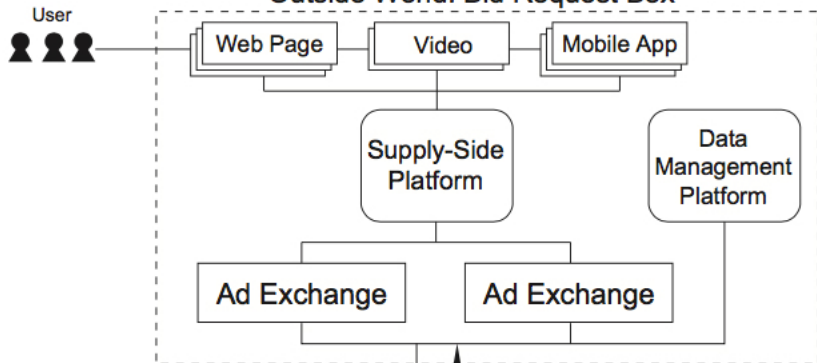
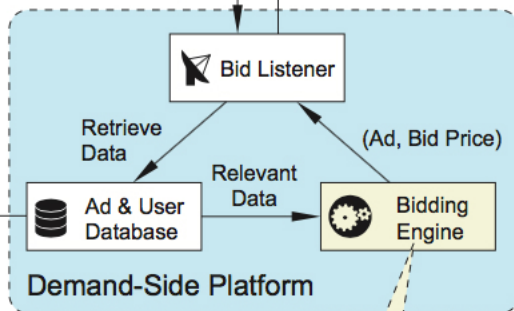


Outside World: Bid Request Box



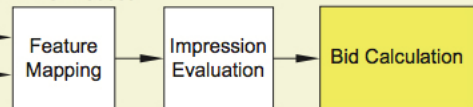
Bid Request
(Ad, Bid Price)



Demand-Side Platform

Bidding Engine

Real-Time Process



Pre-Process

Campaign
Target Rules
And Data

