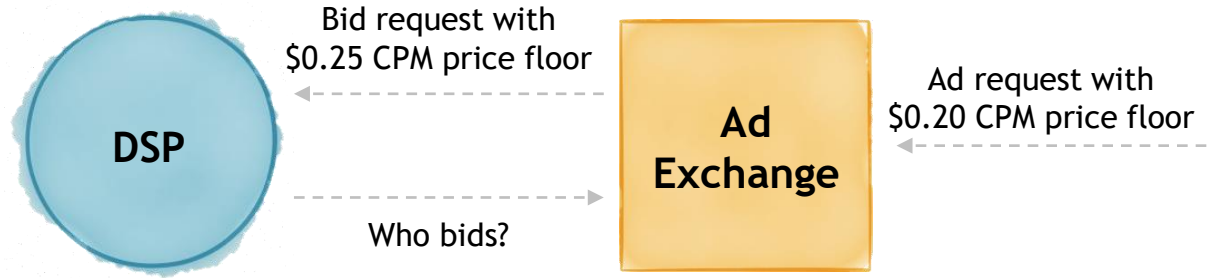


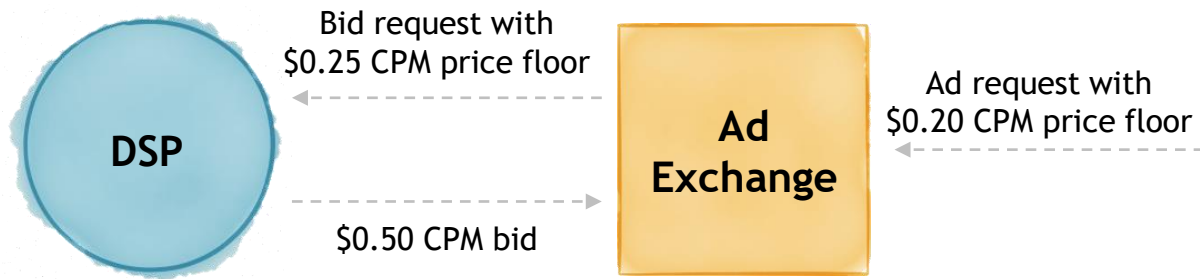
Floor Optimization for 1st Price Auctions

	Bid Price	Daily Budget
Campaign A	\$0.50 CPM	\$1,000
Campaign B	\$5.00 CPM	\$100



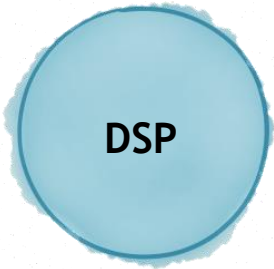
Floor Optimization for 1st Price Auctions

	Bid Price	Daily Budget
Campaign A	\$0.50 CPM	\$1,000
Campaign B	\$5.00 CPM	\$100



Floor Optimization for 1st Price Auctions

	Bid Price	Daily Budget
Campaign A	\$0.50 CPM	\$1,000
Campaign B	\$5.00 CPM	\$100



Bid request with
\$1.00 CPM price floor



Ad request with
\$0.20 CPM price floor

\$5.00 CPM bid