

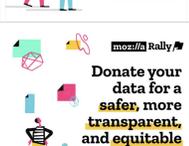
Channel	Campaign	Dates	Budget	Name	Image	Text A	Text B	Text C	CTA	Targeting
Reddit	Traffic: Data Communities - Data Donation - Multivariate Test. Graphic text on 4 images and 2 text combinations	10/25/22 - 1/31/22	\$6,597.87	V1 A/B		Looking for a Helpful Award IRL? Mozilla Rally is a simple extension that puts your data to work helping researchers shine a light on how Big Tech uses your personal information.	Do you want to expose how Big Tech exploits personal information? Mozilla Rally is a simple extension that puts your data to work doing just that.		Learn More	Data Communities: dataengineering, dataanalysis, dataisbeautiful, datacurator, datascience, datainghly, datasets, data-science, datacenter, dataart, data-science-memes, data_irl Locations: United States Device Type: Desktop Ages: 18+
				V2 A/B		Looking for a Helpful Award IRL? Mozilla Rally is a simple extension that puts your data to work helping researchers shine a light on how Big Tech uses your personal information.	Do you want to expose how Big Tech exploits personal information? Mozilla Rally is a simple extension that puts your data to work doing just that.		Learn More	
				V3 A/B		Looking for a Helpful Award IRL? Mozilla Rally is a simple extension that puts your data to work helping researchers shine a light on how Big Tech uses your personal information.	Do you want to expose how Big Tech exploits personal information? Mozilla Rally is a simple extension that puts your data to work doing just that.		Learn More	
				V4 A/B		Looking for a Helpful Award IRL? Mozilla Rally is a simple extension that puts your data to work helping researchers shine a light on how Big Tech uses your personal information.	Do you want to expose how Big Tech exploits personal information? Mozilla Rally is a simple extension that puts your data to work doing just that.		Learn More	
Pinterest	Consideration: Social Justice Women - 17 States (per researchers' request for a more representative sample) - Multivariate Test: Graphic Text of 5 Images and 5 Text Combos	9/22/22 - 11/16/22	\$2,358.36	V1: 10k, Build Better, Volunteer, Simple, Community		Donate your data for a safer, more transparent, and equitable internet.	1) Join the more than 10,000 Rally community members who are sharing their internet browsing data with researchers and journalists to build a better internet for all. Add the Rally browser extension from Mozilla (one of the most trusted companies in digital privacy) to get started today.		Join Rally	Locations: Arizona, California, Florida, Iowa, Illinois, Massachusetts, Missouri, Montana, North Carolina, North Dakota, New Hampshire, Nevada, New York, South Dakota, Texas, Wisconsin, Wyoming Ages: 18+ Device: Web (not mobile app) Keywords with broad match type: activism, black lives matter, black lives matter shirt, animal rights activism, activism art, black lives matter shirt, black lives matter shirt tees, black lives matter shirts, black lives matter tshirt, black lives matter tshirts, black lives matter wall art, black lives matters, black lives matters shirt, black lives matters tshirt, environmental activism, environmental awareness, environmental clothes, environmental protection, environmentalism, environmentalism pollution, equal right, equal rights, equality, equality feminism, equality now, equality rights, equality, human right campaign, human rights campaign, human rights tee, human rights tees, lgbtq, lgbtq aesthetic, lgbtq ally, lgbtq history, lgbtq law, lgbtq pride, lgbtq rights, organic, organic food, organic food recipes, organically, organics, peta, peta certified sneaker, peta sneaker, peta vegan snacks, right to health, sustain organic, sustainability fashion, sustainable brand, sustainable brands, sustainable christmas wrapping, sustainable development, sustainable fashion, sustainable fashion moodboard, sustainable gift wrap, sustainable wrapping, sustainable wraps, vegan, vegan food, vegan lunch, vegan nail polish, vegan recipe, vegan recipes, vegan recipes dinner
				V2: 10k, Build Better, Volunteer, Simple, Community		Join Rally today.	2) People who join Mozilla Rally want to build a better, safer, more transparent and equitable internet. Download the Rally browser extension. To securely donate data for research across a variety of issues just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!		Join Rally	
