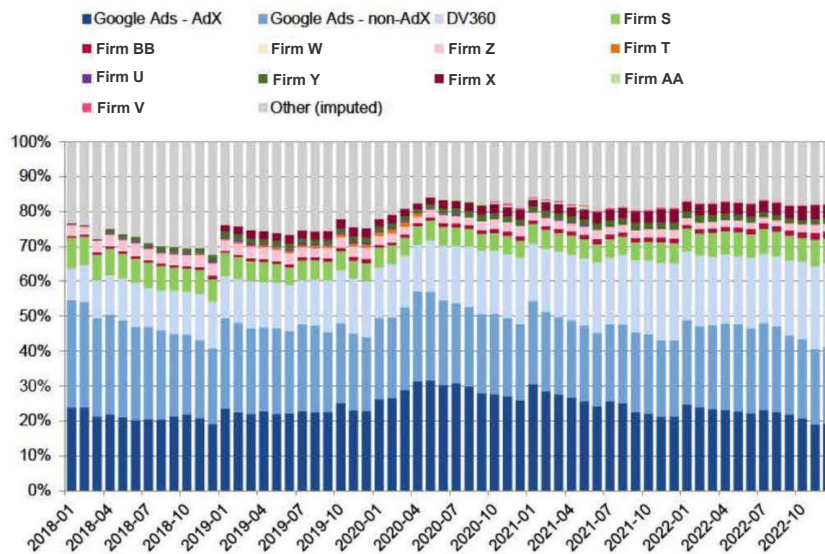


Figure 17. Google Ads maintained a substantial share of worldwide indirect open-web display impressions among all advertiser bidding tools (2018–2022)



Source: Lee Initial Report backup materials: Bidding tools panel.
Notes: Denominator includes open-web display impressions from Google Ads, DV360, and bidding tools that produced data in this matter as well as impressions that I estimate coming from bidding tools that did not produce data on this matter. Appendix H of my Initial Report contains a description of how I perform this estimation.

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