



An updated choice solution for Search based on direct links to VSSs and suppliers



November 2024

We will maintain choice, introducing three buckets of changes

VSSs and suppliers get clicks directly on choice point on SERP

The choice points will have directly-visible and clickable results that lead directly to VSSs and suppliers.

Users can open each choice point to see more results for VSSs & suppliers.

1

Supplier results have primary purpose to link users directly to suppliers' sites

The most prominent click target on supplier results will link directly to a supplier's site.

2

Subsidiary info cards will show information and organic results about the supplier

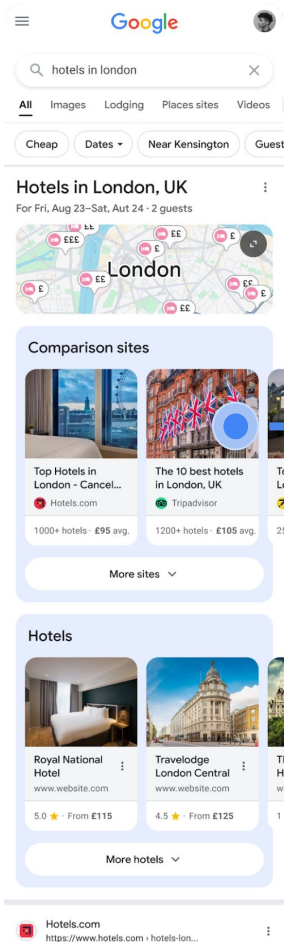
Supplier results include a substantially less prominent, subsidiary click target that will lead to an info card about the supplier.

The info card will not show ads.
The most prominent links on the card will go to the supplier.

3

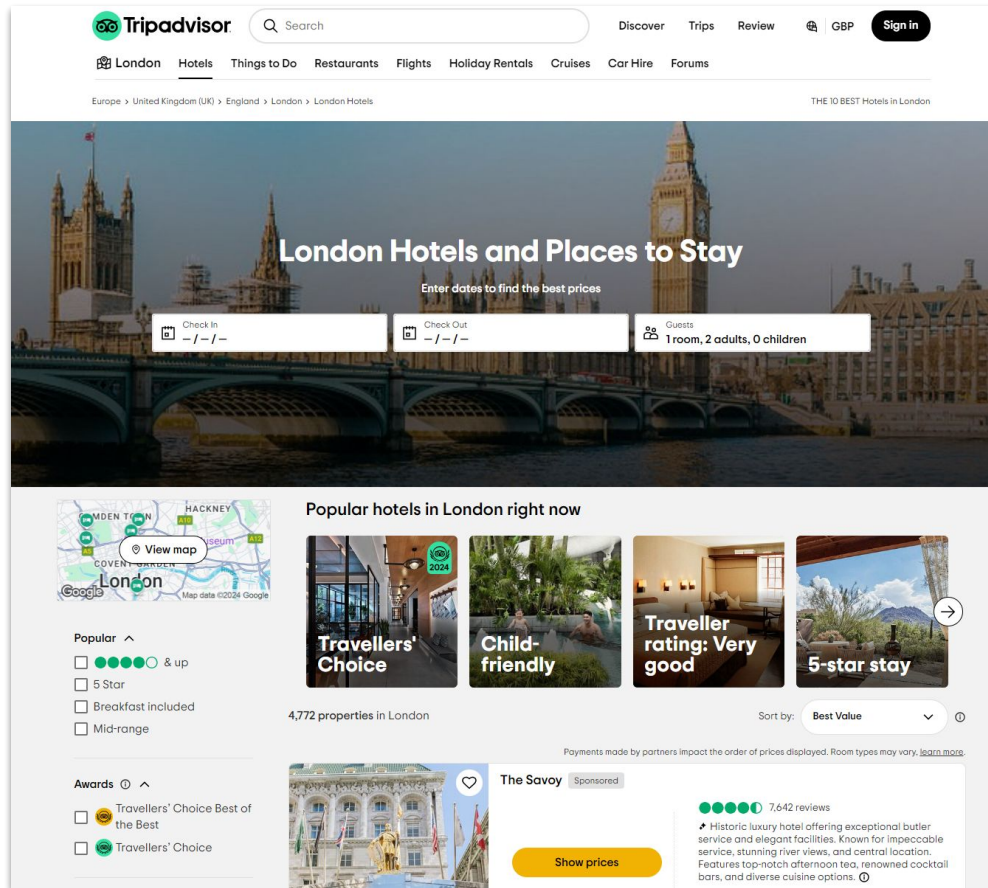
VSSs can now connect with users directly on the choice point on SERP

1



Order of choice points will be randomized

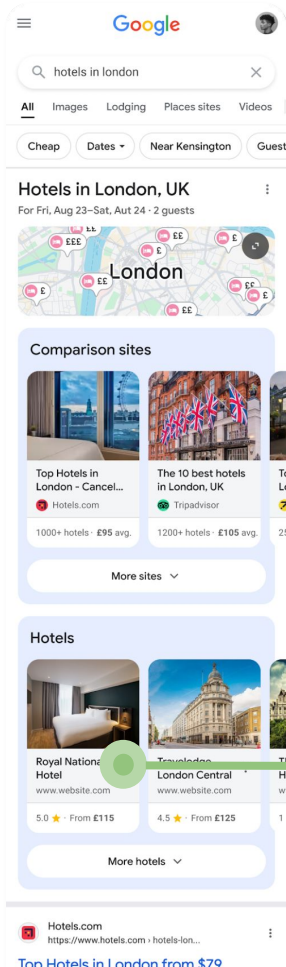
Designs are illustrative, not final. Subject to testing.



