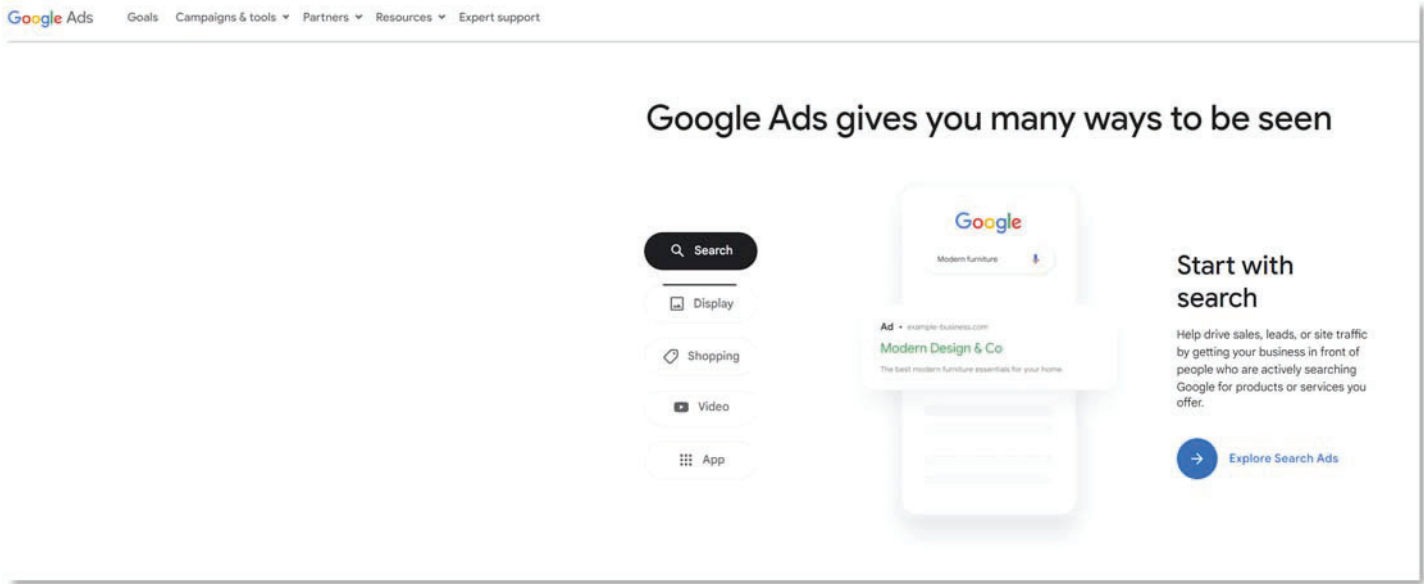


EXHIBIT C

US9633378	Google Ads (“Accused Instrumentalities”)
1. A method, comprising: at and by a server computer operating in a network environment and having at least one processor and non-transitory computer memory:	To the extent the preamble is limiting, the Accused Instrumentalities practice a method, comprising at and by a server computer (e.g., Google web server) operating in a network environment (e.g., the Internet) and having at least one processor and non-transitory computer memory (e.g., Google web server comprised of processor and non-transitory memory).  https://ads.google.com/home/ Traditional Ad Serving is a service provided to publishers for the delivery of Ads from Google’s web servers to Target Properties based on criteria selected by those publishers and the advertisers and agencies advertising on the Target Properties. https://support.google.com/admanager/answer/6021064?hl=en

Add and edit deep linking for App campaigns for engagement

When you're setting up a new App campaign for engagement, you need to add deep links to your ad groups so that the ads you create drive your users directly into relevant app pages.

Note: Your app developer should complete deep link setup before you add them to the App campaign for engagement. [Learn more about deep links](#)

Instructions for adding deep links

1. Sign in to your [Google Ads account](#) .
2. Follow the instructions on how to [Create an App campaign for engagement](#) through step 13.
3. For step 13, the Deeplink Suggestions feature of App campaigns for engagement will show you a list of deep links currently set up for your app.
4. Select or type the appropriate deep link in the field under "App URL".
5. Proceed with steps 14-17 in the instructions to complete the [creation of your App campaign for engagement](#).

<https://support.google.com/google-ads/answer/10024200?hl=en>

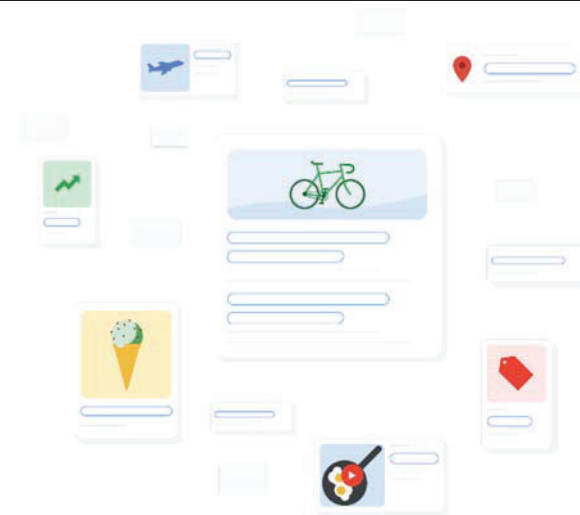
obtaining, utilizing a set of obtaining rules, a plurality of explicit or implicit computer-readable field identifiers from a plurality of sites or

The Accused Instrumentalities obtain, utilizing a set of obtaining rules, (e.g., rules associated with crawlers that crawl websites and/or applications) a plurality of explicit or implicit computer-readable field identifiers (e.g., identifiers for one or more fields on the websites and/or applications) from a plurality of sites or applications on the Internet (e.g., websites and/or applications available via the Internet).

applications on the Internet;

How Google Search organizes information

When you Search, Google looks through hundreds of billions of webpages and other content stored in our Search index to find helpful information — more information than all of the libraries of the world.



Finding information by crawling

Most of our Search index is built through the work of software known as crawlers. These automatically visit publicly accessible webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from page to page and store information about what they find on these pages and other publicly-accessible content in Google's Search index.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

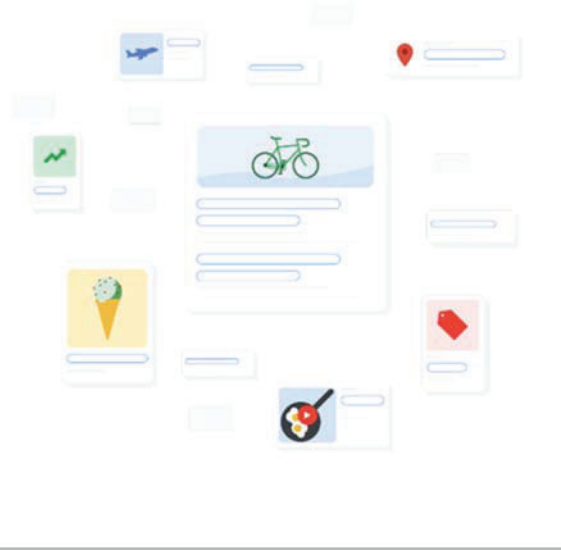
Crawl

[Crawling](#) is the process of finding new or updated pages to add to Google (*Google crawled my website*). One of the Google crawling engines crawls (requests) the page. The terms "crawl" and "index" are often used interchangeably, although they are different (but closely related) actions. [Learn more](#).

