

EXHIBIT C



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Why do I generally pay less for a click than what I bid?

The amount you enter in the bid box is the maximum you'll ever pay for a bid, but you'll often pay less.

What you pay for a click depends on how many people are competing to show ads to the same target audience as you. At any time there are many ads that could be shown to the same audience and we'll automatically calculate the minimum amount that you need to pay to have your ad shown. You will only be charged for that amount, which will sometimes be less than your CPC bid.

When deciding what to bid, use the suggested bid amount as a guide and enter what the maximum value of a click is for you to increase the likelihood that you don't miss out on clicks or impressions that you otherwise would have received.

Last edited about 2 weeks ago

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