marin and Adobe to another
7 offering; is that correct?

8 A Correct.

9 Q And the outcome of that process, as you understand
10 it, is that The Home Depot decided to switch to SA360?

11 A Yes.

12 Q And your understanding is that The Home Depot's
13 sort of paid search team found that SA360 at the time was
14 easier to use and navigate for what they needed to do on a
15 day-to-day basis; is that fair?

16 A Yes.

17 Q And your understanding is that The Home Depot also
18 determined that SA360's long-term roadmap of features and
19 solutions at the time was more attractive than the
20 competitor's offerings; is that right?

21 A That's correct.

22 Q And it's your understanding that the fee for
23 licensing SA360 was projected to be lower as well, right?

24 A Yes.

25 Q Do you know whether Marin's SEM tool has ever

1 integrated auction-time bidding for Bing?

2 A I'm not sure.

3 Q Do you know whether Adobe's SEM tool has ever
4 integrated auction-time bidding for Bing?

5 A I don't know.

6 Q Do you know whether Microsoft has developed its
7 own SEM tool?

8 A I'm confident that they have not.

9 Q If Microsoft were to build or acquire an SEM tool,
10 would you expect The Home Depot to assess what it has to
11 offer, just like the company's done with SA360 and Marin and
12 Skai and the other offerings?

13 A Yes.

14 Q You alluded to, in response to some questions from
15 Mr. Choksi, that in 2022 your team sort of tested an
16 alternative to SA360 from Skai, correct?

17 A That's correct.

18 Q And you embarked on that testing because, as a
19 general practice, it makes sense for any marketing team to
20 evaluate whether they're using the best product in the
21 market and whether the solutions it offers are meeting their
22 needs, right?

23 A Yes.

24 Q And I gathered that for a period of at least
25 several months in 2022, The Home Depot was managing

1 campaigns from both SA360 and Skai so that it could conduct
2 a sort of fulsome evaluation of the two tools, right?

3 A Yes.

4 Q And is it the case that you continue to do that
5 today? In other words, to manage campaigns through both
6 SA360 and Skai?

7 A I would say we do use both platforms today, but
8 the evaluation period of kind of a head-to-head test, that's
9 concluded.

10 Q I see.

11 So in 2022, this was really a sort of holistic
12 competitive bidding process as between SA360 and Skai;
13 is that fair?

14 A That's fair.

15 Q Okay.

16 And then what we have today in 2023 is sort of the
17 result of that competitive bidding process based on The Home
18 Depot's sort of unique needs; is that fair?

19 A Yes.

20 Q And do you intend to continue to assess going
21 forward whether SA360 or Skai or another SEM tool sort of
22 best meets Home Depot's unique needs?

23 A I would say that's going to be an ongoing process.

24 Q Mr. Choksi asked you some questions about the cost
25 of switching SEM tools, and you alluded to sort of

1 particular forms of data that live within a tool like SA360.

2 Do you recall that line of questioning?

3 A Yes.

4 Q And are you referring specifically there to
5 conversion data?

6 A Mostly conversion data, yes.

7 Q And Home Depot owns that conversion data, right?

8 A Yes.

9 Q And that's true regardless of which SEM tool Home
10 Depot chooses to use?

11 A Can you define "own the data"?

12 Q Sure.

13 Home Depot has the right to take possession of the
14 conversion data and put it somewhere else if it so chooses?

15 A Yes.

16 Q In other words, Home Depot can terminate its
17 relationship with SA360, take back its conversion data, and
18 transfer it to another SEM tool or put it on its own servers
19 or do anything it likes with it, right?

20 A That's correct. There can be some pain associated
21 with that, just the complexities involved.

22 Q And there are companies, including other SEM tool
23 companies, that sort of specialize importing that data from
24 one tool to another, right?

25 A There are.

1 Q And providing the support necessary to get a
2 customer sort of up and running with historical data
3 necessary to facilitate campaigns going forward is sort of
4 part of the value proposition that SEM tools offer, right?

5 A Yes.

6 Q At this time, The Home Depot has acquired at least
7 several months of historical conversion data with Skai
8 because of the sort of ongoing trial that was occurring in
9 2022, right?

10 A Correct.

11 Q So the historical conversion data sort of
12 presently lives within at least SA360 and Skai, if not also
13 sort of other platforms or tools used by The Home Depot,
14 right?

15 A Yes.

16 Q Do you have any understanding of whether or when
17 Bing auction-time bidding functionality would be available
18 on SA360?

19 THE COURT: Counsel, I'm sorry, Mr. Safty, can I
20 interrupt you for a moment?

21 How much more time do you think you'll be?

22 MR. SAFTY: Maybe about 20 minutes, Your Honor.

23 THE COURT: Why don't we go ahead and take a break
24 then.

25 All right. It's a little bit after 11:00 now.

1 We will resume at 11:20.

2 Sir, I'll ask you not to discuss your testimony
3 with anyone during the break. Thank you, sir.

4 COURTROOM DEPUTY: All rise. This Court stands in
5 recess.

6 (Recess from 11:02 a.m. to 11:19 a.m.)

7 THE COURT: All right. Sorry for the delay,
8 everybody. Had a tech issue.

9 So, Mr. Safty.

10 MR. SAFTY: Thank you, Your Honor.

11 BY MR. SAFTY:

12 Q Mr. Booth, I believe I was going to ask you right
13 before the break whether you have any understanding of
14 whether or when Bing auction-time bidding functionality
15 might be available in SA360?

16 A My understanding is it's in the works.

17 Q And do you have any understanding of an
18 approximate delivery timeline or where in the process it
19 currently is?

20 A I don't know.

21 Q Even though The Home Depot is currently an SA360
22 customer, there's no restriction on The Home Depot also
23 using another SEM tool such as Skai's offering, correct?

24 A Correct.

25 Q And even though The Home Depot is currently an

1 SA360 customer, there's no restriction on bidding directly
2 in the native front-end tool on Google or Bing or any other
3 ad platform, right?

4 A Correct.

5 Q The most significant consideration in deciding
6 whether to bid directly on Bing through Microsoft's front
7 end instead of going through SA360 is whether you'll be able
8 to track or measure the productivity of the campaign;
9 is that fair?

10 A It's the specific form of how we measure our
11 campaigns, yes.

12 Q And so Microsoft has its own conversion tracking
13 for Bing, correct?

14 A They do.

15 Q But it uses a slightly different attribution logic
16 than the one used by SA360?

17 A Correct.

18 Q So the primary obstacle to running an auction-time
19 bidding campaign directly through Bing's front end is this
20 sort of conversion of different attribution logics
21 maintained by the two companies; is that right?

22 A Correct.

23 Q Before your team started using Skai, if your team
24 had concluded that Bing auction-time bidding was likely to
25 be impactful enough on productivity to warrant that extra

1 step, they could have purchased Bing ads directly in
2 Microsoft's native tool in order to use auction-time bidding
3 functionality, right?