 Give feedback about this article

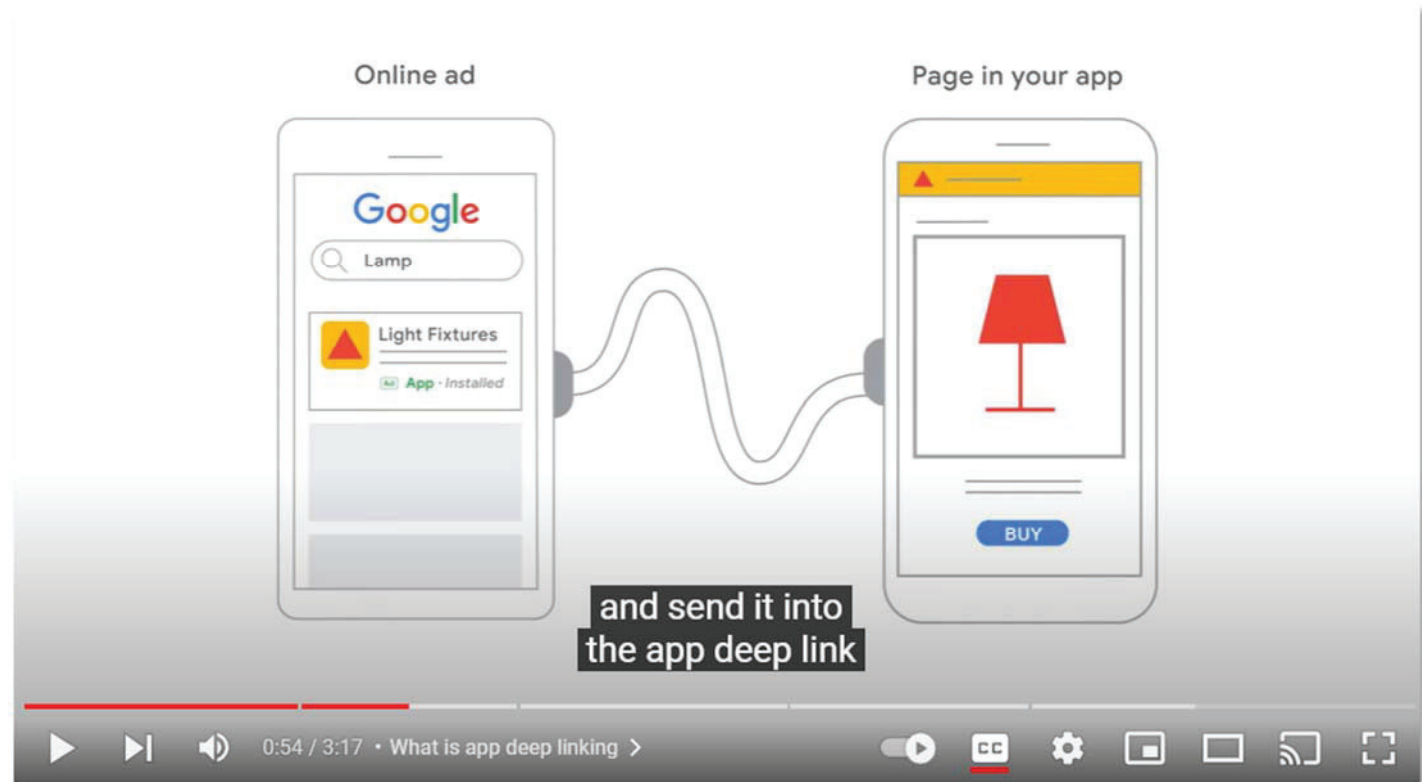
https://support.google.com/webmasters/answer/7643418?hl=en&ref_topic=7508311&sjid=2031161137716756779-NA

As an example, various fields of websites (e.g., text fields, image fields, input fields, etc.) are shown below. The Accused Instrumentalities obtain an identifier for fields, which include identifying information.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

Apps likewise include fields having field identifiers.



https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds

As another example, Google's website includes field identifiers.

Google flights from sfo to lax

Flights Round trip Today Tomorrow Cheap Jetblue Images United Southwest All filters Tools SafeSearch

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One-Way as Low as \$45 to LAX - SFO to LAX Flights
First Travel Date Available: 10/11/2023. Seats/dates/mkts. Lmt'd; restr/excl apply. Looking For Low Fares & Flexible With Travel Dates? Shop Our Low Fare Calendar Today!
Low Fare Calendar · Flights From The Bay Area · Southwest® Snow Getaways

People also search for

- san francisco to los angeles flight time
- southwest sfo to lax
- sfo to lax round trip
- sfo to las vegas
- sfo to lax today
- san francisco to los angeles distance
- sfo to lax one-way
- sfo to lax united

Flights to Los Angeles : Flights Flight Status Airports

Flight prices :

San Francisco, CA (SFO) Los Angeles, CA (LAX)

Sat, Oct 28 Sun, Oct 29

✓ Economy ✓ Round trip Nonstop Less emissions

Oct Nov

5 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 1

M T W T F S S M T W T F S S M T W T F S S M T W T

Airline	Flight	Class	Price
JetBlue	1h 31m	Nonstop	from \$90
Delta	1h 29m	Nonstop	from \$103
Alaska	1h 30m	Nonstop	from \$192
United	1h 31m+	Connecting	from \$196

Show flights →

Flight Status :

Tue, Sep 19 Wed, Sep 20 Thu, Sep 21 Fri, Sep 22

Time	Flight	Status
6:00 AM	AS 3439	ARRIVED
	Los Angeles LAX	
6:00 AM	DL 2841	ARRIVED
	Los Angeles LAX	

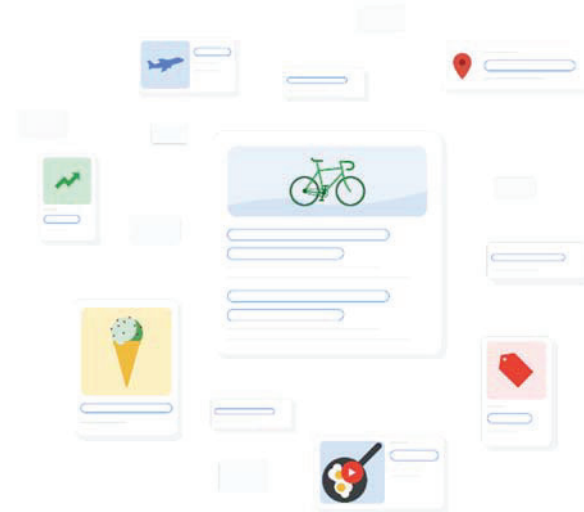
Show all flight updates →

<https://www.google.com/search?q=flights+from+sfo+to+lax>

applying via programming code a set of enhancing rules to enhance results of the obtaining of the plurality of computer-readable field identifiers@	The Accused Instrumentalities apply via programming code a set of enhancing rules (e.g., rules for indexing) to enhance results of the obtaining of the plurality of computer-readable field identifiers (e.g., determining the meaning and/or organizing of the crawled and/or searched information, including the field identifiers).
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How Google Search organizes information

When you Search, Google looks through hundreds of billions of webpages and other content stored in our Search index to find helpful information — more information than all of the libraries of the world.



Finding information by crawling

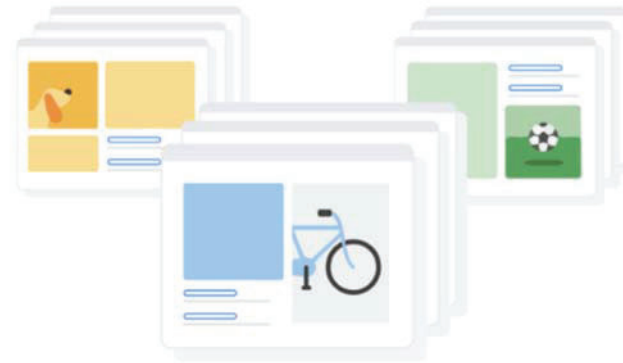
Most of our Search index is built through the work of software known as crawlers. These automatically visit publicly accessible webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from page to page and store information about what they find on these pages and other publicly-accessible content in Google's Search index.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

Organizing information by indexing

When crawlers find a webpage, our systems render the content of the page, just as a browser does. We take note of key signals — from keywords to website freshness — and we keep track of it all in the Search index.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

To further refine search results, Google uses a variety of categorization techniques to classify web pages based on their content. For example, Google can distinguish between different types of content, such as images, videos, and text, and can also categorize pages based on their topics or themes. This categorization allows Google to provide users with more targeted and relevant results, such as by displaying images or videos related to their search query.

Overall, Google's ability to quickly and accurately organize and categorize vast amounts of information is what sets it apart from other search engines. By using sophisticated algorithms to analyze and index web pages, and by employing categorization techniques to refine search results, Google can provide users with the most relevant and useful information available on the web.