				V3: 10k, Build Better, Volunteer, Simple, Community		Volunteer your data for a better internet.	3) Volunteers in the Mozilla Rally community have already donated data that has advanced research on - the spread of misinformation online - local news sustainability - social media platform transparency. Contribute to the broadest study on how individual data is used across your online experience. Be a part of the movement for a better internet. Join Rally today!		Join Rally	
				V4: 10k, Build Better, Volunteer, Simple, Community		Use your data for good when you join Rally.	4) Rally is a simple browser extension from Mozilla, a leader in digital privacy, that allows anyone to donate their internet browsing data to research. By joining Rally, volunteers can share their data securely with researchers working to understand and address societal problems that start online. Learn more about how Rally works and how to use your data to build a better internet for all.		Join Rally	
				V5: 10k, Build Better, Volunteer, Simple, Community		Use your data for good when you join Rally.	5) Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!		Join Rally	
	Consideration: Social Justice Women - 50 States - Multivariate Test: Graphic Text of 5 Images and 5 Text Combos	11/16/22 - 12/15/22	\$4,904.69	V1w: 10k, Build Better, Volunteer, Simple, Community		Use your data for good when you join Rally.	Join the more than 10,000 Rally community members who are sharing their internet browsing data with researchers and journalists to build a better internet for all. Add the Rally browser extension from Mozilla (one of the most trusted companies in digital privacy) to get started today.		Join Rally	Locations: United States Ages: 18+ Device: Web (not mobile app) Keywords with broad match type: activism, black lives matter, black lives matter shirt, animal rights activism, activism art, black lives matter shirt, black lives matter shirt tees, black lives matter shirts, black lives matter tshirt, black lives matter tshirts, black lives matter wall art, black lives matters, black lives matters shirt, black lives matters tshirt, environmental activism, environmental awareness, environmental clothes, environmental protection, environmentalism, environmentalism pollution, equal right, equal rights, equality, equality feminism, equality now, equality rights, equality, human right campaign, human rights campaign, human rights tee, human rights tees, lgbtq, lgbtq aesthetic, lgbtq ally, lgbtq history, lgbtq law, lgbtq pride, lgbtq rights, organic, organic food, organic food recipes, organically, organics, peta, peta certified sneaker, peta sneaker, peta vegan snacks, right to health, sustain organic, sustainability fashion, sustainable brand, sustainable brands, sustainable christmas wrapping, sustainable development, sustainable fashion, sustainable fashion moodboard, sustainable gift wrap, sustainable wrapping, sustainable wraps, vegan, vegan food, vegan lunch, vegan nail polish, vegan recipe, vegan recipes, vegan recipes dinner
				V2w: 10k, Build Better, Volunteer, Simple, Community		Volunteer your data for a better internet.	People who join Mozilla Rally want to build a better, safer, more transparent and equitable internet. Download the Rally browser extension. To securely donate data for research across a variety of issues just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!		Join Rally	
				V3w: 10k, Build Better, Volunteer, Simple, Community		Donate your data for a safer, more transparent, and equitable internet.	Volunteers in the Mozilla Rally community have already donated data that has advanced research on - the spread of misinformation online - local news sustainability - social media platform transparency. Contribute to the broadest study on how individual data is used across your online experience. Be a part of the movement for a better internet. Join Rally today!		Join Rally	
				V4w: 10k, Build Better, Volunteer, Simple, Community		Join Rally today.	Rally is a simple browser extension from Mozilla, a leader in digital privacy, that allows anyone to donate their internet browsing data to research. By joining Rally, volunteers can share their data securely with researchers working to understand and address societal problems that start online. Learn more about how Rally works and how to use your data to build a better internet for all.		Join Rally	

Channel	Campaign	Dates	Budget	Name	Image	Text A	Text B	Text C	CTA	Targeting
				V5w: 10k, Build Better, Volunteer, Simple, Community		Join Rally	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!		Join Rally	