4 A Yes.

5 Q Plaintiffs' counsel asked you about a go-dark test
6 that was conducted with respect to search ads.

7 Do you remember that line of inquiry?

8 A I do.

9 Q And was the purpose of that go-dark test to assess
10 the effect of discontinuing search ads in order to get a
11 sense of their relative contribution to driving incremental
12 sales at The Home Depot?

13 A That's right.

14 Q And as far as you know, The Home Depot did not
15 sort of simultaneously increase spending on other forms of
16 digital ads when it went dark on search ads, correct?

17 A That's correct.

18 Q I believe you mentioned earlier that you don't
19 sort of directly oversee the social media and digital
20 display ad spend at The Home Depot but you communicate with
21 your counterpart who does and sometimes receive information
22 about those forms of investments; is that right?

23 A Yes.

24 Q I'm not asking you to divulge any sort of
25 proprietary details about how The Home Depot conducts these

1 analyses, but at a general level, is it your understanding
2 that if The Home Depot stopped buying digital display ads,
3 it would see a decline in sale?

4 A That's right.

5 THE COURT: Could you repeat that?

6 MR. SAFTY: Sure.

7 BY MR. SAFTY:

8 Q Omitting the confidentiality caveat, the question
9 was, whether it's correct that if The Home Depot stopped
10 buying digital display ads, it would see a decline in sales?

11 A Yes.

12 Q And, likewise, if The Home Depot stopped buying
13 social media ads, it would see a decline in sales, correct?

14 A Yes.

15 Q Again, without divulging any sort of proprietary
16 information about how these analyses were conducted, there
17 are different ways of modeling these sort of counterfactual
18 scenarios about what would happen if ads were discontinued
19 in order to assess their incremental effect; is that right?

20 A There are models to help predict that, yes.

21 Q And you're aware of some models showing that
22 discontinuing digital display ads would have a significant
23 impact and other models showing that discontinuing search
24 ads would have a significant impact, right?

25 A Yes.

1 Q And it's not surprising that discontinuing any of
2 these various forms of digital ad types would cause a
3 decline in sales, because, at the end of the day, The Home
4 Depot is buying these ads in the expectation that they will
5 drive consumers to buy things that at The Home Depot, right?

6 A Exactly right.

7 Q Now, Plaintiffs' counsel asked you about certain
8 reports or metrics that Google previously provided to
9 advertisers that you indicated have changed in some respect
10 during your time in the paid search business.

11 Do you remember that?

12 A I do.

13 Q And I'll ask you about the specific examples just
14 to make sure we're on the same page, but to be clear about
15 the baseline, Google does provide a number of tools in forms
16 of feedback that help advertisers like The Home Depot
17 optimize their investments in search ads, right?

18 A Yes.

19 Q And during your career in paid search, Google has
20 sort of repeatedly rolled out new metrics and reports to
21 advertisers that can be used to inform bidding strategies
22 and develop compelling ads, right?

23 A Yes.

24 Q And I won't go through every example with you, but
25 you're aware that over the years, Google has developed for

1 The Home Depot, and other advertisers, new metrics on
2 impression share, different conversion types, including
3 cross device conversions, geographic breakdowns on how ads
4 are performing in different parts of the U.S., to give a few
5 examples; is that right?

6 MS. MADDUX: Objection, Your Honor.

7 Compound.

8 And in addition, to the extent counsel is asking
9 for Mr. Booth to speak on behalf of what advertisers are
10 receiving, I don't believe there's a foundation for that.

11 MR. SAFTY: I'm only asking for his personal
12 knowledge.

13 THE COURT: I thought he was -- he's limited to
14 his understanding of these new metrics and what the new
15 rollouts are, so he can answer the question.

16 THE WITNESS: Could you repeat the question?

17 BY MR. SAFTY:

18 Q Sure, it was a long one and I will break it up.

19 So, for example, you're aware that during your
20 career in paid search, Google has introduced new metrics
21 that can be used by advertisers such as The Home Depot to,
22 say, track or gain insight into their impression share,
23 correct?

24 A Yes.

25 Q And you're also aware of your current paid search,

1 Google has introduced metrics relating to different
2 conversion types, including new information relating to
3 cross device conversions, correct?

4 A That's right.

5 Q And during your career in paid search, Google has
6 introduced new metrics reflecting geographic breakdowns on
7 how ads are performing in different parts of the U.S.,
8 right?

9 A Yes.

10 Q Now, I believe that counsel asked you some
11 questions about a numerical value relating to ad position on
12 the SERP that previously was provided and is now provided in
13 a different form.

14 Does that generally sound right?

15 A That's right.

16 MR. SAFTY: Your Honor, may I approach?

17 BY MR. SAFTY:

18 Q Mr. Booth, are you aware as a general matter that
19 Google releases information about search ad features and
20 reporting on its Google Ads help pages?

21 A Yes.

22 Q And in addition to that, your team communicates
23 frequently with Google Ads, account executives, and others
24 at the company about anticipated and actual changes to
25 features and reporting, correct?

1 A Yes.

2 Q So I've handed you a printout of a Google Ads help
3 page titled, "Prepare for average position to sunset," dated
4 February 26th, 2019.

5 Because I want to make sure that I'm understanding
6 correctly the sort of lines of question about which features
7 are no longer available or have changed.

8 So if you look at the first paragraph of this
9 page, there's a reference there to --

10 THE COURT: Sorry to interrupt, Counsel. Do you
11 want to just have a number for this?

12 MR. SAFTY: Oh, sure. I'm sorry. I do not have
13 an exhibit number. I was not necessarily planning to
14 introduce it. But I can get our next number in our sequence
15 certainly.

16 THE COURT: Okay. Why don't you go ahead and we
17 can get the number later.

18 MR. SAFTY: Thank you.

19 And apologies, Your Honor.

20 THE COURT: That's all right.

21 BY MR. SAFTY:

22 Q So, Mr. Booth, I was looking at the first
23 paragraph here and it refers to, the second sentence, "In
24 November, we rolled out Impression Absolute Top Percent and
25 Impression Top Percent, which described what percent of your

1 ads appear at the top of the page and absolute top of the
2 page."

3 Do you see that?

4 A I do.

5 Q And are you familiar with those metrics?

6 A I am.

7 Q And then looking at the next paragraph after this
8 image here, the sentence says, "To complement these metrics,
9 we also rolled out Search Absolute Top Impression Share, and
10 Search Top IS. If you want to optimize for position, these
11 are the best metrics to use."

12 Do you see that?

13 A I do.

14 Q Are you familiar with the metrics referenced
15 there?

16 A I am.

17 Q And in the very last paragraph here, it says,
18 "With the availability of these new metrics to understand
19 prominence, we plan to sunset average position in September
20 of this year."

21 Do you see that?

22 A I do.

23 Q Is this sunsetting of average position, is that
24 the subject of your testimony in response to questions from
25 Ms. Maddox regarding sort of numerical values of position on

1 the page that were no longer available?

2 A That's correct.

3 Q And your understanding is that that feature sort
4 of deprecated or phased out in September of 2019 after
5 Google provided notice in February of 2019; is that right?

6 A That looks accurate.

7 Q Is it your understanding from your career in paid
8 search that a wide range of businesses bid on Google Search
9 ads, including large companies like The Home Depot and also
10 small advertisers that are less sophisticated than The Home
11 Depot?