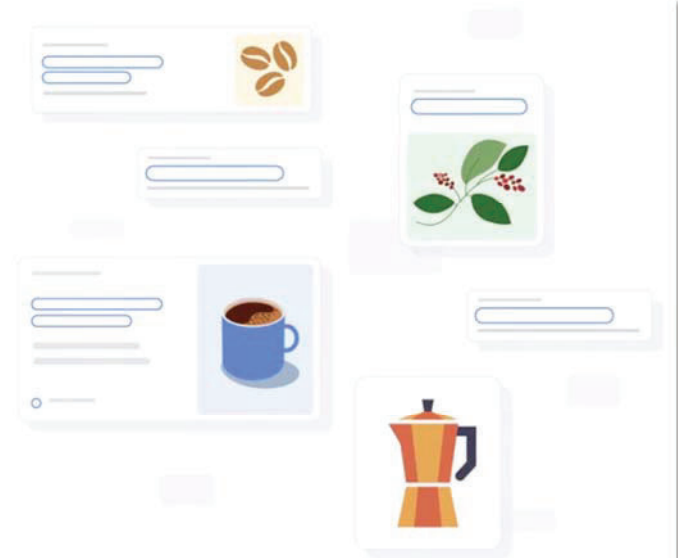
<https://www.linkedin.com/pulse/behind-scenes-how-googles-search-index-powers-worlds-strickland-/?trk=pulse-article>

	Index A page is <i>indexed</i> by Google if it has been visited by the Google crawler ("Googlebot"), analyzed for content and meaning, and stored in the Google index. Indexed pages can be shown in Google Search results (if they follow the Google Search Essentials). While most pages are crawled before indexing, Google may also index pages without access to their content (for example, if a page is blocked by a robots.txt directive). Learn more.  Give feedback about this article https://support.google.com/webmasters/answer/7643011?hl=en&ref_topic=7508311&sjid=2031161137716756779-NA
mapping the plurality of computer-readable field identifiers to one another using a set of normalized variables stored in a normalized variable data database, the normalized variable data database representing a universal variable map of searchable	The Accused Instrumentalities practice a method for mapping the plurality of computer-readable field identifiers (discussed above) to one another using a set of normalized variables stored in a normalized variable data database (e.g., by using Google's Search index, which, e.g., distinguishes between different types of content and categorizes field identifiers). The normalized variable data database representing a universal variable map of searchable classes and attributes of products or services on the Internet (e.g., products and services of the crawled pages), the mapping linking computer-readable field identifiers of the plurality of sites or applications. As shown below, for example, Google's search index is used to map the web, which links the field identifiers of the plurality of sites or applications.

classes and attributes of products or services on the Internet, the mapping linking computer-readable field identifiers of the plurality of sites or applications;

We continuously map the web and other sources to connect you to the most relevant, helpful information.

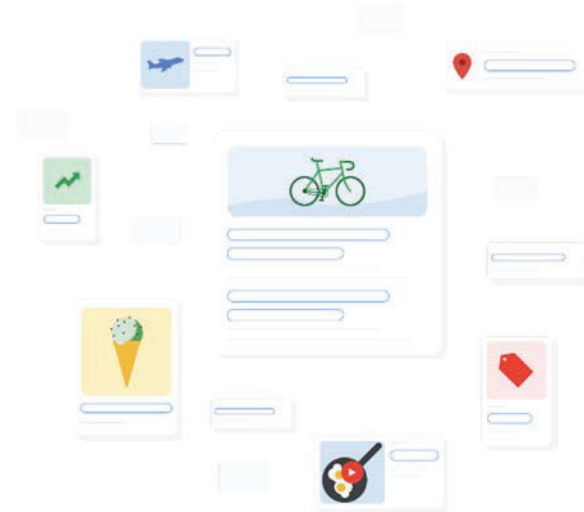
[Learn more about how Search works](#)



<https://www.google.com/search/howsearchworks/>

How Google Search organizes information

When you Search, Google looks through hundreds of billions of webpages and other content stored in our Search index to find helpful information — more information than all of the libraries of the world.



Finding information by crawling

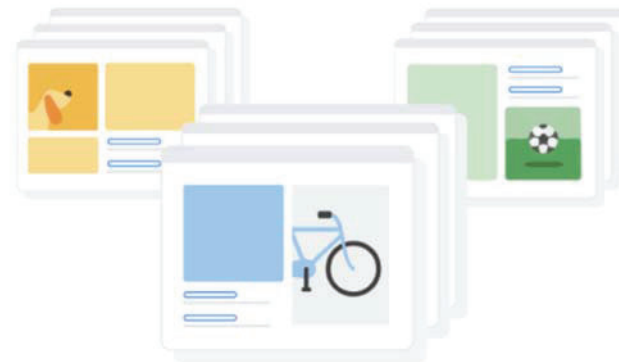
Most of our Search index is built through the work of software known as crawlers. These automatically visit publicly accessible webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from page to page and store information about what they find on these pages and other publicly-accessible content in Google's Search index.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

Organizing information by indexing

When crawlers find a webpage, our systems render the content of the page, just as a browser does. We take note of key signals — from keywords to website freshness — and we keep track of it all in the Search index.



<https://www.google.com/search/howsearchworks/how-search-works/organizing-information/>

Index

A page is *indexed* by Google if it has been visited by the Google crawler ("Googlebot"), analyzed for content and meaning, and stored in the Google index. Indexed pages can be shown in Google Search results (if they follow the [Google Search Essentials](#)). While most pages are crawled before indexing, Google may also index pages without access to their content (for example, if a page is blocked by a [robots.txt](#) directive). [Learn more.](#)

 Give feedback about this article

https://support.google.com/webmasters/answer/7643011?hl=en&ref_topic=7508311&sjid=2031161137716756779-NA

To further refine search results, Google uses a variety of categorization techniques to classify web pages based on their content. For example, Google can distinguish between different types of content, such as images, videos, and text, and can also categorize pages based on their topics or themes. This categorization allows Google to provide users with more targeted and relevant results, such as by displaying images or videos related to their search query.

Overall, Google's ability to quickly and accurately organize and categorize vast amounts of information is what sets it apart from other search engines. By using sophisticated algorithms to analyze and index web pages, and by employing categorization techniques to refine search results, Google can provide users with the most relevant and useful information available on the web.

<https://www.linkedin.com/pulse/behind-scenes-how-googles-search-index-powers-worlds-strickland-/?trk=pulse-article>

As one of many exemplary examples, the Google Search index may link field identifiers associated with a travel departure location.

Google

flights from sfo to lax

Flights

Round trip

Today

Tomorrow

Cheap

Jetblue

Images

United

Southwest

All filters

Tools

SafeSearch

Sponsored

Southwest Airlines®

https://www.southwest.com

One-Way as Low as \$45 to LAX - SFO to LAX Flights

First Travel Date Available: 10/11/2023. Seats/dates/mkts. Lmtd; restr/excl apply. Looking For Low Fares & Flexible With Travel Dates? Shop Our Low Fare Calendar Today!

Low Fare Calendar · Flights From The Bay Area · Southwest® Snow Getaways

People also search for

san francisco to los angeles flight time

southwest sfo to lax

sfo to lax round trip

sfo to las vegas

sfo to lax today

san francisco to los angeles distance

sfo to lax one-way

sfo to lax united

Flights to Los Angeles

Flights

Flight Status

Airports

Flight prices

San Francisco, CA (SFO)

Los Angeles, CA (LAX)

Sat, Oct 28

Sun, Oct 29

Economy

Round trip

Nonstop

Less emissions

Oct

Nov

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 1

M T W T F S S M T W T F S S M T W T F S S M T W T

JetBlue

1h 31m

Nonstop

from \$90

Delta

1h 29m

Nonstop

from \$103

Alaska

1h 30m

Nonstop

from \$192

United

1h 31m+

Connecting

from \$196

Show flights →

Flight Status

Tue, Sep 19

Wed, Sep 20

Thu, Sep 21

Fri, Sep 22

6:00 AM

AS 3439

Los Angeles LAX

ARRIVED

6:00 AM

DL 2841

Los Angeles LAX

ARRIVED

Show all flight updates →

<https://www.google.com/search?q=flights+from+sfo+to+lax>



FLIGHT | HOTEL | CAR | VACATIONS SPECIAL OFFERS RAPID REWARDS®



Low Fare Calendar

[Restrictions and exclusions apply. See all terms below.](#)

Search lowest fares by month

☒ Round trip ☐ One-way ☐ Multi-city

☒ Dollars ☐ Points

DEPART

San Francisco, CA

San Francisco, CA - SFO

DEPART MONTH

September 2023

PASSENGERS

1

Group travel (10+)

