From: Debankur Naskar ███████████████

To: Matt Fischer ██████████████

CC: Todd Teresi ███████████████ , Payam Mirrashidi ████████████████ , Jeff Robbin ███████████████

Ron Okamoto (███████████████ , Pedraum Pardehpoosh ████████████████

BCC:

Subject: Re: Rant: iOS App Store search is awful

Attachments:

Sent: 05/10/2018 10:46:18 PM 0000 (GMT)

Sure, will do that Matt.

Thanks,
Debankur

On May 10, 2018, at 3:31 PM, Matt Fischer < ██████████████ > wrote:

Makes sense, Todd.

Debankur - I wasn't aware that we were boosting the Files app and would like to know how that happened and who requested it. In the future, I want any similar requests to come to me for review/approval.

On May 9, 2018, at 1:35 PM, Todd Teresi < ██████████████ > wrote:

I don't think there's much to work with John on - I think Tim is just complaining that we have an ad there. When I just searched for "fortnite", PubG was presented as an ad which is their main competitor and it performs very well.

Sent from my iPhone X

On May 9, 2018, at 1:18 PM, Debankur Naskar < ██████████████ > wrote:

Matt,

- I think the Files app was manually boosted on the top for the query "Dropbox" during last WWDC. We are removing the manual boost and the search results should be more relevant now (change will take effect in a couple of hours). Also, FYI, the quality of some of the keywords in our 1st party apps are not very relevant and hence search results are getting impacted. We are auditing those and will clean them up.

- Organic search results for the query "fortnite" seems to be working fine. Please let us know if you see any concerns there.

- We are working with John Akred from iAd team to understand the ad relevancy concern with "fortnite" query. Will keep you updated about the findings.

Thanks,
Debankur

On May 9, 2018, at 7:09 AM, Payam Mirrashidi < ██████████████ > wrote:

PX-0052.1
APL-APPSTORE_05768052

On May 9, 2018, at 07:07, Matt Fischer <​███████████████████​> wrote:

> FYI - from Epic Games' CEO (developer of Fortnite, among other hit games). He's clearly not a fan of App Store search nor of Search Ads.
>
> Also, who green lit putting the Files app above Dropbox in organic search results? I didn't know we did that, and I don't think we should.

Will get back to you on this one.

> Best,
> Matt
>
> Begin forwarded message:
>
> > **From:** Tim Sweeney <​██████████████████​>
> > **Date:** May 7, 2018 at 9:18:29 PM PDT
> > **To:** █████████ , ██████████████████████
> > **Subject: Rant: iOS App Store search is awful**
> >
> > As an iOS user, I just set up a new iPhone and installed the 12 apps I commonly use. None were the first search result when searching the App Store for the app's exact name. In fact, Dropbox wasn't even visible on the first page. Google bought the top search result, and Apple put its Files app ahead of Dropbox in line. For the search: "Dropbox".
> >
> > As a developer, it's super-frustrating that Fortnite is not the first search result when customers search for the text: "Fortnite". Some days, Microsoft buys the search results, other days it's another competitor.
> >
> > I can only imagine how an indie developer must feel when they're trying to make a living and the $900B company that runs the App Store sells their search result to a $730B company.
> >
> > This is an awful practice and should stop.
> >
> > -Tim