e3

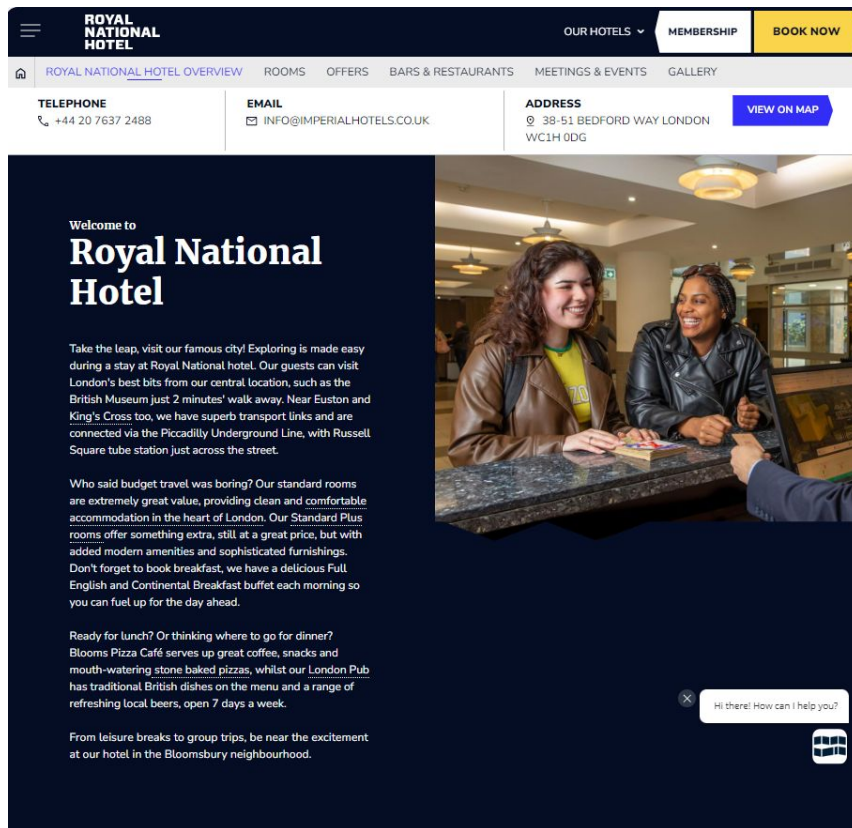
Suppliers can now connect with users directly on the choice point on SERP