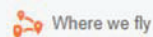
ARRIVE

Los Angeles, CA - L

Los Angeles, CA - LAX

RETURN MONTH

September 2023

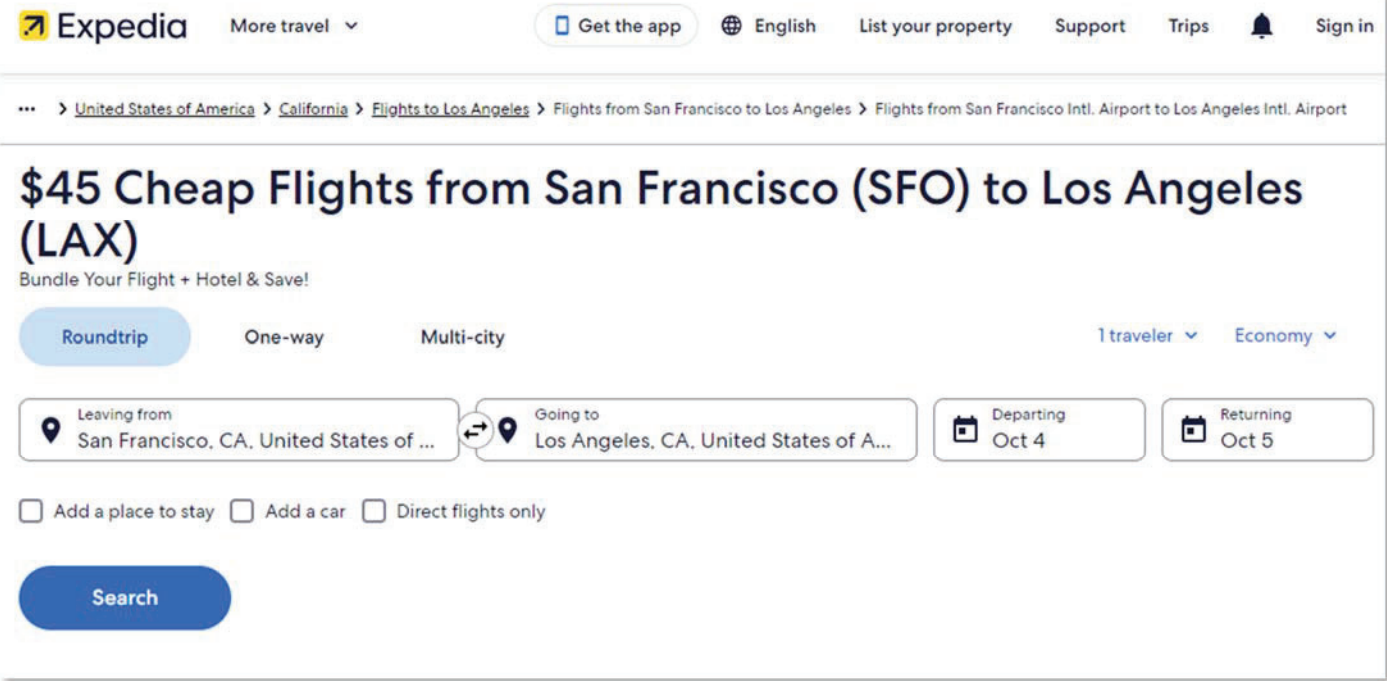


Now accepting reservations through June 03, 2024.



Search

https://www.southwest.com/air/low-fare-calendar/?lfma=LFMA2&mode=OD&originationAirportCode=SFO&destinationAirportCode=LAX&src=SRCH_go_cmp-1025167347_adg-56165908771_ad-595062284103_kwd-300236971871_dev-c_ext-prd-

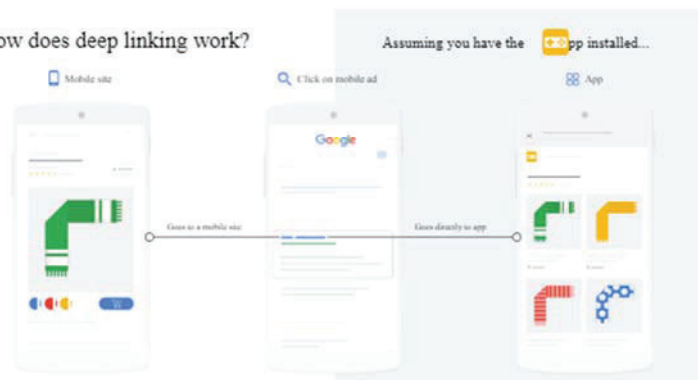
	 https://www.expedia.com/lp/flights/sfo/lax/san-francisco-to-los-angeles
automatically programmatically generating a deep-linked ad utilizing the universal variable map, the deep-linked ad linking one or more of a set of computer-readable field identifiers	The Accused Instrumentalities practice a method of automatically programmatically generating a deep-linked ad (e.g., Google ad with deep link) utilizing the universal variable map (e.g., by linking common field identifiers), the deep-linked ad (e.g., Google ad with deep link) linking one or more of a set of computer-readable field identifiers used by a first site or application (e.g., Google search page or application) with one or more of a set of computer-readable field identifiers used by a second site or application (e.g., site or application corresponding to the deep link ad).

used by a first site or application with one or more of a set of computer-readable field identifiers used by a second site or application;

About deep links

Deep links send mobile device users directly to relevant pages in your app rather than your website. Users click on ads and go directly to your app pages. You can use deep links in many Google Ads products, including App campaigns for engagement, App dynamic remarketing, and Search, Shopping, and Display campaigns.

How does deep linking work?



Benefits

- **Greater security:** App Links and Universal Links give you peace of mind that no other app can use your links. Other companies can't claim your link, so they can't send traffic to their own app (as can be done with custom schemes).
- **Relevant page results:** You can direct customers and potential customers to relevant pages within your app, rather than browser or mobile-web pages. App Links and Universal Links use the same URL as your web links, so if your app can't open, instead of being shown an error page, users will be taken to the mobile site landing page.
- **Seamless user experience:** The more seamless integration for your app users improves user experience, increases conversions, and improves customer loyalty.

<https://support.google.com/google-ads/answer/10023042>

Add and edit deep linking for App campaigns for engagement

When you're setting up a new App campaign for engagement, you need to add deep links to your ad groups so that the ads you create drive your users directly into relevant app pages.

Note: Your app developer should complete deep link setup before you add them to the App campaign for engagement. [Learn more about deep links](#)

Instructions for adding deep links

1. Sign in to your [Google Ads account](#) .
2. Follow the instructions on how to [Create an App campaign for engagement](#) through step 13.
3. For step 13, the Deeplink Suggestions feature of App campaigns for engagement will show you a list of deep links currently set up for your app.
4. Select or type the appropriate deep link in the field under "App URL".
5. Proceed with steps 14-17 in the instructions to complete the [creation of your App campaign for engagement](#).

<https://support.google.com/google-ads/answer/10024200?hl=en>

Deep link

A type of destination URL in an ad that takes people to a specific page in an app. The following types of deep links are supported by Google Ads:

- **Custom schemes:** Custom schemes are custom URIs you can create to link to any in-app content. If your ad shows on a mobile device with your app installed and a user clicks the link, it sends people directly to the content in your app.
- **App Links and Universal Links:** These links use your existing HTTP destination URL, such as www.example.com or www.example.com/product_1234. Tracking parameters are allowed for these links.

Note: Deep links are not automatically set up when you create your app, and they work differently on iOS and Android.