	Consideration: Women's Health - A/B Test 5 Images	12/16/22 - 12/31/22	\$1,427.21	Women's Health 1		Who has access to women's health data?	Big Tech does, with concerning results. Mozilla Rally study shows that Facebook collected detailed health data from hospital websites.		Learn More	Locations: United States Ages: 18+ Device: Web (not mobile app) Keywords with broad match type: equality feminism, girl power aesthetic, girl power quotes, girls power quotes, girl power quote, empowering quotes, empowering woman quotes, empower woman, empowering quotes, empowered quotes, empowered quote
				Women's Health 2		Who has access to women's health data?	Big Tech does, with concerning results. Mozilla Rally study shows that Facebook collected detailed health data from hospital websites.		Learn More	
				Women's Health 3		Who has access to women's health data?	Big Tech does, with concerning results. Mozilla Rally study shows that Facebook collected detailed health data from hospital websites.		Learn More	
				Women's Health 4		Who has access to women's health data?	Big Tech does, with concerning results. Mozilla Rally study shows that Facebook collected detailed health data from hospital websites.		Learn More	
				Women's Health 5		Who has access to women's health data?	Big Tech does, with concerning results. Mozilla Rally study shows that Facebook collected detailed health data from hospital websites.		Learn More	
Twitter	Website traffic and conversions: Attention Stream - Multivariate test targeting: 4 different ads and targeting Newspaper Affinity vs. No Newspaper Affinity (one Rally research study is about how people get local news) - initially with geographic state targeting, then opened to the whole U.S.	8/26/22 - 9/1/22	\$492.70	V1 News Affinity / No News Affinity		Volunteers in Mozilla Rally have already donated data that advanced research on - the spread of misinformation - local news sustainability - social media transparency Join the Attention Stream study on Rally and be a part of the movement for a better internet today!			Join the Attention Stream	Locations: (Initially) Arizona, Illinois, Massachusetts, Montana, North Carolina, North Dakota, New Hampshire, Nevada, New York, South Dakota, Texas, Wisconsin, Wyoming. Then opened to Locations: United States Ages: 18+ Language: English Device: Desktop
				V2 News Affinity / No News Affinity		Join more than 10,000 Rally community members who share their web-browsing data with researchers to build a better internet for all. Add the Rally browser extension from Mozilla (one of the most trusted companies in digital privacy) and join the Attention Stream study today. Mozilla Rally is a community of 10,000+ users who want to build a better, safer, & more equitable internet. Securely donate your data through the Rally browser extension to researchers just by browsing the web. Join the movement and Rally for a better tomorrow today!			Join the Attention Stream	Handles for Affinity Test: @ortlandosentinel, @HeraldTribune, @mercnews, @SunSentinel, @DMRegister, @MiamiHerald, @TB Times, @KCBS, @waxdotcom, @PoliteaBTimes, @BTimesbiz, @BTimes_Phot, @TheBuffaloNews, @MiamiHeraldLive, @BTimes_Sports, @MiamiHeraldFood, @BTimes_Opinion, @KCSiarOpinion
				V3 News Affinity / No News Affinity		Rally is a simple browser extension that allows anyone to donate their internet browsing data for good. Data is securely shared with researchers working to understand societal problems that start online. Learn more about Rally and join the Attention Stream study today!			Join the Attention Stream	
				V4 News Affinity / No News Affinity		Rally is a simple browser extension that allows anyone to donate their internet browsing data for good. Data is securely shared with researchers working to understand societal problems that start online. Learn more today.			Join the Attention Stream	
	Website traffic and conversions: Attention Stream - Test targeting: 4 different ads and 2 types of targeting Mozilla Affinity vs. Open Source Affinity - initially geographic state targeting and gender targeting of women (to get a more representative sample for our researchers) then opened to all genders and the whole U.S.	9/2/22 - 10/31/22	\$2,749.85	V4 Mozilla Affinity		Mozilla Rally is a simple browser extension that allows anyone to donate their internet browsing data for good. Data is securely shared with researchers working to understand societal problems that start online. Learn more today.			Build a better internet for all!	Locations: (Initially) Arizona, Illinois, Massachusetts, Montana, North Carolina, North Dakota, New Hampshire, Nevada, New York, South Dakota, Texas, Wisconsin, Wyoming. Then opened to Locations: United States Genders: (Initially) Women, then All Ages: 18+ Language: English Device: Desktop Handles: @mozilla