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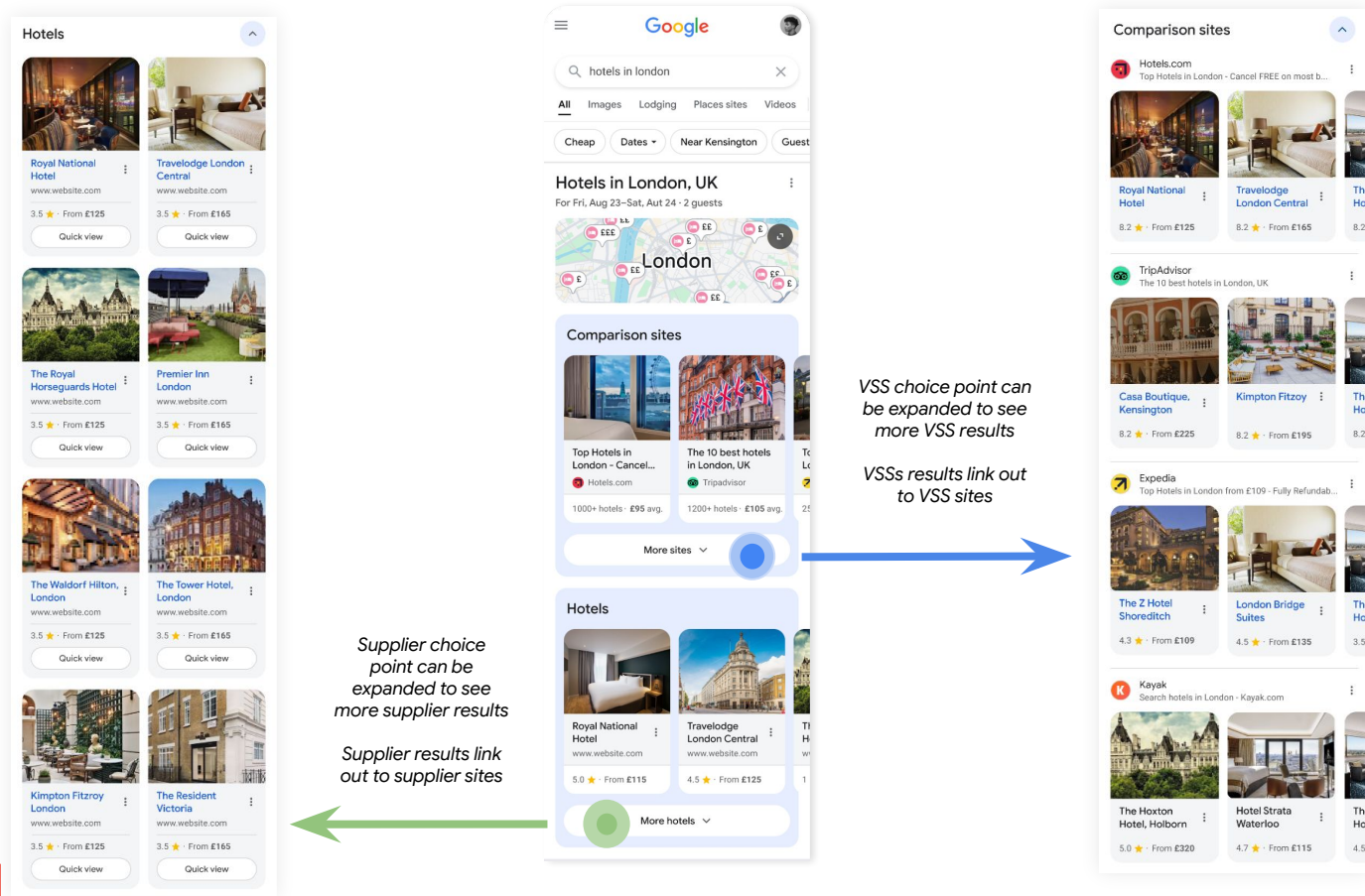
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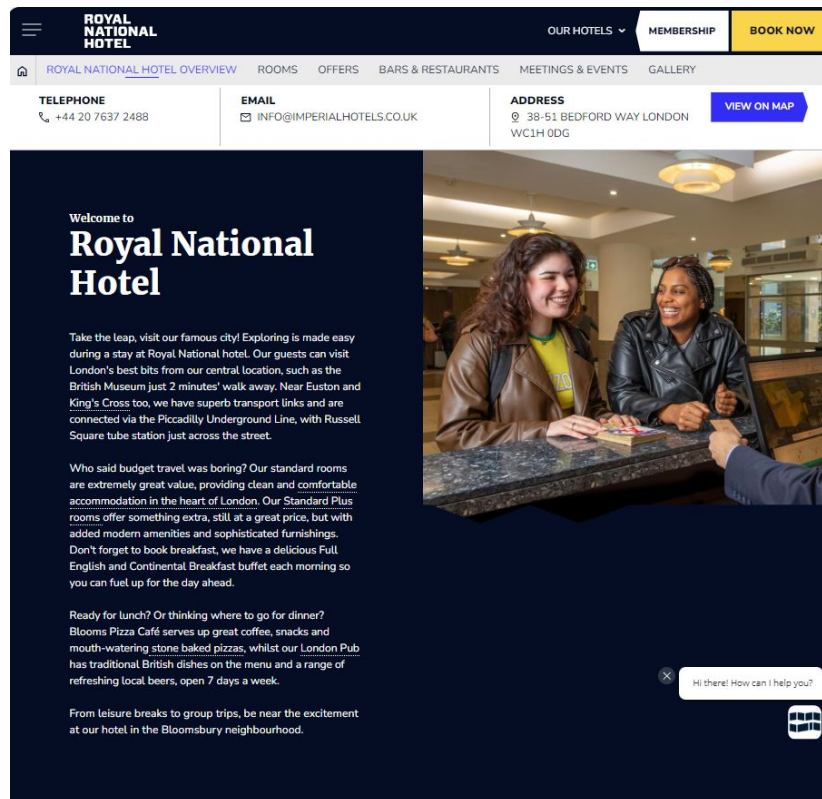
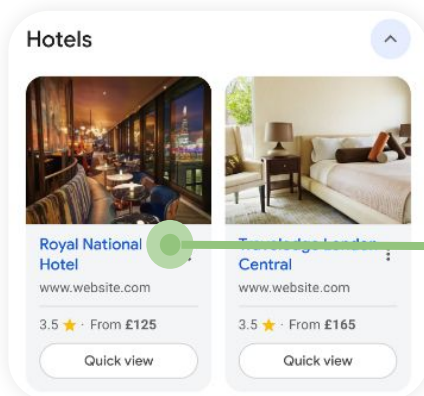
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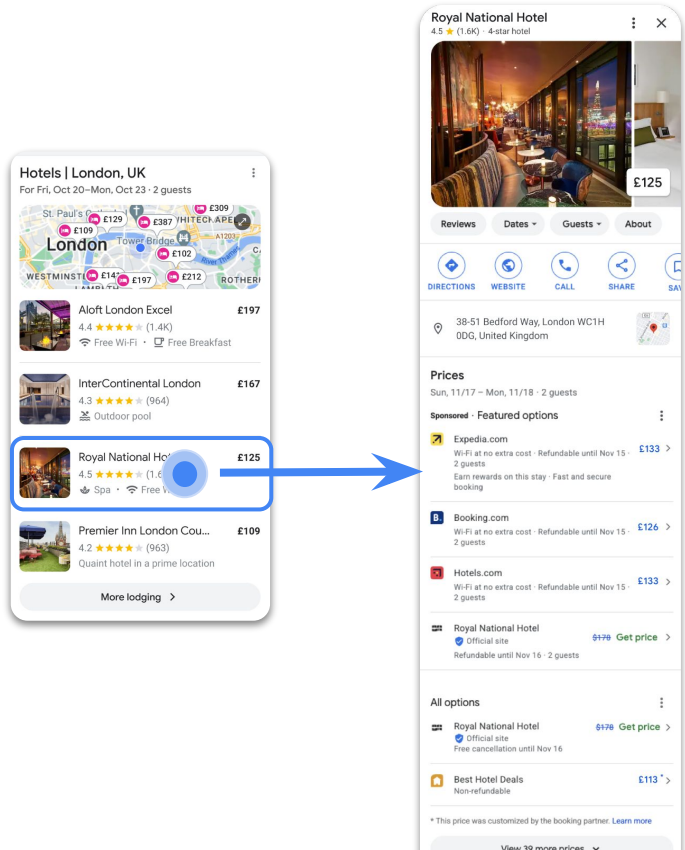