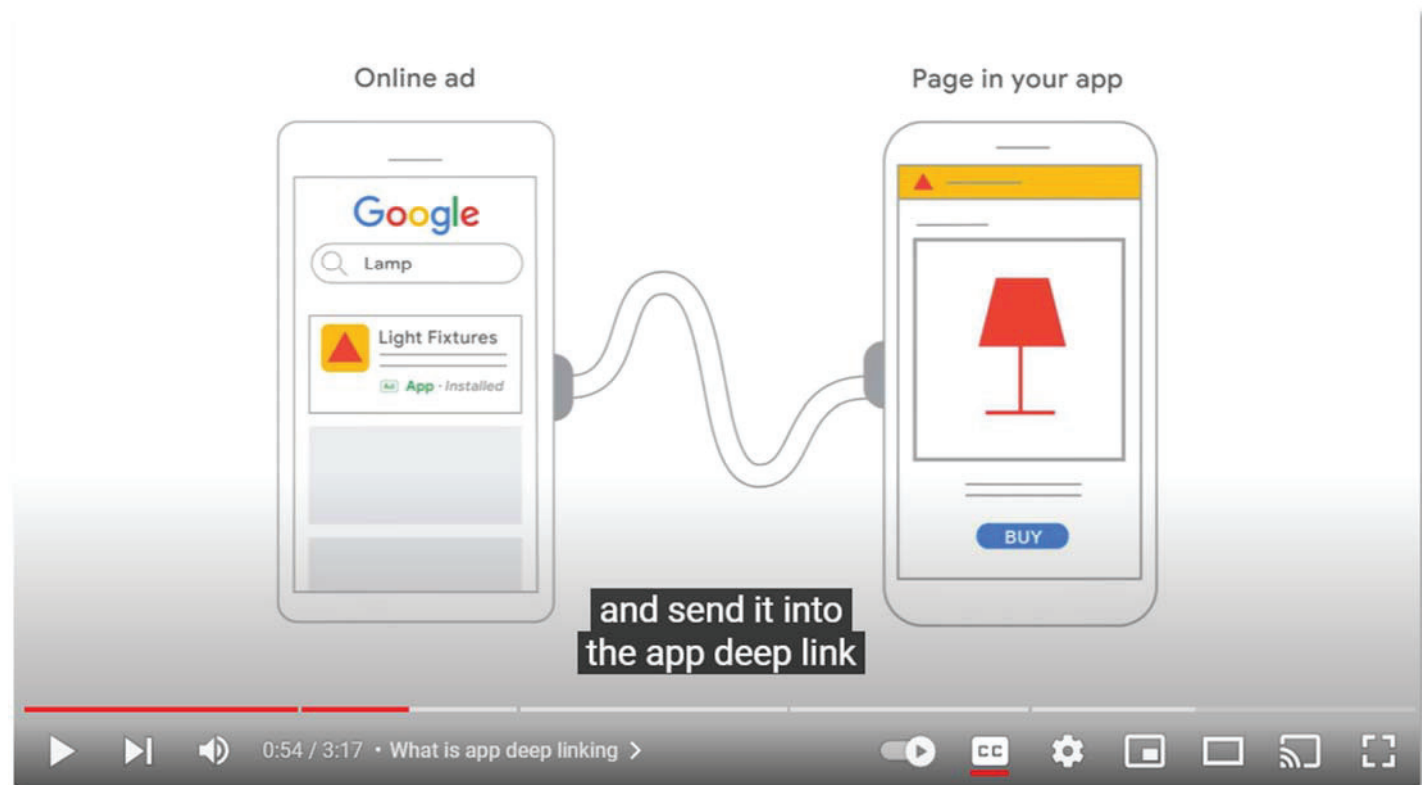
- [Learn about setting up custom schemes for Android apps](#) 
- [Learn more about Universal Links for iOS apps](#) 
- [Learn about setting up App Links for Android apps](#) 

<https://support.google.com/google-ads/answer/6046977>

	Description	How it works	Which Google Ads products are they compatible with?
App Links (Android)	These links use your existing HTTP destination URLs, such as www.example.com or www.example.com/product_1234 , and take users who have your Android app installed to the in-app content you specify.	Visit our developer website to learn more about App Links for Android apps.	• Search • Display • Shopping • App engagement campaigns • App dynamic remarketing campaigns
Universal Links (iOS)	These links use your existing HTTP destination URLs, such as www.example.com or www.example.com/product_1234 , and take users who have your iOS app installed to the in-app content you specify.	Visit the developer website to learn more about Universal Links for iOS apps.	• Search • Display • Shopping • App engagement campaigns • App dynamic remarketing campaigns
Custom schemes	Create Custom URIs to link to any in-app content you choose. Note: If the user doesn't have your app installed, custom schemes will lead to an error page.	Visit the developer website to learn more about Custom schemes .	• App engagement campaigns • App dynamic remarketing campaigns

<https://support.google.com/google-ads/answer/10023042>

As shown below, for example, Google's search includes deep-linked ads that link field identifiers of Google's page to field identifiers of another app or page.



https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds

Shown below is another example of a deep-linked ad linking one or more of a set of computer-readable field identifiers used by a first site or application with one or more of a set of computer-readable field identifiers used by a second site or application.

Google

flights from sfo to lax

Flights

Round trip

Today

Tomorrow

Cheap

Jetblue

Images

United

Southwest

All filtersToolsSafeSearch

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https://www.southwest.com

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First Travel Date Available: 10/11/2023. Seats/dates/mkts. Lmtd; restr/excl apply. Looking For Low Fares & Flexible With Travel Dates? Shop Our Low Fare Calendar Today!

Low Fare Calendar · Flights From The Bay Area · Southwest® Snow Getaways

People also search for

san francisco to los angeles flight time

southwest sfo to lax

sfo to lax round trip

sfo to las vegas

sfo to lax today

san francisco to los angeles distance

sfo to lax one-way

sfo to lax united

Flights to Los Angeles

Flights

Flight Status

Airports

Flight prices

San Francisco, CA (SFO)

Los Angeles, CA (LAX)

Sat, Oct 28

Sun, Oct 29

Economy

Round trip

Nonstop

Less emissions

Oct

Nov

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 1

M T W T F S S M T W T F S S M T W T F S S M T W T

JetBlue

1h 31m

Nonstop

from \$90

Delta

1h 29m

Nonstop

from \$103

Alaska

1h 30m

Nonstop

from \$192

United

1h 31m+

Connecting

from \$196

Show flights →

Flight Status

Tue, Sep 19

Wed, Sep 20

Thu, Sep 21

Fri, Sep 22

6:00 AM

AS 3439

Los Angeles LAX

ARRIVED

6:00 AM

DL 2841

Los Angeles LAX

ARRIVED

Show all flight updates →

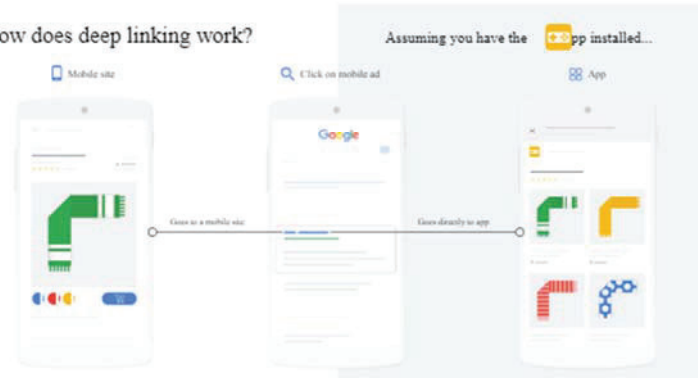
<https://www.google.com/search?q=flights+from+sfo+to+lax>

	https://www.southwest.com/air/low-fare-calendar/?lfma=LFMA2&mode=OD&originationAirportCode=SFO&destinationAirportCode=LAX&src=SRCH_go_cmp-1025167347_adg-56165908771_ad-595062284103_kwd-300236971871_dev-c_ext-_prd-
placing the deep-linked ad on a page of the first site or application; and	The Accused Instrumentalities practice a method of placing the deep-linked ad (e.g., Google ad with deep link) on a page of the first site or application (e.g., the Google search page displaying an online ad or mobile ad).

About deep links

Deep links send mobile device users directly to relevant pages in your app rather than your website. Users click on ads and go directly to your app pages. You can use deep links in many Google Ads products, including App campaigns for engagement, App dynamic remarketing, and Search, Shopping, and Display campaigns.

