

Last Look and Second Price Auction

Pls. Demonstrative
AC
1:23-cv-00108

Header Bidding Runs
First Price Auction

Header Bidding

\$1.00

WINNING BID

Winning HB Sent to DFP
&
DFP Sends to AdX



\$1.00

AdX Uses As Price Floor For
Second Price Auction

\$1.04

BID
#1

PRICE FLOOR

\$1.00

\$0.98

BID
#2

\$0.95

BID
#3

AdX Buyers Can Win By
Matching Floor

WINNING
PRICE

\$1.00



AdX