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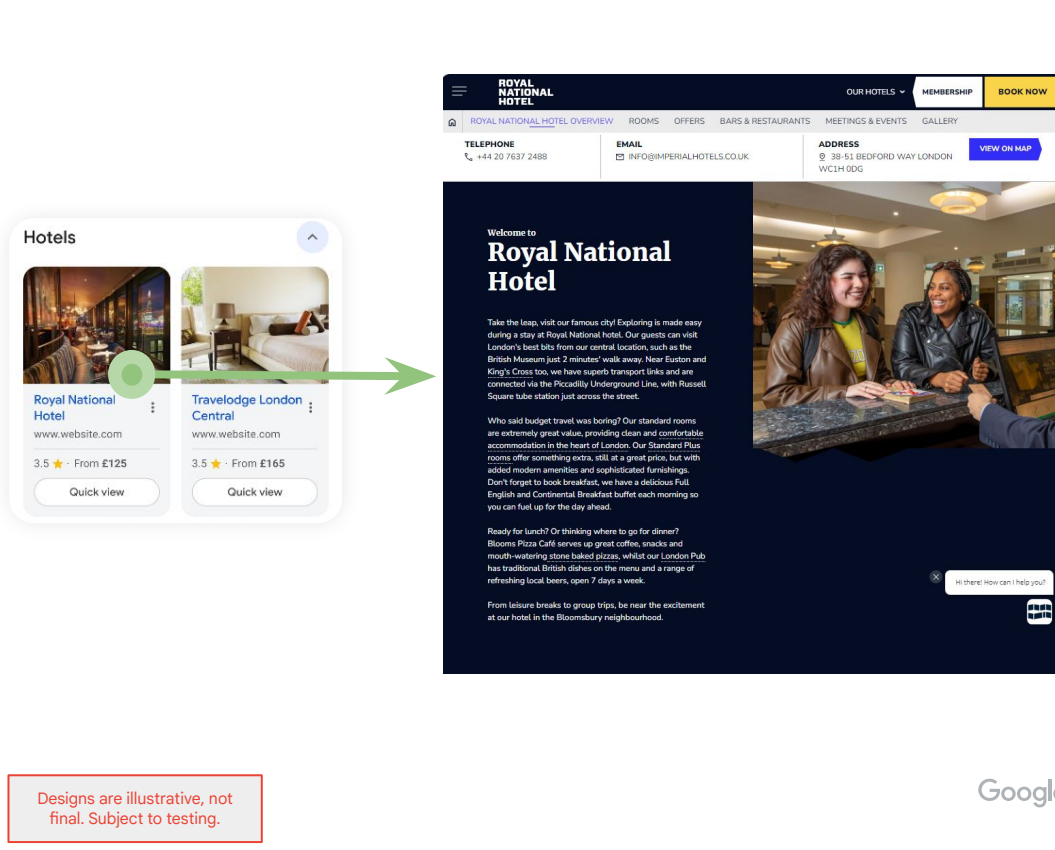
Direct results to suppliers represents a fundamental change from our March proposal