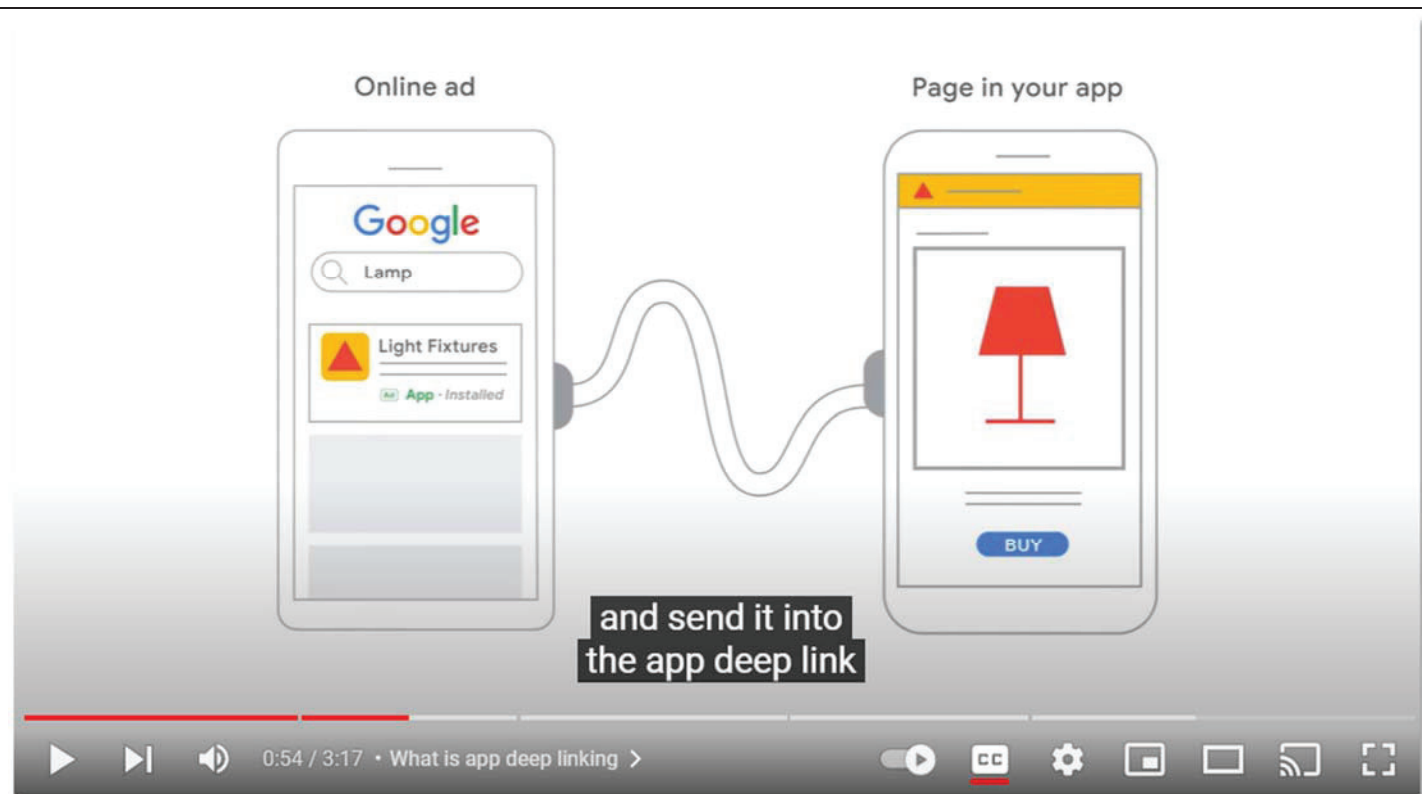
How does deep linking work?



Benefits

- **Greater security:** App Links and Universal Links give you peace of mind that no other app can use your links. Other companies can't claim your link, so they can't send traffic to their own app (as can be done with custom schemes).
- **Relevant page results:** You can direct customers and potential customers to relevant pages within your app, rather than browser or mobile-web pages. App Links and Universal Links use the same URL as your web links, so if your app can't open, instead of being shown an error page, users will be taken to the mobile site landing page.
- **Seamless user experience:** The more seamless integration for your app users improves user experience, increases conversions, and improves customer loyalty.

<https://support.google.com/google-ads/answer/10023042>



https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds

Google

flights from sfo to lax

Flights

Round trip

Today

Tomorrow

Cheap

Jetblue

Images

United

Southwest

All filters

Tools

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southwest sfo to lax

sfo to lax round trip

sfo to las vegas

sfo to lax today

san francisco to los angeles distance

sfo to lax one-way

sfo to lax united

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16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 1

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Show flights →

Flight Status

Tue, Sep 19

Wed, Sep 20

Thu, Sep 21

Fri, Sep 22

6:00 AM

AS 3439

Los Angeles LAX

ARRIVED

6:00 AM

DL 2841

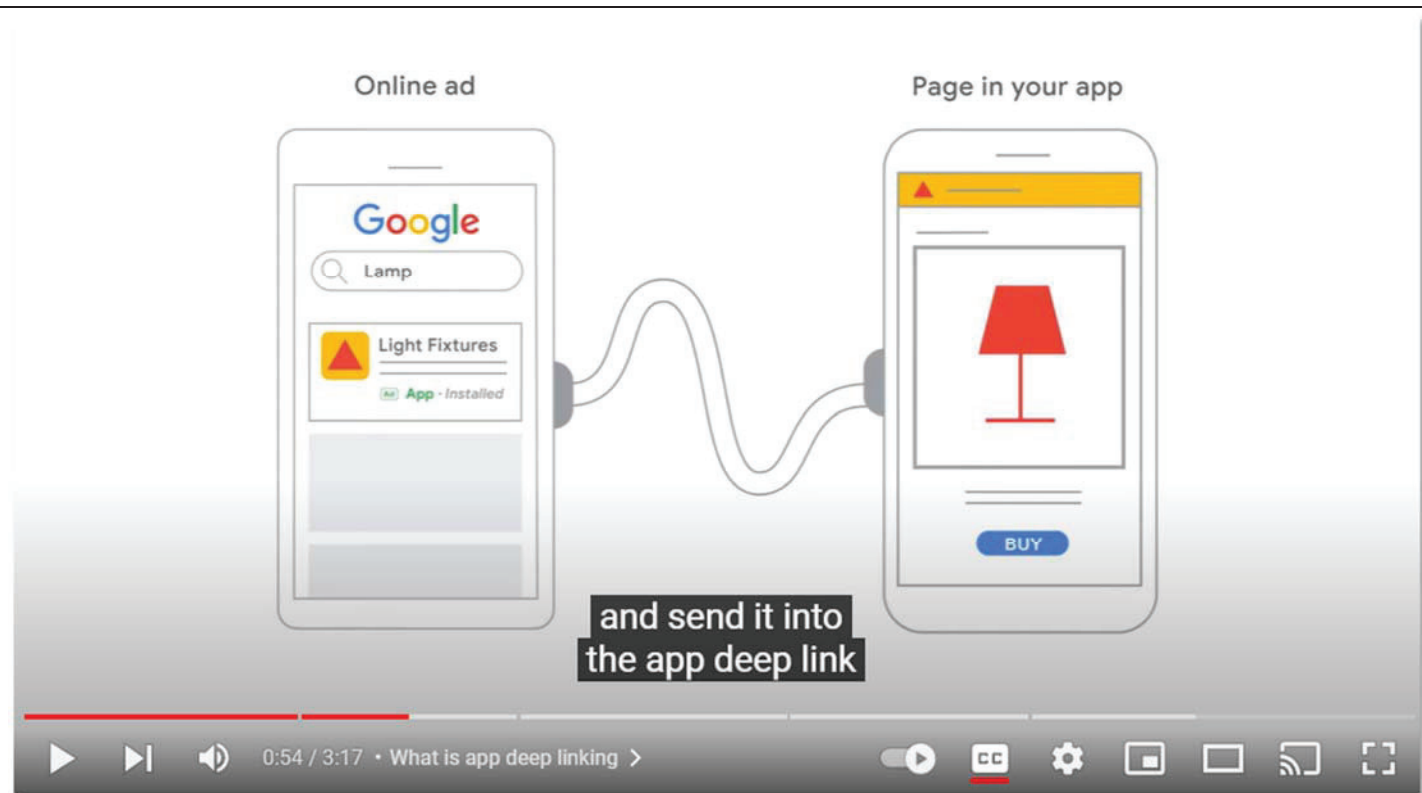
Los Angeles LAX

ARRIVED

Show all flight updates →

<https://www.google.com/search?q=flights+from+sfo+to+lax>

in response to user interaction with the deep-linked ad on the page of the first site or application on a user device: extracting, from the user interaction with the deep-linked ad on the page of the first site or application, values corresponding to the one or more of the set of computer-readable field identifiers used by the first site or application;	The Accused Instrumentalities practice a method where in response to user interaction with the deep-linked ad (e.g., a user clicking on the Google ad) on the page of the first site or application (e.g., the Google search page displaying an online ad or mobile ad) on a user device (e.g., a computer, smartphone, tablet, etc.): extracting, from the user interaction with the deep-linked ad on the page of the first site or application, values (e.g., values associated with the field identifiers) corresponding to the one or more of the set of computer-readable field identifiers (e.g., field identifiers described above that identify fields on the page) used by the first site or application (e.g., Google search page displaying an online ad or mobile ad). As an example as shown below, the values corresponding to a first field identifier on the Google search page (e.g., “Lamp” and/or “Light Fixtures”) correspond to field identifiers used by the Google search page.
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https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds

Below are additional examples of the claimed values (e.g., "flights," "from," sfo," "to," and/or "lax").

