| bid range | cost per click | cost | clicks |
|---|---|---|---|
| [$2.60, $\infty$) | $2.60 | $1.30 | .5 |
| [$2.00, $2.60) | $2.00 | $0.90 | .45 |
| [$1.60, $2.00) | $1.60 | $0.40 | .25 |
| [$0.50, $1.60) | $0.50 | $0.10 | .2 |
| [$0, $0.50) | $0 | $0 | 0 |