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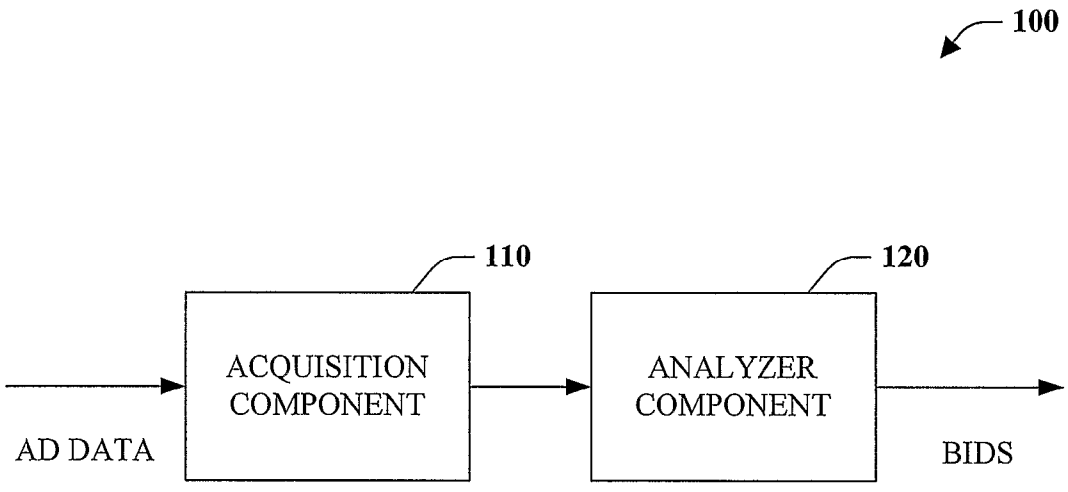
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(54) Title: AD CAMPAIGN OPTIMIZATION



(57) Abstract: The subject disclosure pertains to systems and methods that optimize advertisement campaigns. In particular, total utility that can be derived by an advertiser given particular keywords is maximized. The price of each keyword/slot pair can be determined or estimated and bids adjusted automatically to maximize advertiser utility or return on investment for a campaign.

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