12 A I think that's accurate.

13 Q And on the sort of spectrum of advertisers that
14 buy search ads, is it fair to say that your team would rank
15 among the most sophisticated in your view in terms of your
16 ability to act on large volumes of data?

17 A I'd like to think so.

18 Q And from your perspective as a sort of highly
19 sophisticated paid search organization, more data is pretty
20 much always better, right?

21 A Yes.

22 Q Even from The Home Depot's perspective, you would
23 agree that the sunseting of average position reporting that
24 we're discussing here was a minor consideration that did not
25 necessitate a fundamental shift in your testing and bidding

1 strategies, correct?

2 A That's accurate.

3 MR. SAFTY: Your Honor, the document that I just
4 handed up will be Defendant's Exhibit 2021. I apologize for
5 not having that pre-marked.

6 THE COURT: Any objection?

7 MR. CHOKSI: We would object if he -- I don't
8 think he's moving it into evidence.

9 THE COURT: Are you seeking to move it into
10 evidence?

11 MR. SAFTY: Yes. Is there any objection to
12 admitting Defendant's Exhibit 2021, printout from Google Ads
13 help pages?

14 MR. CHOKSI: Yes, it's hearsay.

15 THE COURT: Why is it not a business record of
16 Google since it's --

17 MR. CHOKSI: Well, I don't think that Mr. Booth
18 can lay a foundation for it being a Google record.

19 THE COURT: All right. Well, if we need to get
20 a -- if you're insisting on a certification, then I guess we
21 can get one.

22 But okay, go ahead, that's fine. We'll
23 provisionally hold off on -- we'll conditionally admit it,
24 but we'll hold off until we get the certification or a
25 witness to come in to lay the foundation.

1 MR. CHOKSI: We'll withdraw the objection.

2 THE COURT: Thank you.

3 All right. So DX2021 will be admitted.

4 MR. SAFTY: Thank you, Your Honor.

5 (Defendant's Exhibit DX2021
6 received into evidence.)

7 MR. SAFTY: And if I may approach again?

8 And, Your Honor, I'll have to seek forgiveness
9 because, again, I have neglected to pre-mark this exhibit,
10 but I can tell you that this will be Defendant's
11 Exhibit 2022.

12 BY MR. SAFTY:

13 Q And, again, Mr. Booth, I'm going to ask you a few
14 questions to make sure I understand that plaintiffs'
15 questioning is talking about the same feature or reporting
16 that I have in mind.

17 So I've handed you a printout of a Google Ads help
18 page titled "Improving the search terms report while
19 maintaining user privacy," dated September 9th, 2021.

20 Do you see that?

21 A I do.

22 Q And if you look at the second sentence of this
23 document, it says, "That's why last year, we updated the
24 search terms report and dynamic search ads search terms
25 report to meet new privacy thresholds."

1 Do you see that?

2 A I see it.

3 Q And do you understand that change to be a
4 reference to what Ms. Maddox was asking about with respect
5 to sort of decrease in the level of detail in certain search
6 terms in the reports that The Home Depot receives?

7 A It's the first time I've seen the document, but it
8 looks to be that.

9 Q It corresponds with your sort of recollection of
10 the timing of the change and the level of detail in search
11 term reports?

12 A This is a little bit later than I would have
13 anticipated, being 2021, but I was thinking more twenty --

14 Q And I apologize. I think the sentence there says,
15 "That's why last year we updated the search terms report."

16 So I think it's referring back to something that
17 happened in 2020? Does that clarify approximately when you
18 believe that the change occurred.

19 A It's about right, yeah.

20 Q And to be clear, the change that you're referring
21 to involves providing less granular detail to advertisers',
22 such as The Home Depot, actual searches that users enter
23 infrequently on Google. Is that your understanding?

24 A Yes.

25 Q Do you have any reason to doubt the changes to the

1 search term reports were made in order to ensure user
2 anonymity on Google?

3 MS. MADDOX: Objection, Your Honor.

4 THE COURT: I think I'll sustain the objection.
5 It calls for speculation.

6 BY MR. SAFTY:

7 Q Do you have any understanding of why Google made
8 changes to the search term reports in 2020?

9 A I haven't thought about it.

10 Q I'm sorry? What's that?

11 A I haven't thought about it.

12 Q Okay.

13 You have not inquired with your Google account
14 representatives about the rationale for or nature of the
15 changes?

16 A I don't recall inquiring.

17 Q And since the changes to the search term reports
18 were made in approximately 2020, do you have any
19 understanding of whether The Home Depot has received
20 additional reporting or information around search terms in a
21 way that is intended to supplement the reporting that's
22 already in place?

23 A There's been new features, yes.

24 MR. SAFTY: Your Honor, I'll move to admit
25 Defendant's Exhibit 2022 into evidence as well.

1 MR. CHOKSI: No objection.

2 THE COURT: Okay. DX2022 will be admitted.

3 (Defendant's Exhibit DX2022
4 received into evidence.)

5 BY MR. SAFTY:

6 Q Mr. Booth, I believe you received questions from
7 both plaintiffs' counsel about this concept of a sort of
8 marketing funnel; is that right?

9 A Yes.

10 Q And to be clear on the context, the funnel is sort
11 of a rough mental model and not an actual depiction of the
12 step each Home Depot customer follows before making a
13 purchase; is that right?

14 A It's a theory, a model, yes.

15 Q Okay.

16 And in your experience, consumers take a multitude
17 of different paths to discovering products that they want to
18 buy at The Home Depot, right?

19 A Frequently, yes.

20 Q And, again, without sort of divulging any of The
21 Home Depot's proprietary strategies, a marketing team like
22 yours is making sort of data driven decisions based on
23 analyses of the sort of multitude of places where a consumer
24 is exposed to Home Depot's messaging and not making
25 decisions based on a sort of march down a linear funnel,

1 correct?

2 MS. MADDUX: Objection, Your Honor; compound.
3 It's quite a long, complicated question.

4 THE COURT: You can answer if you understand the
5 question.

6 THE WITNESS: Could you repeat the question.

7 BY MR. SAFTY:

8 Q Sure.

9 And I apologize, Mr. Booth.

10 In terms of making decisions about how to allocate
11 your budget as an organization, The Home Depot is looking at
12 data driven analyses, the multitude of places where a
13 consumer might be exposed to Home Depot's messaging, rather
14 than presuming the consumers act in accordance with the
15 funnel that you've described, correct?

16 A We analyze data that helps us inform where our
17 budgets are best put, yes.

18 Q And in the conception of the funnel that you
19 testified about earlier, retargeted display ads would be an
20 example of an ad type that would fall into the lowest tier
21 of the funnel, correct?

22 A Yes.

23 Q And The Home Depot measures the return on ad spend
24 of its investment in retargeted display ads, correct?

25 A We do.

1 Q And in the conception of the funnel that you
2 described earlier, social media ads can play at multiple
3 levels within the funnel; is that fair?

