```
bid placed: 10
bid_cost: 9
budget_left: 1000
keyword_importance: 50
Is this a priority keyword (True / False): false
auction result: True
percent budget left: 1.0
total penalty: 0
50.0
```
Won + non prioritized kw

```
bid placed: 10
bid_cost: 9
budget_left: 1000
keyword_importance: 50
Is this a priority keyword (True / False): true
auction result: True
percent budget left: 1.0
total penalty: 0
50.0
```
Won + prioritized kw

```
bid placed: 10
bid_cost: 11
budget_left: 900
keyword_importance: 50
Is this a priority keyword (True / False): false
auction result: False
50.0
```
Lost + non prioritized kw

```
bid placed: 10
bid_cost: 11
budget_left: 900
keyword_importance: 50
Is this a priority keyword (True / False): true
auction result: False
0
```
Lost + prioritized kw

```
bid placed: 100
bid_cost: 1
budget_left: 900
keyword_importance: 50
Is this a priority keyword (True / False): true
auction result: True
overbid by greater than a half of cost!
percent budget left: 0.9
total penalty: 0.2
-58.0
```
Won + prioritized kw + overbid

```
bid placed: 10
bid_cost: 9
budget_left: 2
keyword_importance: 50
Is this a priority keyword (True / False): true
auction result: True
used 10.0 which is > 2.75 AKA too much of the budget!
percent budget left: 0.002
penalty would have been: 0.2, but since <= 0.5 budget left...
applying stop penalty decay value results in 0.0 penalty
total penalty: 0.0
50.0
```
Won + prioritized kw + overused budget (can see what penalty would have been applied has the stop penalty not been employed due to small amount of budget left).