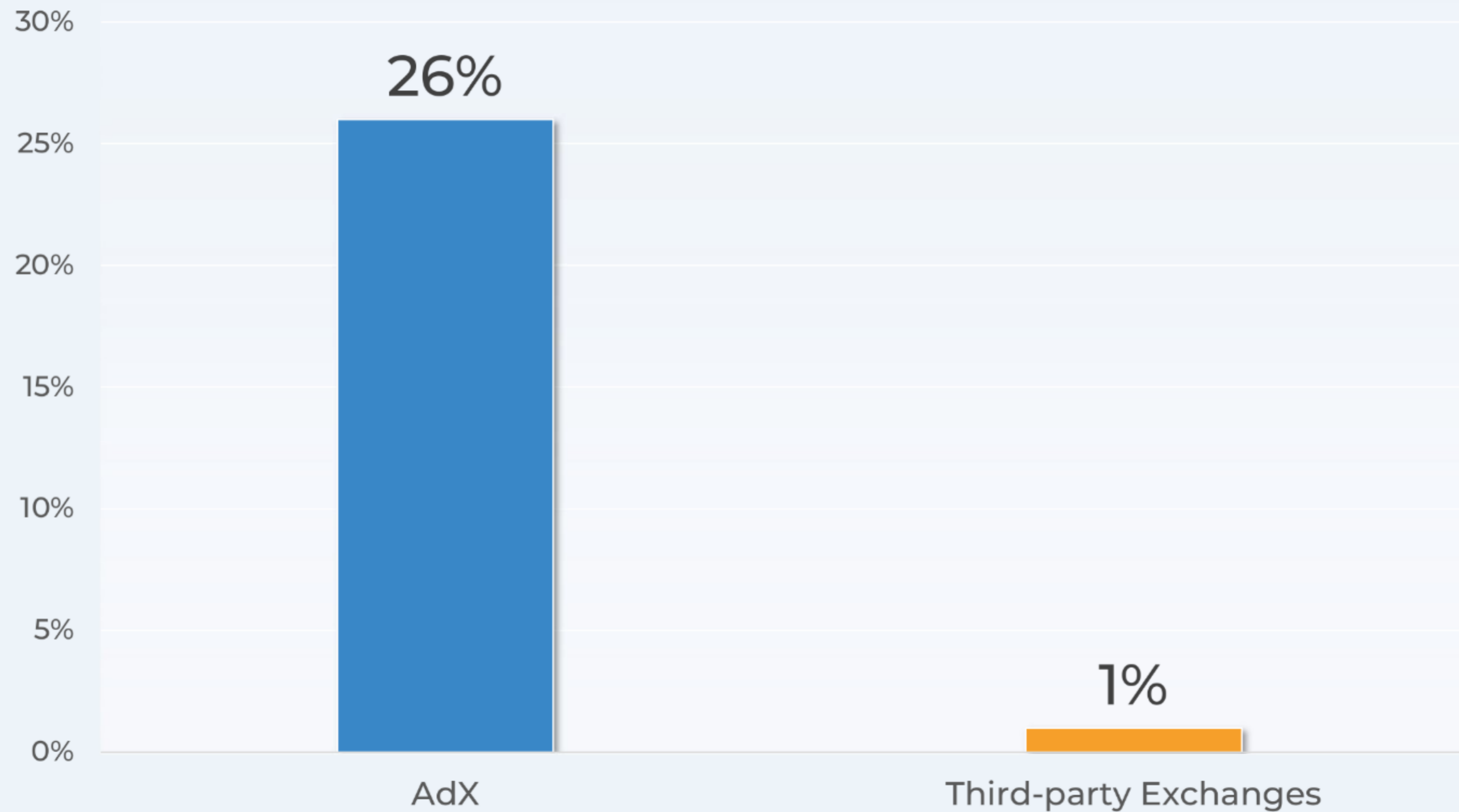


GOOGLE ADS' WIN RATE ON ADX COMPARED TO WIN RATE ON THIRD-PARTY EXCHANGES



Demonstrative created from Lee Initial Report, ¶ 630. From June 2023 sample of Google Ads log-level data.

Pls. Demonstrative

Q

1:23-cv-00108