4 A Accurate.

5 Q Is it your understanding that social media
6 platforms such as Facebook and Instagram can facilitate the
7 delivery of targeted ads to particular audiences based on
8 their interests or other characteristics?

9 A They can.

10 Q And that kind of targeting of particular prospects
11 on a social media site for the purpose of driving a sale
12 would be an example of lower funnel advertising in the
13 conception of the funnel; is that fair?

14 A It could be lower funnel or medium or upper funnel
15 depending on what characteristics are targeted.

16 Q Without divulging any specific financial
17 information, have there been times during your tenure at The
18 Home Depot where internal data and modeling indicated that
19 digital display and social ads were strong performers when
20 it came to profitably driving sales?

21 A Yes.

22 Q Based on those observations, The Home Depot
23 increased its investment in digital display in social ads,
24 correct?

25 A We have.

1 Q And during those periods, the budget allocated to
2 display on social ads was increasing more quickly than the
3 budget allocated to search ads, right?

4 A Yes.

5 Q Are you familiar with Home Depot's Retail Media+
6 program?

7 A I'm familiar.

8 Q And what is Retail Media+?

9 A Retail Media+ is a retail media network that Home
10 Depot owns and operates where we essentially make
11 advertising available to our supplier partners like Samsung
12 or LG or Whirlpool, where we use their investments to either
13 drive traffic to The Home Depot or our properties or we
14 actually sell inventory, ad inventory, on Home Depot owned
15 properties. So on-site and off-site.

16 Q Got it.

17 And generally speaking, the suppliers that
18 participate in Retail Media+ are looking for a tangible
19 return in terms of increased sales tied their investment in
20 the campaign, right?

21 A Yes.

22 Q And so in terms of the funnel construct that you
23 referenced earlier, Retail Media+ campaigns tend to be
24 focused heavily on the bottom of the funnel, right?

25 A It's most cases, yes.

1 Q And the channels that The Home Depot uses to
2 accomplish those objectives for Retail Media+ partners are
3 paid search, social, and digital display; is that right?

4 A Yes, mostly.

5 Q And The Home Depot provides information to its
6 Retail Media+ partners about the return on ad spend that's
7 being generated through those different channels?

8 A Yes.

9 Q And that information about the productivity of the
10 different channels informs how the suppliers' budget is
11 invested in order to maximize sales, right?

12 A It does.

13 Q And so, for example, a Retail Media+ partner might
14 increase its spend on Facebook and decrease its spend on
15 search ads based on the relative performance of those
16 channels in driving sales, right?

17 A Yes.

18 MR. SAFTY: Your Honor, if I may have just one
19 moment.

20 (Defense counsel conferred off the record.)

21 MR. SAFTY: Thank you, Your Honor.

22 And thank you very much for your time, Mr. Booth.

23 No further questions from Google.

24 THE COURT: Okay. Mr. Safty, thank you.

25 Any redirect, Mr. Choksi?

1 - - -

2 REDIRECT EXAMINATION

3 BY MR. CHOKSI:

4 Q Just a couple questions more, Mr. Booth.

5 Thank you so much for your patience.

6 Earlier in response to Mr. Safty's questions, you
7 testified to some of the benefits of SA360; is that right?

8 A I recall testifying, yes.

9 Q Is one of the benefits of SA360 that 90 percent of
10 the ad spend that you -- of your paid search ad spend goes
11 through Google?

12 A I don't know if that's a benefit of SA360.

13 Q Okay.

14 Does -- okay.

15 You also testified in response to Mr. Safty's
16 questions about conversion data. Do you remember that?

17 A Yes.

18 Q The transferring of conversion data.

19 You testified that it was cumbersome and painful.
20 Do you remember that?

21 A I do.

22 Q Can you describe what that means?

23 A Conversion data is -- needs to be assigned back to
24 a touchpoint, which could be a single touchpoint, it could
25 be multiple touchpoints.

1 So what I mean is when somebody searches for
2 something, clicks on an ad, and then ultimately they
3 transact, that's relatively easy for us to assign the
4 revenue back to that transaction.

5 Where the complexity comes in place is there's a
6 bunch of different -- I mean, there's millions of keywords,
7 thousands of campaigns, so doing that at scale for a long
8 duration is, number one, we're dealing with a whole lot of
9 data. So the amount of data that we're dealing with is
10 complex.

11 Also, the amount of touchpoints that happen as
12 somebody clicks on refrigerators and then clicks on
13 something else and then transacts, you need to think about,
14 well, do you assign all the credit back to a single
15 transaction or multiple transactions.

16 There's the complexity of different IDs that
17 belong. And so like every campaign, every keyword would
18 have its own numeric ID that differentiates it from
19 everything else. So we're talking about a lot of different
20 entities that can exist and precisely connecting those back
21 into the originating click can get complex.

22 Q And one of the options Mr. Safty talked about was
23 manually uploading the conversion data using particular
24 tools.

25 Do you remember that?

1 A Yes.

2 Q How would manually uploading conversion data
3 affect auction-time bidding strategies?

4 A We're going deep.

5 Q Yeah.

6 A Okay.

7 So ask the question again. I'll try to answer it
8 as precisely as possible.

9 Q Oh, okay.

10 How would manually uploading conversion data
11 affect auction-time bidding strategies?

12 A Okay.

13 In the most simplistic form, auction-time bidding
14 is based off of a collection of, like, patterns and trends
15 to determine, hey, this next query that happens is either
16 exponentially better or worse for certain advertiser to
17 place their ad. So all of that is based off data.

18 You need a -- you need some history to be able to
19 power auction-time bidding to help determine, you know, what
20 the best -- the best bids are at that time. So having a
21 baseline of information makes that bidding more intelligent.

22 Q Okay.

23 And so would it be fair to say, you know, for
24 these real-time bidding strategies, having stale data is
25 less useful?

1 A That's accurate.

2 Q And it takes time to upload data manually?

3 A It does.

4 Q Or otherwise, right?

5 A (Nodding head.)

6 Q Okay.

7 And does that lead to less efficient use of
8 auction-time bidding?

9 A Not having a strong baseline of information would
10 make auction-time bidding less impactful.

11 Q And I just want to clarify two things. Strong
12 baseline data but also real-time data, right?

13 A Correct.

14 Q Would that make it less useful?

15 A Correct.

16 Q Okay.

17 You talked a little bit about retargeted display
18 ads and other ads that may function at the lower funnel. So
19 for Home Depot, is the majority of its display ads
20 retargeted or other types?

21 A I would say the minority is retargeted ads.

22 Q The minority is retargeted?

23 A Correct.

24 Q A significant minority?

25 I mean, it's hard. You said it. I'm not going

1 to.

2 A Single digit.

3 Q Okay. Single digit percentage?

4 A Guessing.

5 Q Round about, I'm not getting exact. Okay.

6 And Mr. Safty also mentioned something called
7 Retail Media+. Is that within your division that group?

8 A It's evolved over the course of time. I was
9 involved in the earlier days in that. It's since been moved
10 over to a different part of the organization so I would say
11 I'm -- have historically been involved but increasingly less
12 over the course of time.

