

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