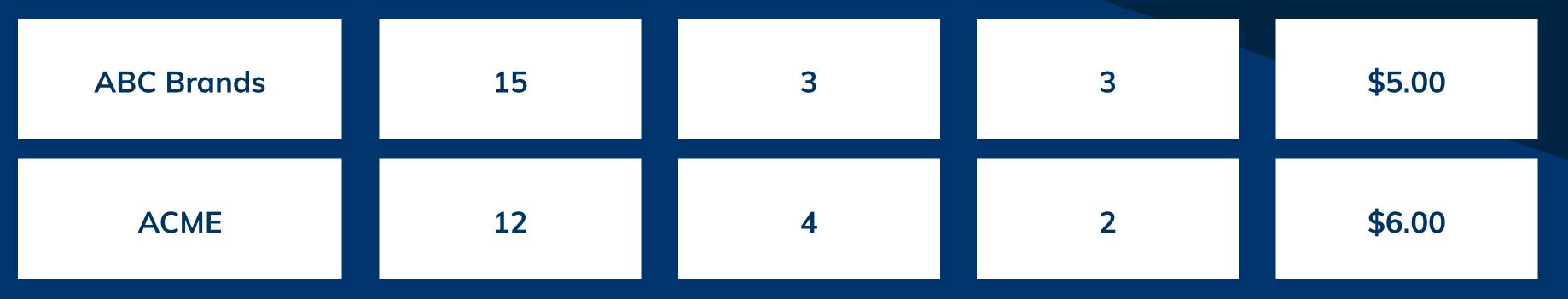
## How Bids & Quality Scores Affect Ad Position

Ads are ranked and positioned according to the combination of their Max CPC Bid and their Quality Score

	2 1 3			
ADVERTISER	AD RANK	AD POSITION	QUALITY SCORE	MAX CPC BID
You	24	1	8	\$3.00
PPC Agency	20	2	5	\$4.00



Although your Max CPC Bid is lower than competing advertisers, Google values a good quality score—ranking more relevant ads higher on the page for a smaller cost.