13 Q You talked a little bit about how Retail Media+
14 partners with some manufacturers and such to buy ads on
15 their behalf.

16 Is that basically what you testified to?

17 A Yes. The key difference being is driving traffic
18 to The Home Depot or -- with the ultimate goal of selling
19 products on The Home Depot.

20 Q And you talked about perhaps they use some social
21 and some display in those purchases; is that right?

22 A They do.

23 Q And they also use search?

24 A They do.

25 Q And earlier, these social and display ads, are

1 they still push ads?

2 A Yes, they would be.

3 Q And that includes retargeted display, right?

4 A Yes, that's right.

5 Q I have no more questions. I'm going to hand you
6 off to the United States.

7 MS. MADDOX: May I proceed?

8 THE COURT: Sure.

9 MS. MADDOX: Thank you.

10 - - -

11 REDIRECT EXAMINATION

12 BY MS. MADDOX:

13 Q Mr. Booth, you were asked a few questions about
14 return on ad spend, or ROAS. Do you recall that?

15 A I do.

16 Q Does return on ad spend measure incremental sales?

17 A There's a few forms of return on advertising
18 spend. One would be like a last-click model, meaning the
19 very last touchpoint receives that credit.

20 There's other forms of return on ad spend that do
21 measure incremental so it's kind of a loose term that could
22 describe a few different forms.

23 Q And to the extent that ROAS may measure
24 incremental sales, how does that compare to the
25 incrementality test that you talked about earlier?

1 A We've tested -- so we use models to help infer or
2 estimate what the incremental return would be. That's
3 something we produce on a quarterly basis; and then probably
4 an on annual basis, we've had a track record of doing the
5 go-dark testing. There's kind of a bit all over the board.

6 In some instances they show similar results. In
7 other instances, they contradict.

8 Q How would you describe the reliability of the
9 incrementality aspect, to the extent ROAS measures that?

10 A Could you ask the question again?

11 Q Sure.

12 When you're looking at the -- you said there was a
13 way of doing ROAS that looked at incrementality. How would
14 you compare the reliability of that incrementality
15 measurement to the incrementality measurement that you get
16 from the go-dark tests?

17 A I think you would probably get different responses
18 from different people. But I think the general gold
19 standard for determining true incrementality is to conduct a
20 test, a go-dark test in a live environment to understand the
21 impacts.

22 Q You also said in response to some questions from
23 Mr. Safty about sometimes Home Depot shifts spend from text
24 ads to shopping ads.

25 Do you recall that?

1 A Yes.

2 Q Are there any limits on Home Depot's ability to
3 shift spend from text ads to shopping ads?

4 A I would describe that as the level in which those
5 decisions are made.

6 Shifting between text and shopping or Google and
7 Bing, that would be done within my team two levels below
8 where I sit within the organization. So a lot of autonomy
9 to folks who early into their career to be able to shift
10 that spend as they deem appropriate.

11 Q And to clarify my question a little bit, do you
12 recall the example of a SERP that Mr. Choksi showed you with
13 the text ad for a Home Depot Labor Day sale?

14 A I recall that.

15 Q Would Home Depot be able to shift spend for that
16 Labor Day text ad sale -- I'm sorry, Labor Day sale text ad
17 to a shopping ad?

18 A Yes.

19 Q How so?

20 A How would we shift that?

21 Q I'll restate my question, because I think there
22 might be a miscommunication.

23 Would Home Depot be able to advertise that Labor
24 Day sale using a shopping ad?

25 A No.

1 Q Okay.

2 And so is that an example of where what you're
3 advertising with the text ad, you couldn't just shift that
4 message to a shopping ad?

5 A Yes.

6 Q Okay.

7 I believe you also stated earlier that Home
8 Depot's biggest spend is on shopping ads compared to text
9 ads; is that correct?

10 A That's correct.

11 Q To what extent does that relate to the actual
12 subject matter that Home Depot is advertising?

13 A Could you ask the question again?

14 Q Sure.

15 To what extent does -- when you look at the ratio
16 of spend on shopping ads versus text ads, does that speak to
17 the fact that Home Depot is selling a lot of products, for
18 example?

19 A I'm catching the question correctly, it's, does --
20 I'm not catching the question correctly.

21 Could you try one more time please?

22 Q Fair enough. We'll see if third time is a charm.

23 The differential in the ad spend on shopping ads
24 versus text ads and shopping ads, I believe you said were
25 limited to products?

1 A Correct.

2 Q Does the higher relative spend on shopping ads,
3 does that essentially reflect the fact that Home Depot is
4 primarily a retailer?

5 A Yes, I think retailers probably skew more towards
6 shopping or often skew more towards shopping.

7 Q Third time was the charm on that one.

8 A Thanks.

9 Q Looking with respect to -- you were also asked
10 about retargeted ads.

11 Does Home -- in your experience, are retargeting
12 ads, can they be used to replace search ads?

13 A I would say no.

14 Q And why not?

15 A Back to earlier part of the testimony, search ads
16 are unique in the sense that somebody is going and
17 initiating the action, going to Google, going to Bing,
18 asking for solutions to -- asking for a solution.

19 Whereas retargeting is, they could be anywhere
20 throughout the web, and then Home Depot would push a message
21 to them, saying, hey, remember us, why don't you come back
22 to our website.

23 Q In your experience, can a retargeting ad show even
24 if, for example, the person has already purchased the
25 product that the retargeting ad is aimed at?

1 A It can.

2 Q I'd like, if you can, please, to look at Exhibit
3 DX2021. I believe it's the -- from the Google Ads help page
4 that Mr. Safty showed you.

5 THE COURT: He doesn't have the number so if --
6 you may just want to just direct him to the --

7 MS. MADDOX: Fair point, Your Honor.

8 It is the document that's titled "Prepared for
9 average position to sunset."

10 THE WITNESS: I have it.

11 MS. MADDOX: That one.

12 BY MS. MADDOX:

13 Q Okay. Thank you.

14 Earlier when you talked about the ad position
15 metrics, you referred to metrics where it would say your ad
16 is in second position versus third position versus fourth
17 position. Do I recall that correctly?

18 A Yes.

19 Q Does either the impression absolute top
20 percentage -- well, I'll ask the question this way.

21 The two new impression share metrics that are
22 referred to here in DX2021, do either of those give you that
23 same information about whether your ad is at second
24 position, third position, fourth position?

25 A It does not give us the absolute number of the

1 position or the average position, no.

2 Q Okay.

3 And can we take a look at the other document that
4 you were provided, and this is DX2022. And at the top it
5 says, "This is the improving the search terms report"
6 document.

7 A I see it.

8 Q And I appreciate you said you hadn't seen this
9 before today, right?

10 A That's correct.

11 Q I just wanted to ask one question about this.

12 Do you see the portion that's highlighted there in
13 the third paragraph, and there's a reference to the current
14 thresholds for the search terms report. Do you see that?

15 A I see it.

16 Q Are you aware of what the thresh- -- the current
17 thresholds are for data to be included in the search query
18 report that you received from Google?