				V4 Open Source Affinity		Mozilla Rally is a simple browser extension that allows anyone to donate their internet browsing data for good. Data is securely shared with researchers working to understand societal problems that start online. Learn more today.			Build a better internet for all!	Locations: (Initially) Arizona, Illinois, Massachusetts, Montana, North Carolina, North Dakota, New Hampshire, Nevada, New York, South Dakota, Texas, Wisconsin, Wyoming. Then opened to Locations: United States Ages: 18+ Language: English Device: Desktop Interests: open source
	Engagement: Caption Contest (cartoon provided by one of our partners)	9/8/22 - 9/9/22	\$9.91	Cartoon Caption Contest		HERE IT IS! Give us your best CAPTIONS. We will be taking submissions through 9/9/22 until noon PDT. Remember to mention @MozillaRally and #CaptionContest to be entered. Join the Rally Community today by downloading our browser extension.			Join Rally	Locations: United States Genders: All Ages: 18+ Language: English Device: Desktop
	Website traffic and conversions: Rally Traffic - Multivariate Test 4 different graphic texts and 2 types of text (Big Tech or Midterm Elections) - initially targeted Women, with the plan to open to all genders, but Rally stopped advertising on Twitter, heeding the calls of the NAACP and the ADL.	10/26/22 - 11/5/22	\$1,500	V1 Big Tech / Midterm Elections		Help academic researchers shine a light on what Big Tech does with your data.	Help academic researchers study online media during the 2022 Midterm Elections.	It's your data. Use it for change.	Join Rally	Locations: United States Genders: Women Ages: 18+ Language: English Device: Desktop

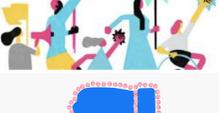
Channel	Campaign	Dates	Budget	Name	Image	Text A	Text B	Text C	CTA	Targeting
				V2 Big Tech / Midterm Elections		Help academic researchers shine a light on what Big Tech does with your data.	Help academic researchers study online media during the 2022 Midterm Elections.	It's your data. Use it for change.	Join Rally	
				V3 Big Tech / Midterm Elections		Help academic researchers shine a light on what Big Tech does with your data.	Help academic researchers study online media during the 2022 Midterm Elections.	It's your data. Use it for change.	Join Rally	
				V4 Big Tech / Midterm Elections		Help academic researchers shine a light on what Big Tech does with your data.	Help academic researchers study online media during the 2022 Midterm Elections.	It's your data. Use it for change.	Join Rally	
Facebook	Traffic: Stanford Local News Study - A/B Test 3 versions of Graphic Text	6/18/22 - 6/29/2022	\$1,900	Ad 1 - Volunteer Your Data		Volunteer your data to save local news	Use your data to help local news! Local newspapers are essential yet many are struggling as readers shift focus to the internet. Researchers need real internet user data to understand how local newspapers might survive online. Sign up for Mozilla Rally to submit your data to this study today!	Learn More	Location: United States Age: 18 - 65+ Language: English Behaviors: Facebook access (browser); Firefox and must also match Interest: Mozilla, Virtual private network, Community issues, Social movement, Internet privacy, Open-source software, Volunteering, Firefox, Data security, Personally identifiable information, Activism, Online newspaper, Local news, Information security, Charity and causes, Social change, Newspapers or Donation Placements: Facebook Feed, Facebook video feeds, Facebook right column, In-stream ads for videos and reels, Search	
				Ad 3 - Fight Big Data		Fight Big Data with your data and help save local news	Use your data to help local news! Local newspapers are essential, yet many are struggling as readers shift focus to the internet. Researchers need real internet user data to understand how local newspapers might survive online. Sign up for Mozilla Rally to submit your data to this study today!	Learn More		
				Ad 4 - Support the Future of Local News		Support the future of local news just by browsing the web!	Use your data to help local news! Local newspapers are essential, yet many are struggling as readers shift focus to the internet. Researchers need real internet user data to understand how local newspapers might survive online. Sign up for Mozilla Rally to submit your data to this study today!	Learn More		
