



Proprietary + Confidential

Semantic Phrase & BMM

Launch review (English)



close-match@ | July 2019

DX0018

Product definitions based on updated “close variants”

New BMM product definition: Searches including the words designated by a plus sign (+women's hats) or **close variations*** of the plussed terms **or the keyword**. More words may appear before, after, or between the terms.

New Phrase definition: Searches that match a phrase, or **close variations*** of that phrase, with additional words before or after.

* Close variations now matches Exact match: Misspellings, singular or plural forms, stemmings, abbreviations, accents, reordered words with the same meaning, addition or removal of function words, implied words, synonyms and paraphrases, and same search intent.

Google

Advertisers benefit via closing recall gaps

New matches for keyword*: +kids +clothing

kids → children	kids clothing → kidswear	clothing → apparel / outfit
clothing for young child	nikolai kidswear	creative apparel for kids
children's clothing in singapore	tj maxx kidswear	kids outfits
kids clothing canada	kids winter wear for girls	kids apparel in citywalk
best children's clothing brands	sean jean kids wear	
childrens beach clothes	kids wear online	
newborn children's clothing	kidswear outlet	

Note: Table is a sample of matches, not exhaustive.

* Includes both S&R, SNE, and SemPhrase & SemBMM matches (all are new).

Google

Measuring quality

Why: Semantic expansions put the onus on Google when things go wrong. We need to measure, understand, and actively improve quality to ensure a smooth launch.

How: We use a new human eval template specifically for “semantic containment”.

Keyword	Query
exercise shorts	workout short sleeve jacket

Is there some part of the query that expresses the same meaning as the keyword?

☐ **Yes**
The query contains close variants of the keyword that retain the same meaning in context.

☒ **No**
Nothing in the query retains the same meaning as the keyword.

Google

A high quality bar on new matches

Precision goal: [Confidential] on the semantic containment template.

- Advertisers seem happy with this level of precision (e.g., Semantic Exact landed well)
- At this precision, new matches perform close to production [Confidential]
- Bad losses* are rare [Confidential] of new matches)
- A lower precision goal (e.g., [Confidential]) would increase marginal bad loss rate [Confidential] while value only increases [Confidential] (an unbalanced tradeoff)

Takeaway: Our current candidate meets this precision goal

* 14+ raters (out of 19) rejecting a match

Google

Confidential

Proactive quality control to ensure a smooth launch

Quality work to date on top of QKMS tuning

- Operate only on non-nav traffic (same filter as Semantic Exact)
- Blacklisting infrastructure updated to work for Semantic Phrase & BMM
- Weekly "quality parties" to identify and clean up loss patterns:

Loss pattern	Example
Expansions on "pattern matching" keywords	K: "top hotels in" Q: top couples hotels
"Negation" terms added to query change intent	K: +chemotherapy +treatment Q: cancer treatment no chemo
Clear geo mismatch between query and keyword	K: apartments in nyc Q: apartments near commack ny
Add'l query context is likely to alter meaning	K: "best hybrid car" Q: best hybrid suv 2019

Google

- Team engaged in proactive quality control up to and through the launch.
- Majority of quality is controlled via QKMS. The quality work highlighted here is the extra filters / cleanup to catch things that slip through.
- Removing expansions where add'l query context is likely to alter meaning
- Q: best hybrid suv 2019 → K: "best hybrid car" (expansion drops "car")

Comms plans

This is a major product change that requires careful and proactive communication

- New definitions for Phrase and BMM in help center articles
- Blog post to announce the changes (incl. trumping update)
- Pre-launch outreach to influencers to set the marketing narrative
- Internal comms across sales and gTech (comm doc, objection handling, etc.)
- Proactive outreach to most impact customers (based on 10% LL)

Detailed comms plans

Fri, Jul 26	GTM notified of upcoming launch
Mon, Jul 29	Pre-brief influencers (tweak blog post if needed)
Tue, Jul 30	Sellers notified of upcoming change (Sales Bulletin)
Thu, Aug 1	Blog post announcement , help center updates live