19 A I'm not aware.

20 Q Okay.

21 When Google reduced the information that was
22 available in its search query reports, whether it's the
23 reducing the number of queries for -- actually, I'll break
24 that up into two.

25 We talked earlier about how in the search query

1 reports, Google reduced the volume of queries for which data
2 was reported; is that right?

3 A Yes.

4 Q And then we also -- you talked about how in the
5 search query report, Google removed the ad position metric?

6 A Yes.

7 Q Did either of those instances cause Home Depot to
8 reduce their search ad spend on Google?

9 A No.

10 MS. MADDOX: No further questions.

11 Thank you very much, Mr. Booth.

12 THE COURT: Mr. Booth, before you conclude, can I
13 ask you one more question?

14 You have described for us different advertising,
15 digital advertising that can be, quote/unquote, lower
16 funnel.

17 To what extent is your budgeting with respect
18 to -- and decision-making with respect to search ads
19 sensitive to the price of those search ads?

20 THE WITNESS: The question is, is when we are
21 granted some budgets, is the how-much-we're-granted budgets
22 relative or influenced by the cost per click of --

23 THE COURT: Maybe it's a poor question, which
24 is --

25 Say, hypothetically, the cost per click increased

1 on average, how sensitive is your decision-making to
2 placement of ads in texts versus other forms of advertising
3 that are, you've said, can be lower funnel? How sensitive
4 is that decision to an increase in price?

5 THE WITNESS: It's less about the price of the
6 click. And I think we talk about it earlier briefly.

7 But at the end of the day, like, I would be or our
8 team would be willing to pay more for a cost per click if it
9 was a really relevant user who then transacts.

10 So the ultimate measure of success is going to be
11 a return on advertising. Cost per clicks are clearly more
12 favorable when we can keep them lower. But I would say the
13 ultimate measure and determining factor of if we get more or
14 less budgets would be based off the return on advertising
15 spend, more so than cost per click.

16 THE COURT: Okay.

17 Any follow-up with that question?

18 MS. MADDOX: Yes, Your Honor.

19 BY MS. MADDOX:

20 Q I believe if I -- and apologies if I'm not
21 recalling correctly. Mr. Booth, did you testify earlier
22 that the cost per clicks have been increasing over time?

23 A In the case for Home Depot, we've actually seen a
24 favorable decline, which I would attribute mostly to some of
25 the smart things that we've done on our side.

1 However, I think the industry would generally have
2 the assumption or see the trend of slightly higher cost per
3 clicks over time.

4 MS. MADDOX: Thank you very much. No further
5 questions.

6 THE COURT: Anything from Google?

7 MR. SAFTY: No, Your Honor. Thank you.

8 THE COURT: All right. Mr. Booth,
9 thank you very much for being here and your time and
10 testimony, sir.

11 THE WITNESS: Thank you, Your Honor.

12 MR. KAUFMANN: Your Honor, good morning.
13 I'm Steven Kaufmann on behalf of the State of Colorado and
14 the Plaintiff States.

15 We would call Arjan Dijk.

16 THE COURT: Okay.

17 COURTROOM DEPUTY: Before you have a seat, if
18 you'd please raise your right hand.

19 (Witness is placed under oath.)

20 COURTROOM DEPUTY: Thank you.

21 THE COURT: Hi, Mr. Dijk. Welcome.

22 THE WITNESS: Thank you, Your Honor.

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ARJAN DIJK, WITNESS FOR THE PLAINTIFFS, SWORN

DIRECT EXAMINATION

BY MR. KAUFMANN:

Q Mr. Dijk, I'm Steven Kaufmann.

Could you please spell your name for the Court.

A My first name or my last name?

Q Both, please.

A Both.

My first name, A-r-j-a-n. My last name, D-i-j-k.

Q Okay. Great. Thank you.

And, Mr. Dijk, today we're going to be talking about a number of issues relating to your business, and you may get into some areas that get close to confidential issues. I will try to stay away from those. I'd ask you to as well.

And I note that your counsel is here to help us both stay on the path of not getting into confidential areas.

So what is your current job position?

A My current job is senior vice president and CMO of booking.com.

Q And what is booking.com?

A booking.com is a fully owned subsidiary of Booking Holdings, which is a company that is listed in

1 New York City.

2 Q And what is the business of booking.com?

3 A We're a travel company so we're an OTA, as it's
4 called. It's an acronym. It's called online travel agency.

5 Q Okay.

6 And could we -- I'd like to go through your
7 background, and you'll see on the screen that I'm going to
8 put up an image of your bio from your website, and I'd like
9 you to describe basically what your duties and
10 responsibilities are in your current position at
11 booking.com.

12 A Yes.

13 So in a nutshell, my key responsibility is to
14 acquire and retain consumers to our platform. So that's, in
15 one sentence, more or less what I'm responsible for.

16 Q And I'll come back to the sentence on your bio
17 that says that you "lead the company's global marketing
18 efforts, overseeing the strategy," but I note that on your
19 bio that you worked also at Google.

20 And could you tell us about what was the time
21 period and what you did at Google, please?

22 A Yes.

23 So I worked for 11 years at Google prior to
24 booking.com. I was vice president of global marketing,
25 responsible for strategy and operations, responsible for all

1 what we call ads marketing. So attracting businesses to use
2 Google as an advertising platform. And I was also
3 responsible for a couple of other things including media
4 buying and that kind of stuff.

5 Q Okay.

6 And then you've also been in other businesses
7 handling marketing responsibilities before booking?

8 A Yes.

9 Q Or before Google, excuse me?

10 A Yes. I started working early '90s Unilever Ice
11 Cream, then worked for Capital One in financial services,
12 and then moved to Google in 2008.

13 Q Okay.

14 THE COURT: I'm sorry to interrupt.

15 Could you just restate what your responsibilities
16 were at Google?

17 THE WITNESS: At Google, I was responsible for
18 strategy and operations for the marketing function,
19 reporting to the global chief marketing officer.

20 Then a big part of my role was working with our
21 ads product managers to really make sure that Google
22 attracts companies to use Google as an advertising platform.

23 THE COURT: I see. Okay.

24 So you were a marketing executive on behalf of
25 Google?

1 THE WITNESS: On behalf of Google. So making sure
2 that small businesses, medium-sized businesses and large
3 businesses start using Google for search engine marketing
4 and other things.

5 THE COURT: Terrific. Thank you.

6 MR. KAUFMANN: Thank you, Your Honor.

7 BY MR. KAUFMANN:

8 Q And, Mr. Dijk, in terms of your educational
9 background, you have a bachelor's degree and an MBA?

10 A Yes, and a master's.

11 Q And what are those degrees from?

12 A I had my college education in the Netherlands, a
13 bachelor's, and a master's in sociology from University of
14 Amsterdam.

15 And then I did my post-graduate degree at INSEAD
16 in France which is a business school.

17 Q And what is that -- the last institution that you
18 mentioned, what is that?

19 A It's a leading business school in Europe.
20 I-n-s-e-a-d.

21 We like to think it's the Harvard of Europe, but I
22 leave that to you.

23 BY MR. KAUFMANN:

24 Q So in general terms, what's your understanding of
25 a general search engine?

1 A I think I know it pretty well. I clearly worked a
2 long time at Google.

3 The search engine is really an entry point into
4 Duet as we know it. So if you're looking for, you know,
5 anything, you start, you know, really with that kind of
6 search. So it's like hotels in New York City or hip hop
7 music from the '80s.