2

Before

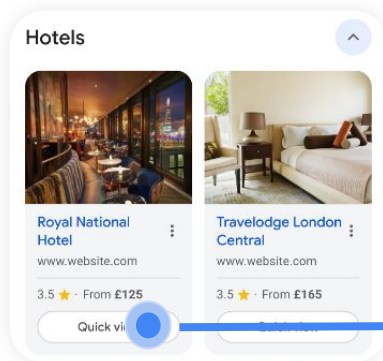


After

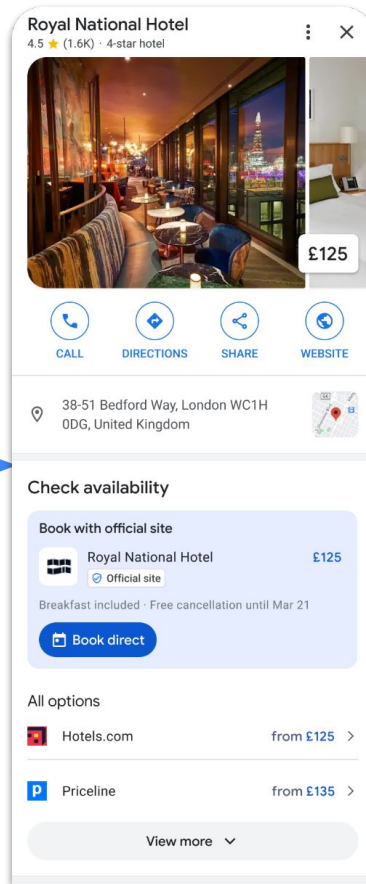


Subsidiary info cards will show information and organic results about supplier

3



Only subsidiary click target goes to info card



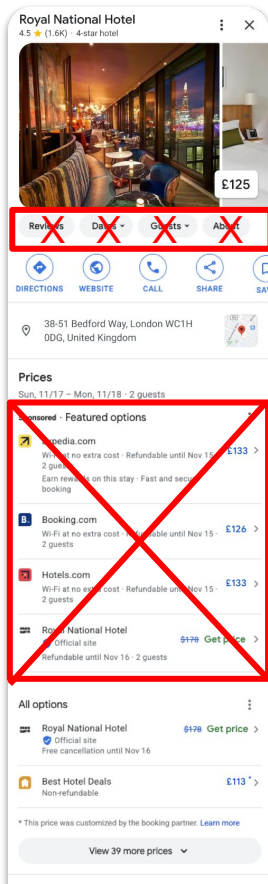
Most prominent click targets go to supplier

No ability to change dates

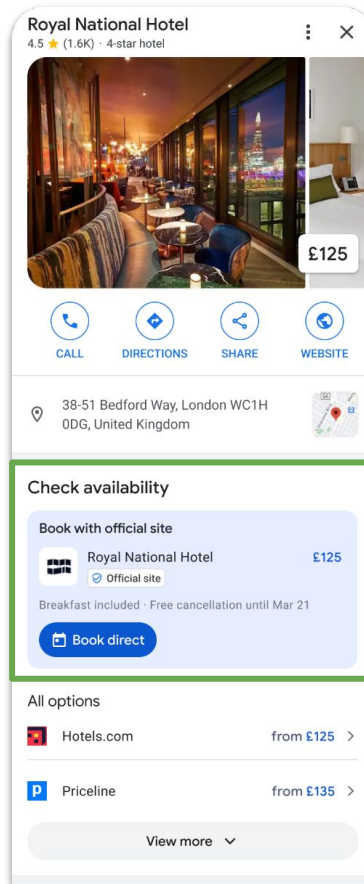
Info cards will have prominent links to supplier and no ads

3

Before



After



Designs are illustrative, not final. Subject to testing.

The alternative is removing useful results

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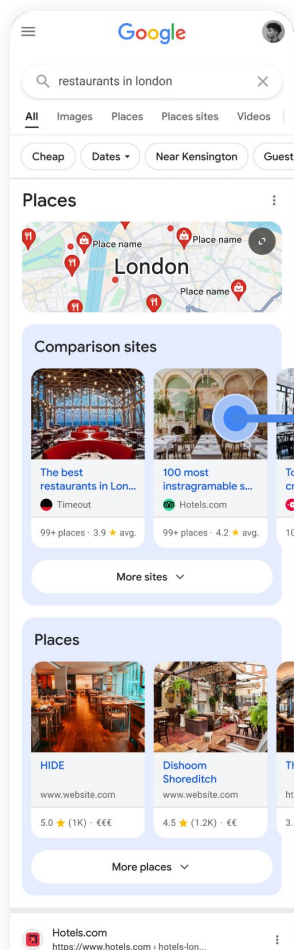
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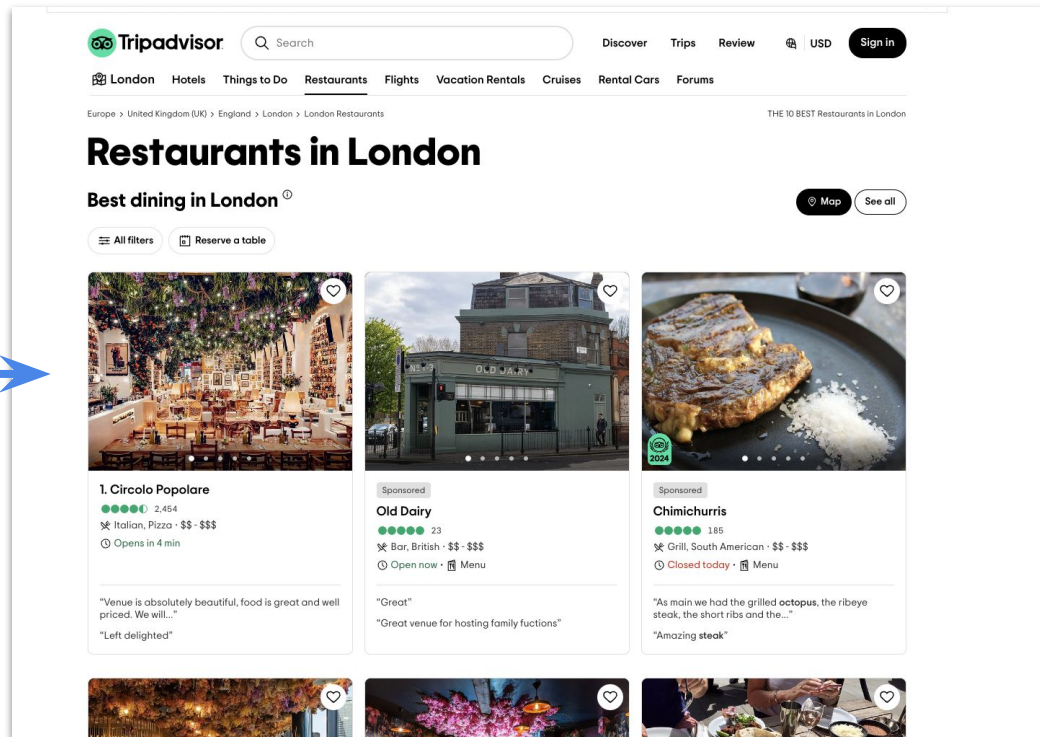
Restaurants