<https://www.google.com/search?q=flights+from+sfo+to+lax>

The values are extracted in response to the user interaction with the deep linked ad (e.g., the values are used to serve the deep-linked page or site corresponding to the ad). In some examples, the interaction extracts the values via a URL of the deep-linked ad.

Deep link

A type of destination URL in an ad that takes people to a specific page in an app. The following types of deep links are supported by Google Ads:

- **Custom schemes:** Custom schemes are custom URIs you can create to link to any in-app content. If your ad shows on a mobile device with your app installed and a user clicks the link, it sends people directly to the content in your app.
- **App Links and Universal Links:** These links use your existing HTTP destination URL, such as www.example.com or www.example.com/product_1234. Tracking parameters are allowed for these links.

Note: Deep links are not automatically set up when you create your app, and they work differently on iOS and Android.

- [Learn about setting up custom schemes for Android apps](#) 
- [Learn more about Universal Links for iOS apps](#) 
- [Learn about setting up App Links for Android apps](#) 

<https://support.google.com/google-ads/answer/6046977>

	Description	How it works	Which Google Ads products are they compatible with?
App Links (Android)	These links use your existing HTTP destination URLs, such as www.example.com or www.example.com/product_1234 , and take users who have your Android app installed to the in-app content you specify.	Visit our developer website to learn more about App Links for Android apps.	• Search • Display • Shopping • App engagement campaigns • App dynamic remarketing campaigns
Universal Links (iOS)	These links use your existing HTTP destination URLs, such as www.example.com or www.example.com/product_1234 , and take users who have your iOS app installed to the in-app content you specify.	Visit the developer website to learn more about Universal Links for iOS apps.	• Search • Display • Shopping • App engagement campaigns • App dynamic remarketing campaigns
Custom schemes	Create Custom URIs to link to any in-app content you choose. Note: If the user doesn't have your app installed, custom schemes will lead to an error page.	Visit the developer website to learn more about Custom schemes .	• App engagement campaigns • App dynamic remarketing campaigns

<https://support.google.com/google-ads/answer/10023042>



FLIGHT | HOTEL | CAR | VACATIONS SPECIAL OFFERS RAPID REWARDS®

Low Fare Calendar

[Restrictions and exclusions apply. See all terms below.](#)

Search lowest fares by month

☒ Round trip ☐ One-way ☐ Multi-city

☒ Dollars ☐ Points

DEPART

San Francisco, CA

San Francisco, CA - SFO

DEPART MONTH

September 2023

PASSENGERS

1

Group travel (10+)

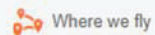
ARRIVE

Los Angeles, CA - L

Los Angeles, CA - LAX

RETURN MONTH

September 2023



Now accepting reservations through June 03, 2024.

Search

https://www.southwest.com/air/low-fare-calendar/?lfma=LFMA2&mode=OD&originationAirportCode=SFO&destinationAirportCode=LAX&src=SRCH_go_cmp-1025167347_adg-56165908771_ad-595062284103_kwd-300236971871_dev-c_ext-prd-

automatically directing the user device to display a page of the second site or application; and

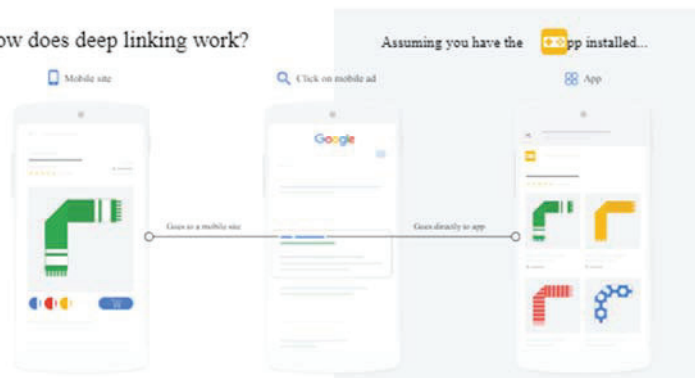
In response to the interaction with the deep-linked ad, the Accused Instrumentalities automatically direct the user device (e.g., computer, smartphone tablet, etc. using Google search) to display a page of the second site or application (e.g., the site or application associated with the deep-linked ad).

As shown below, for example, Google Ads deep links send user devices directly to relevant pages, e.g., “Users click on ads and go directly to your app pages.”

About deep links

Deep links send mobile device users directly to relevant pages in your app rather than your website. Users click on ads and go directly to your app pages. You can use deep links in many Google Ads products, including App campaigns for engagement, App dynamic remarketing, and Search, Shopping, and Display campaigns.

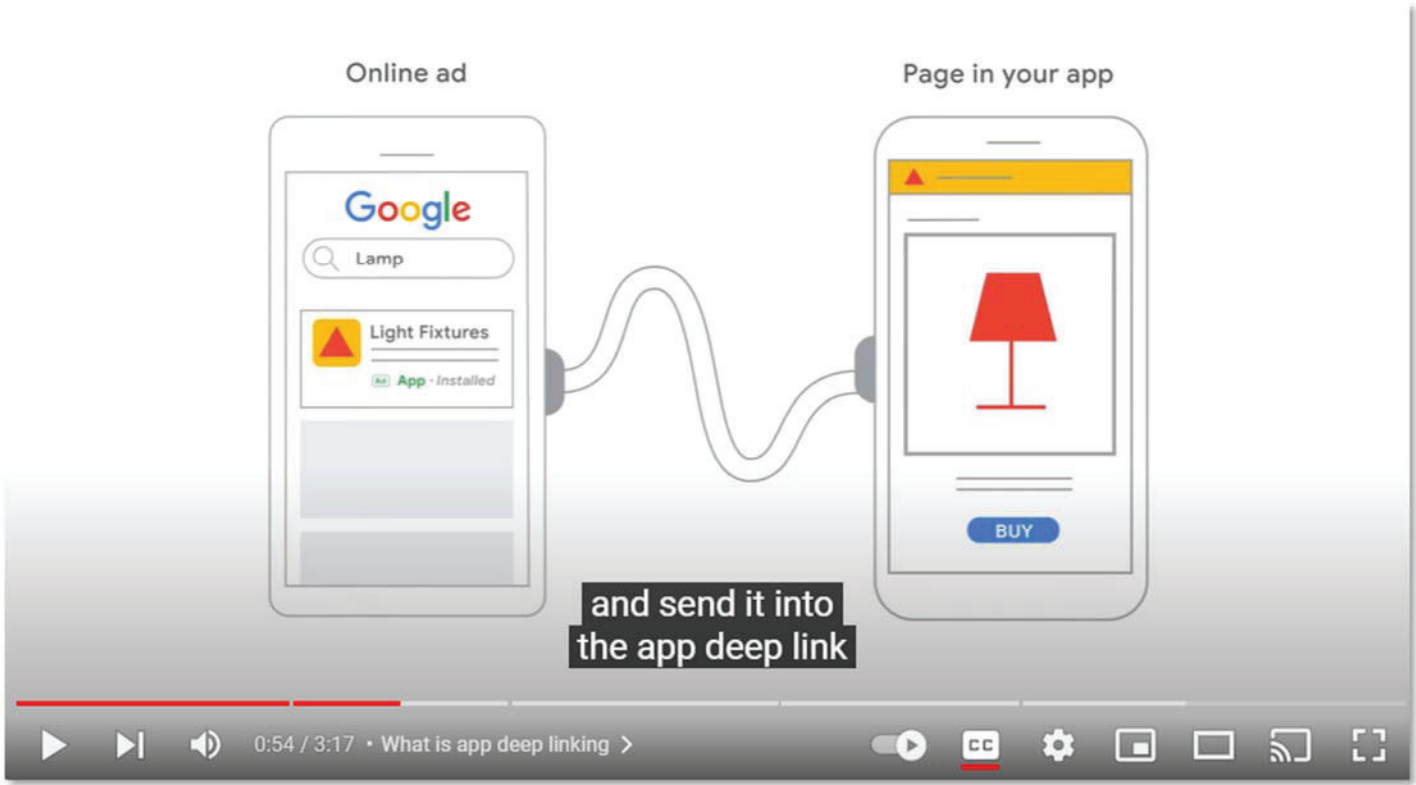
How does deep linking work?