8 And, Your Honor, I saw that you're a hip hop fan,
9 I'm sorry to mention that.

10 But those kind of things you use a search engine
11 for.

12 Q And what are the general search engines that
13 operate in the United States?

14 A Well, there is one very dominant one. That is
15 Google. And there are a couple of really small ones that
16 are really not that relevant in my perspective.

17 Q And what are those other search engines?

18 A Bing is a search engine mainly active on desktop.
19 DuckDuckGo. All these kind of smaller providers.

20 Q Okay.

21 And is booking.com a general search engine?

22 A No, we are more an e-commerce platform. So we're
23 kind of a store where people go to really book their travel.

24 Q And when you describe an e-commerce platform,
25 could you elaborate what it is that you're selling on your

1 platform?

2 A Yes.

3 So we mainly sell what we call accommodations but
4 on top of that also flights, cars, and attractions.

5 And it's really a store like almost a supermarket
6 where you would go to buy your groceries. You would go to
7 booking.com to buy your travel.

8 Q And does booking.com buy advertising on general
9 search engines?

10 A Yes.

11 Q And is Google one of the general search engines
12 that you buy advertising on?

13 A The most significant, very significant part is
14 with Google.

15 Q And what about Bing, do you buy advertising on
16 Bing?

17 A Yes, but in a far less significant way.

18 Q Do you buy any advertising on other general search
19 engines in the U.S.?

20 A No.

21 Q And what type of advertising does booking.com
22 purchase on Google?

23 A Mainly we buy what we call text ads. And we buy
24 what we call Google Hotel Ads. On top of that technically
25 YouTube is also a part of Google so we also buy ads on

1 YouTube.

2 Q And what's the difference between a text ad and a
3 hotel ad?

4 A Yeah.

5 A text ad is the famous blue link that shows up at
6 the top of the page where companies can advertise
7 themselves. It started one day with one ad, then two ads,
8 then three ads, then four ads, then five ads.

9 And Google Hotel Ads unit is more or less a price
10 comparison tool that Google puts into the kind of paid
11 search results where consumers can compare prices of hotels.

12 Q Okay.

13 So if we could pull up a demonstrative, please, of
14 the search engine results page and I'd like to see if we
15 can --

16 MR. SOMMER: I'm sorry, Counsel, can I get a copy
17 of that?

18 MR. KAUFMANN: Sure.

19 May I approach, Your Honor?

20 THE COURT: You may.

21 BY MR. KAUFMANN:

22 Q So if we go to the next one to the SERP of the
23 third demonstrative.

24 Okay. So what's pulled up on the screen, there's
25 a paper version in front of you, what is -- of a

1 immersive, to the second page in there.

2 And rather than on a desktop, this is a
3 demonstrative that's on a telephone. And we're looking at a
4 little bit different search. This one is of hotels in
5 New York, but you'll see that there is -- there is the hotel
6 unit that you see there that we've scrolled down to.

7 A Yeah.

8 Q And there's a view then of the 1,227 hotels. If
9 you click on that, where does that take you?

10 A Yeah, that takes you to the Google Hotel Ads kind
11 of comparison, price comparison site from within maps so
12 that people can --

13 Q So if we could go then, if we click on that, if we
14 go that, that's been described as an immersive. Are you
15 familiar with that term?

16 A Kind of.

17 Q And then if we click on one of the hotels there,
18 the DoubleTree hotel, does -- where does that take you then
19 next?

20 A That depends.

21 So it can be booking.com or any other online
22 travel agency or hotel that is using Google Hotel Ads.

23 Q Okay.

24 So if we go on and you click on that on this
25 example that we have, that went to another hotel property

1 for there, and you'll see that there's some ads -- what
2 appear to be ads below that.

3 Do you see that?

4 A Yes.

5 Q And one of those ads is for Priceline. Is that a
6 sister company of booking.com?

7 A Yes.

8 Q Okay.

9 And then if we click on that, does that take us
10 then to the Priceline page?

11 A Yes.

12 Or mobile app.

13 Q Okay.

14 For a mobile ad?

15 A It depends if you have your app downloaded on your
16 phone, Google does a thing that is called deep linking so it
17 means that you could go directly into the mobile app.

18 Q I see.

19 So that would potentially if you had the
20 Priceline --

21 A Priceline.

22 Q -- app on your phone, this would take you to the
23 Priceline app?

24 A Correct.

25 Q Okay.

1 A If Priceline would have -- had set it up that way.
2 It's always, you can set it up to go to MWAP or you can set
3 it up to go to the mobile app.

4 Q And does booking.com also have an app?

5 A Yes.

6 Q So if we clicked on the second advertisement there
7 that's under the hotel property page and the booking.com
8 app was on phone, that would take you to the booking.com
9 app?

10 A Correct.

11 Q Are text ads and hotel ads both a form of general
12 search advertising?

13 A Yes.

14 Q And are there other types of general search
15 advertising that booking.com purchases?

16 A I told you that we use Bing and across the world,
17 we use a couple of older, smaller search providers.

18 Q Okay.

19 And why does booking.com purchase general search
20 ads?

21 A To really get to high-intent consumers.

22 So it means that consumers who have expressed a
23 very clear interest in booking a hotel.

24 And if you look at it, Google is kind of the
25 exclusive, dominant, you know, pool of high-intent, new

1 customers for us to find.

2 Q So who exactly are you trying to reach through
3 these high intent -- or what you described as these
4 high-intent customers?

5 A Yes.

6 So anyone in the U.S. who wants to book a hotel or
7 a very mass market brand. So it's really anyone with the
8 intent to book a hotel or a vacation rental.

9 Q Are you able to regularly reach high-intent users
10 through other types of advertising besides general search
11 advertising?

12 A No.

13 Q And why is that?

14 A Because Google is kind of the exclusive dominant
15 source of high intent. And it's more or less the same for
16 every company. If you want to be found on the web, you
17 know, there's one door that is controlled by Google, and we
18 need to use the door for our new customers.

19 So clearly when customers have become, or
20 consumers to be correct, have become a customer with us, we
21 try very hard for them to come to us back direct. But for
22 the new consumers to really use our platform, we have to use
23 Google to be able to do that.

24 Q What about Bing, is booking.com able to reach
25 high-intent users through Bing?

1 A In a very nonsignificant way, Bing is really a
2 desktop-only product on Windows machines.

3 Q If we could please pull up your bio again, I want
4 to ask you about some questions on your bio.

5 And I'd like to take you to the second sentence in
6 your bio, where it says that you lead the marketing efforts
7 overseeing strategy and execution of all initiatives across
8 the marketing funnel.