VSSs can now connect with users directly on the choice point on SERP

1



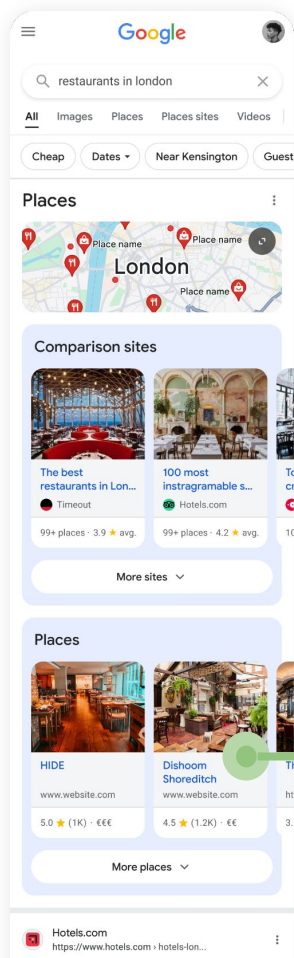
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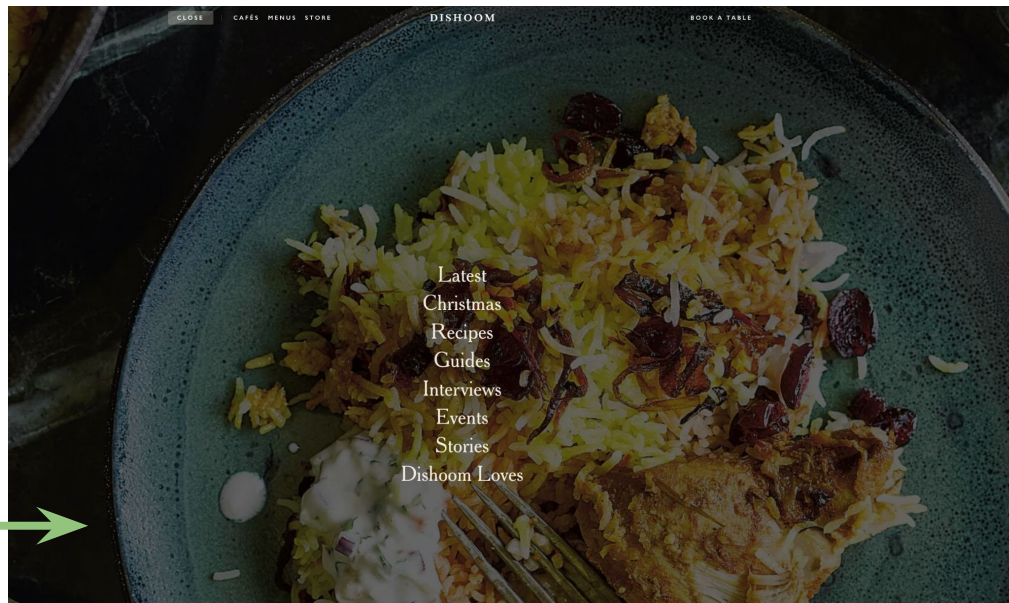
Suppliers can now connect with users directly on the choice point on SERP

