

How Bids and Quality Scores Affect Ad Position



ADVERTISER	MAX CPC BID	AD RANK	QUALITY SCORE	AD POSITION
ADVERTISER 1	\$3.00	20	10	1
ADVERTISER 2	\$4.00	16	5	2
ADVERTISER 3	\$7.00	11	2	3
ADVERTISER 4	\$8.00	7	1	4

Higher Quality Scores can lead to lower prices and better ad positions.