Benefits

- **Greater security:** App Links and Universal Links give you peace of mind that no other app can use your links. Other companies can't claim your link, so they can't send traffic to their own app (as can be done with custom schemes).
- **Relevant page results:** You can direct customers and potential customers to relevant pages within your app, rather than browser or mobile-web pages. App Links and Universal Links use the same URL as your web links, so if your app can't open, instead of being shown an error page, users will be taken to the mobile site landing page.
- **Seamless user experience:** The more seamless integration for your app users improves user experience, increases conversions, and improves customer loyalty.

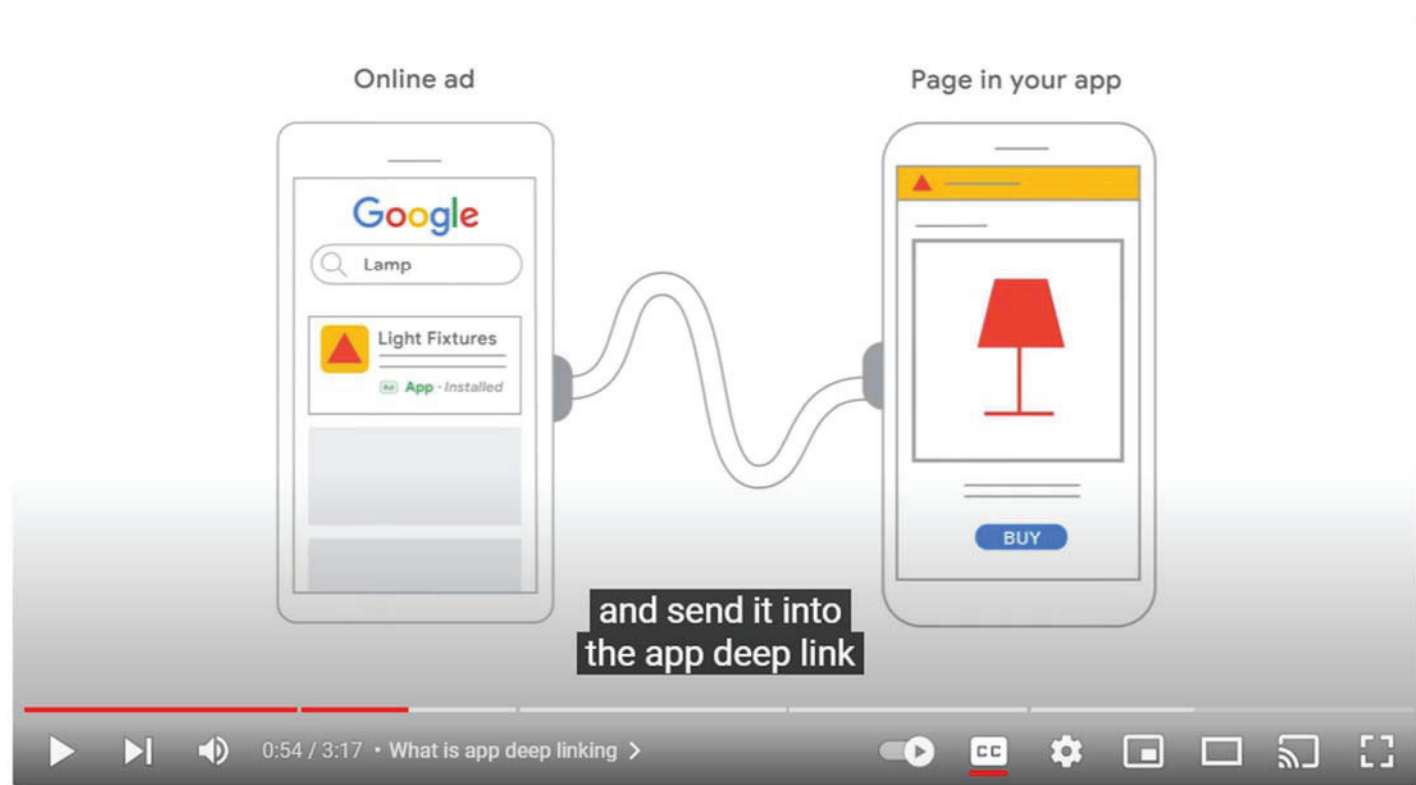
<https://support.google.com/google-ads/answer/10023042>

	 https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds
passing the values corresponding to the one or more of the set of computer-readable field identifiers used by the first site or application	In response to the interaction with the deep-linked ad, the Accused Instrumentalities pass the values corresponding to the one or more of the set of computer-readable field identifiers (e.g., values discussed above) used by the first site or application (e.g., Google search page) to the correspondingly linked one or more of the set of computer-readable field identifiers used by the second site or application (e.g., redirected webpage or app corresponding to the deep link ad) such that the correspondingly linked one or more of the set of computer-readable field identifiers used by the second site or application are determined using the universal variable map (e.g., by linking the field identifiers via Google's search index as discussed previously) and such that one or more fields on the page of the second set or application are explicitly or implicitly pre-populated with the values

to the correspondingly linked one or more of the set of computer-readable field identifiers used by the second site or application such that the correspondingly linked one or more of the set of computer-readable field identifiers used by the second site or application are determined using the universal variable map and such that one or more fields on the page of the second set or application are explicitly or implicitly pre-populated with the values extracted from the user interaction with the deep-linked ad on the page of the first site or application without

(e.g., the fields associated with the field identifiers are pre-populated using the passed values) extracted from the user interaction with the deep-linked ad (e.g., Google deep-linked ad) on the page of the first site or application (e.g., Google search page) without necessitating any pre-existing relationship between the pages.

As shown below, for example, when the ad is clicked by a user, the values are extracted from the Google search page and a URL including values and other site information directs the device to the second page with the fields pre-populated with the values. As shown below, for example, the values are pre-populated (at least implicitly) in the image field associated with the field identifier for that field.



https://www.youtube.com/watch?v=60Pk4767aFQ&ab_channel=GoogleAds

necessitating any pre-existing relationship between the pages.

As another example, the values (e.g., “sfo” and “lax” are passed and pre-populated in the text fields).

The screenshot shows the Southwest Airlines 'Low Fare Calendar' search page. At the top, the Southwest logo is on the left, and navigation links for 'FLIGHT | HOTEL | CAR | VACATIONS', 'SPECIAL OFFERS', and 'RAPID REWARDS®' are on the right. Below the logo is the title 'Low Fare Calendar'. A link for 'Restrictions and exclusions apply. See all terms below.' is present. The main search area is titled 'Search lowest fares by month'. It includes radio buttons for 'Round trip' (selected), 'One-way', and 'Multi-city', and currency options for 'Dollars' (selected) and 'Points'. The search parameters are: DEPART 'San Francisco, CA' (with a dropdown arrow and 'San Francisco, CA - SFO' below it), DEPART MONTH 'September 2023' (with a calendar icon), PASSENGERS '1' (with a person icon and 'Group travel (10+)' below it), ARRIVE 'Los Angeles, CA - L' (with a dropdown arrow and 'Los Angeles, CA - LAX' below it), and RETURN MONTH 'September 2023' (with a calendar icon). At the bottom left is the 'Where we fly' logo, and at the bottom right is a note 'Now accepting reservations through June 03, 2024.' followed by a 'Search' button.

https://www.southwest.com/air/low-fare-calendar/?lfma=LFMA2&mode=OD&originationAirportCode=SFO&destinationAirportCode=LAX&src=SRC_H_go_cmp-1025167347_adg-56165908771_ad-595062284103_kwd-300236971871_dev-c_ext-prd-

Passing the values in this manner requires no pre-existing relationship between the pages.