1



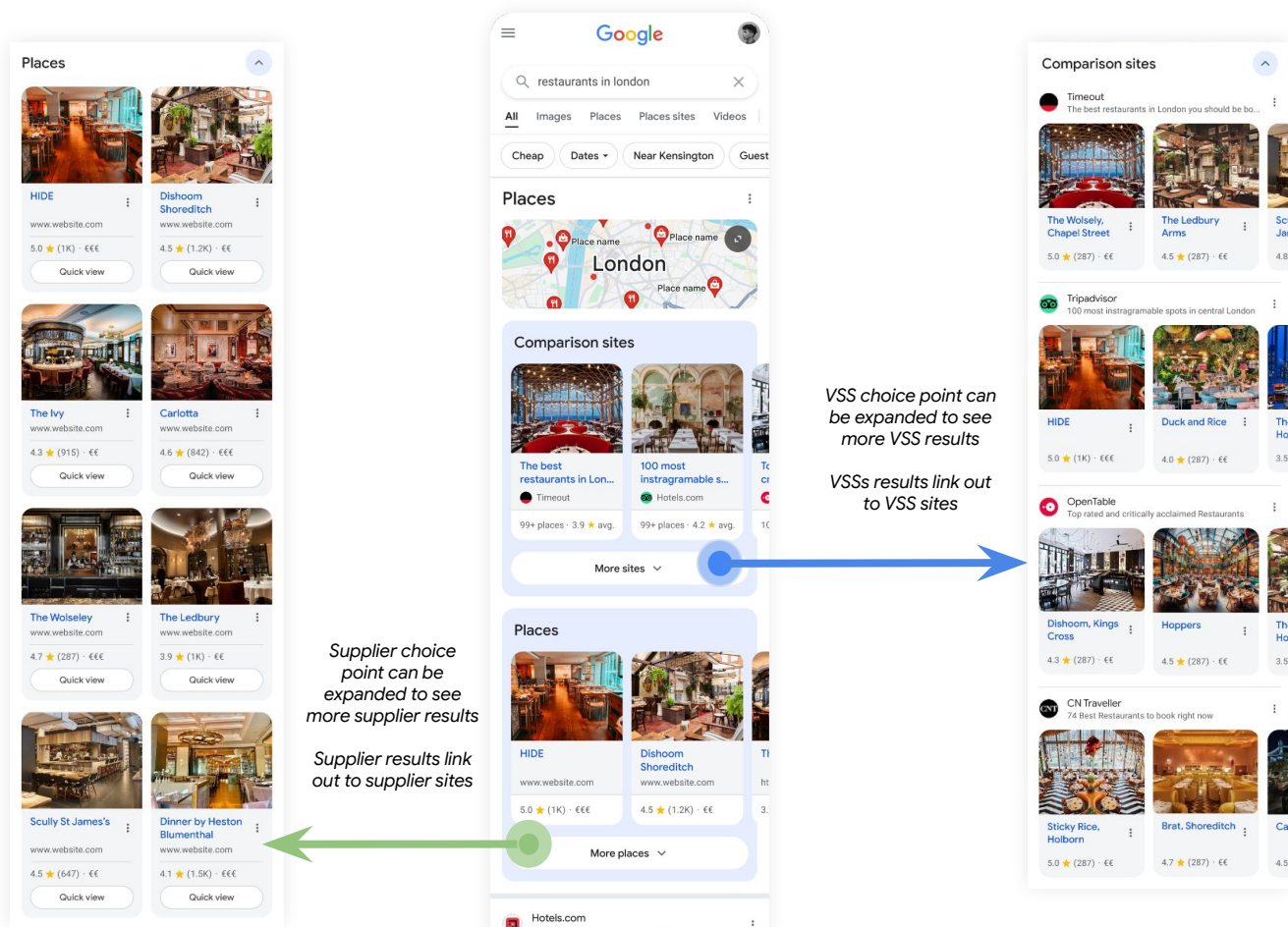
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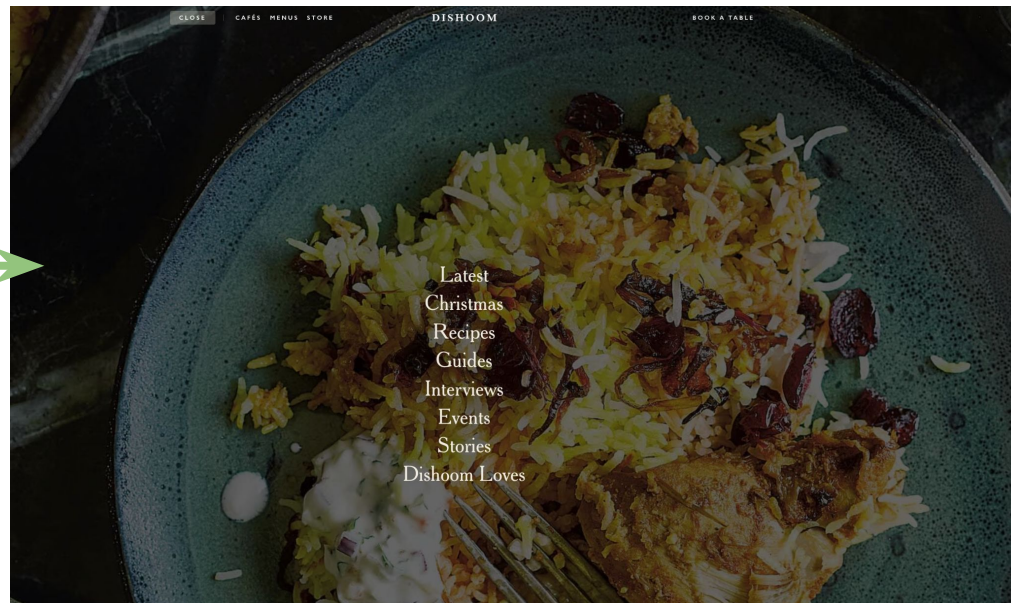
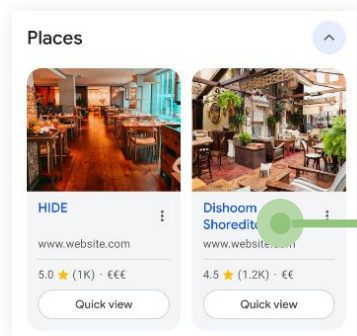
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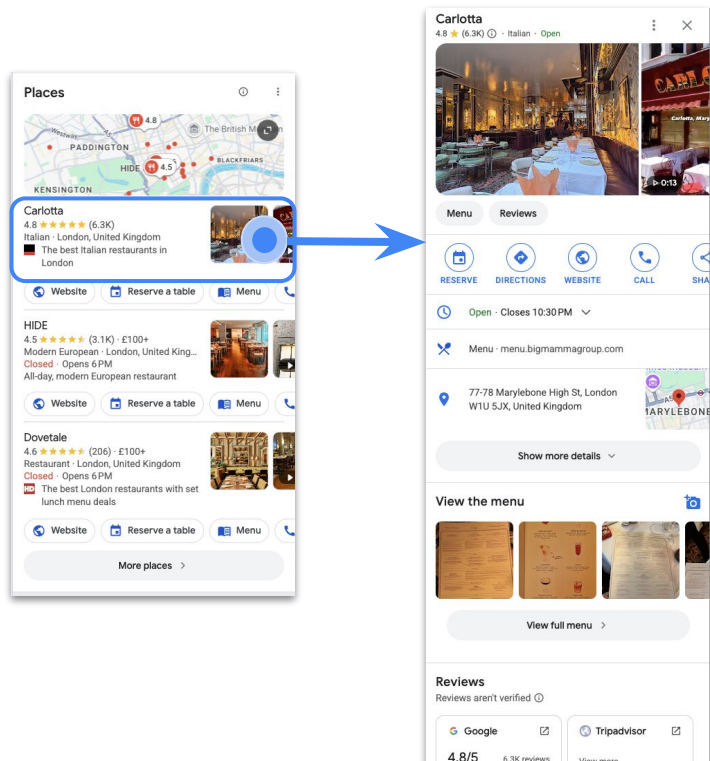
2