9 What is the marketing funnel as you understand it?

10 A Yeah, we look at the world generally in three
11 stages; low intent, medium intent, and high intent.

12 And we clearly also do marketing activities in
13 what we call low-intent space. I hope that many of you here
14 in the room have seen our Super Bowl commercial. That's
15 really low intent. So we are creating overall awareness and
16 consideration for our brand.

17 The medium intent is more people have an expressed
18 an interest in travel. So, for example, on Facebook,
19 there's a travel community and we will probably advertise a
20 little bit there to really get more top of mind in terms of
21 awareness and consideration.

22 But high intent is really where the name of the
23 game is for us because we're a low frequent purchase. So it
24 means that the average American citizen will travel once or
25 twice a year. So it means that it's actually very difficult

1 to be top of mind all the time. So it's so important that
2 we show up at the time that people have that intent because
3 it's very difficult to predict when people have that intent.

4 And like any other company, you know, we're kind
5 of relying on Google for new consumers to find us on the
6 web.

7 THE COURT: I did see your ads last night watching
8 the Orioles lose. Thank you very much.

9 THE WITNESS: Of course. And that's low intent,
10 yeah.

11 THE COURT: I was in no mood after that.

12 BY MR. KAUFMANN:

13 Q So let's address the -- not the Orioles
14 specifically, but we'll come back to that.

15 You identify in your bio, brand, social,
16 performance, and innovation marketing trends. What are each
17 of those?

18 A Yeah, brands is really what I talked about in low
19 intent.

20 Social is kind of more in what we call the
21 medium-intent space.

22 And innovation is clearly around more new things
23 that we're looking at. But that's kind of a very small kind
24 of experimental part of my job.

25 Q And what about performance advertising?

1 A Yeah.

2 So that's really the key for us to attract new
3 customers to our platform.

4 Q And is the high-intent advertising that we talked
5 about in terms of general search advertising also what you
6 would call performance advertising?

7 A Yes.

8 Q Okay.

9 And from your perspective, is the marketing funnel
10 a relevant framework for analyzing your work generally
11 today?

12 A It's incredibly relevant, yes.

13 Q And does the availability of additional data that
14 you get relating to customers and your advertising, does
15 that diminish the relevance of that general concept?

16 A I would say no.

17 Q Okay.

18 Let me show you another demonstrative that is
19 DXD3, and I'd like to take you to page 6, please.

20 MR. SOMMER: I'm sorry, Counsel.

21 MR. KAUFMANN: This is your demonstrative.

22 BY MR. KAUFMANN:

23 Q Okay.

24 At the -- do you see that in front of you,
25 Mr. Dijk?

1 A Yes.

2 Q So there's a reference to what's there, "Search
3 ads enable advertisers to target potential customers based
4 on keywords entered by these users, at the exact moment
5 users express interest in the topic of the queries. For
6 this reason, search ads are lower in the purchase funnel -
7 closer to the consumer's ultimate intent to make a purchase
8 - than other types of ad that are primarily intended to
9 drive brand awareness."

10 Do you agree with those statements?

11 A Yes.

12 Q I want to go back to the concept of general search
13 engines.

14 Do you consider Facebook to be a general search
15 engine?

16 A No.

17 Q Does booking.com purchase advertising on
18 Facebook?

19 A Yes.

20 Q And what is the purpose of that advertising on
21 Facebook?

22 A The purpose is more to really create awareness and
23 consideration.

24 And the analogy I draw, if you permit me, is
25 really, for example, if you're interested in a Ferrari. So

1 on Facebook you have groups of people who are really
2 interested in Ferraris. It doesn't mean, you know, that you
3 can or want to buy a Ferrari. So it's really more an
4 interest-based kind of push advertising method to generate
5 awareness and consideration for the brand Ferrari.

6 So -- and it's very different to really, say, buy
7 a Ferrari in Washington, D.C., you know, then, you know, you
8 would use a search engine for that.

9 Q Okay.

10 Do consumers sometimes click on ads in Facebook
11 and make purchases on booking.com?

12 A Yes. But in a relative perspective to search
13 engine marketing, it's very minimal.

14 Q Okay.

15 Can booking.com regularly reach high intent users
16 through ads on Facebook?

17 A Medium intent, yes.

18 High intent, I would say no.

19 Q Let's focus on Instagram. Do you consider
20 Instagram to be a general search engine?

21 A No.

22 Q And does booking.com purchase advertising on
23 Instagram?

24 A Yes. So the ad platform of Meta is actually the
25 same for Instagram and Facebook. So, generally speaking,

1 when you advertise on Facebook, you automatically also will
2 advertise on Instagram.

3 Q And the purpose of that advertising on Instagram
4 is that similar to the advertising on Facebook?

5 A Yes.

6 Q And what about TikTok, do you consider TikTok a
7 general search engine?

8 A No.

9 Q Does booking.com purchase advertising on TikTok?

10 A Yes.

11 Q And what is the purpose of the advertising that
12 booking.com purchases on TikTok?

13 A Very similar to Facebook and Instagram, really to
14 drive awareness and consideration and really reach those
15 medium intent customers. But it will be difficult to
16 predict if they really will convert into an immediate
17 customer.

18 Q Is Amazon a general search engine from your
19 perspective?

20 A No.

21 Q Okay.

22 And does booking.com purchase advertising on
23 Amazon?

24 A In the context of overall marketing budget, very
25 minimally.

1 Q And for what purpose do you purchase advertising
2 on Amazon?

3 A We're experimenting. Amazon is more a physical
4 store so people go to Amazon to buy goods, not necessarily
5 always services.

6 But Amazon has different advertising platforms.
7 For example, Prime Video is something they have recently
8 launched where you can kind of run brand advertising like on
9 television.

10 Q Does booking.com sell text ads on its website?

11 A No.

12 Q Does booking.com sell any advertising?

13 A We have a very small pilot that we started last
14 year that actually hotel chains, hotels can buy a display ad
15 on our platform, but it's actually quite minimal. We
16 started in the U.S., we're looking at potentially rolling it
17 out.

18 And then clearly also we talked to our partners,
19 as we call them, our commission partners, and they can more
20 or less boost their ranking when people are searching for
21 hotels in New York City to show up a little higher.

22 And if you're okay, an analogy would be a grocery
23 store where you're a peanut butter brand and, as a peanut
24 butter brand, you really have to talk to the grocery store
25 if you want to be top shelf, lower shelf, or the bottom

1 shelf.

2 Q Okay. Thank you.

3 MR. KAUFMANN: Your Honor, I'm about to shift to a
4 completely other area. Is this a good time to take a break?

5 THE COURT: Okay. Sure. Why don't we go ahead
6 and break for lunch.

7 It's 12:25 now. We'll resume at 1:30.

8 Mr. Dijk, I'll just ask you, please not to discuss
9 your testimony with anyone during the break.

10 All right. Thank you, everyone.

11 COURTROOM DEPUTY: All rise.

12 This Court stands in recess.

13 (Recess from 12:25 p.m. to 1:30 p.m.)

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C E R T I F I C A T E

I, William P. Zaremba, RMR, CRR, certify that the foregoing is a correct transcript from the record of proceedings in the above-titled matter.

Date: October 11, 2023



William P. Zaremba, RMR, CRR

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