

# EXHIBIT C

# Charges for Meta ads that don't receive impressions or clicks

Whether you get charged for your ad depends on the goal and performance of your ad. For many optimization goals, you pay for impressions. Some optimization goals also let you choose between impressions and actions.

If you choose the link click, you're charged on a cost per link click (CPC) basis. You aren't charged for your ad if you choose cost per link click pricing and it doesn't receive any link clicks.

If you choose the impression, you're charged on a cost per 1,000 impressions (CPM) basis. You aren't charged if you choose CPM pricing and it doesn't receive any impressions.

## Learn more

- [Troubleshoot ad performance](#)
- [About ad auctions](#)
- [Glossary of ad terms](#)

Feedback

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☐

Yes

☐

No

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