

With RPO, Advertisers Who Bid Higher Paid Pay Higher Prices Over Time

Pls. Demonstrative
AE
 1:23-cv-00108

ADVERTISER WITH
 HIGH HISTORICAL BIDS

ADVERTISER WITH
 LOW HISTORICAL BIDS

OVERRIDDEN BY RPO

PUBLISHER FLOOR:	\$1	\$1
HISTORICAL AVERAGE BID:	\$3	\$2
RESERVE PRICE OPTIMIZATION FLOOR:	\$2	\$1.50
MINIMUM AD PRICE:	\$2.00	\$1.50

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