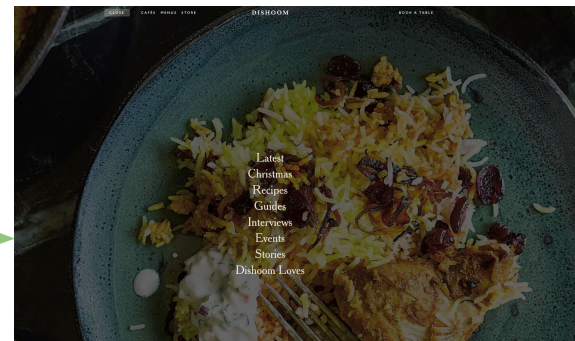
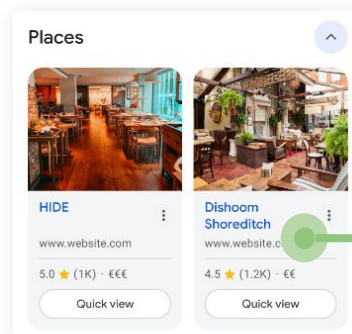
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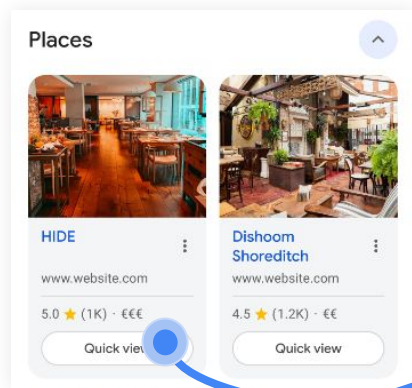
After



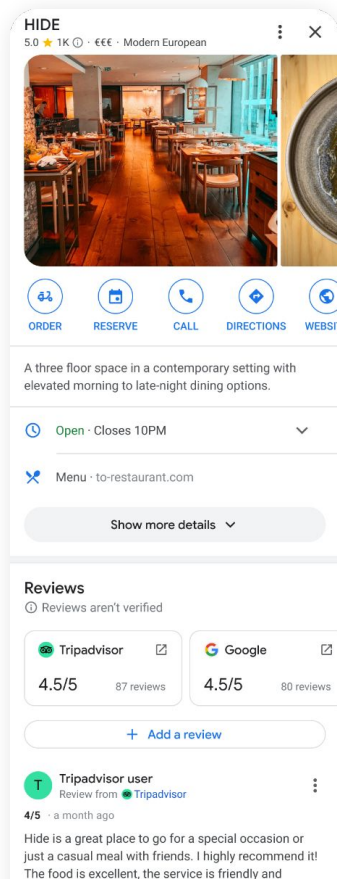
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Subsidiary info cards will show information and organic results about supplier

3



Only subsidiary click target goes to info card



Most prominent click targets for suppliers

The alternative is removing useful results



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