						Support the future of local news just by browsing the web!	Use your data to help local news! Local newspapers are essential, yet many are struggling as readers shift focus to the internet. Researchers need real internet user data to understand how local newspapers might survive online. Sign up for Mozilla Rally to submit your data to this study today!	Learn More		
	Traffic: Attention Stream - 2022-07-22 - Multivariate Test 3 target audiences with 5 different ads	7/22/22 - 9/30/22	\$4,999.80	Use your data for good (long)		Use your data for good when you join Rally and Attention Stream.	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent, and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues in the Attention Stream study just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!	Join Attention Stream	Learn More	1) Firefox/Mozilla & Open Source targeting: Location: United States Age: 18 - 65+ Language: English Behaviors: Facebook access (browser); Chrome Interests: Mozilla, Open-source software or Firefox Placements: Facebook Feed, Facebook video feeds, Facebook right column, In-stream ads for videos and reels, Search
				Volunteer your data		Volunteer your data for a better internet. Join Attention Stream.	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent, and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues in the Attention Stream study just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!	Join Attention Stream	Learn More	2) Internet Privacy targeting: Location: United States Age: 18 - 65+ Language: English Behaviors: Facebook access (browser); Chrome Interests: Internet privacy, Personally identifiable information, Facebook and privacy, or Privacy law Placements: Facebook Feed, Facebook video feeds, Facebook right column, In-stream ads for videos and reels, Search
				Fight Big Data		Fight Big Data with your data. Join Attention Stream community project.	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent, and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues in the Attention Stream study just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!	Join Attention Stream	Learn More	3) Social Causes and Volunteers: Location: United States Age: 18 - 65+ Language: English Behaviors: Facebook access (browser); Chrome Interests: social issues, Social movement, Volunteering, Activism or Social change Placements: Facebook Feed, Facebook video feeds, Facebook right column, In-stream ads for videos and reels, Search
				Donate your data		Donate your data for a safer, more transparent, and equitable internet.	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent, and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues in the Attention Stream study just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!	Join Attention Stream	Learn More	
				Use your data for good (short)		Use your data for good. Join the Attention Stream study.	Mozilla Rally is a community of 10,000+ users who want to build a better, safer, more transparent, and equitable internet. Through the Rally browser extension, you can securely donate data for research across a variety of issues in the Attention Stream study just by browsing the web. Learn more about how you can join the movement and Rally for a better tomorrow today!	Join Attention Stream	Learn More	
	Traffic: Mozilla Rally 2022-10-18 - A/B Test Donation / Compensation Language	10/19/22 - 10/20/22	\$809.45	A (control) Donate v.1		Use your data for good when you join Rally.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	Location: United States Age: 18 - 65+ Gender: Women Language: English Behaviors: Facebook access (browser); Chrome Interests: social issues, Social movement, Volunteering, Activism or Social change Placements: Facebook Feed, Facebook video feeds, Facebook right column, In-stream ads for videos and reels, Search
				A (control) Donate v.2		Volunteer your data for a better internet.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				A (control) Donate v.3		Donate your data for a safer, more transparent, and equitable internet.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				A (control) Donate v.4		Use your data for good. Join Rally today.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				B (variation) Compensation v.1		Get paid \$10 to use your data for good when you join Rally.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Get paid to browse the web.	Get offer	
				B (variation) Compensation v.2		Get paid \$10 to make a better internet.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Get paid to browse the web.	Get offer	
				B (variation) Compensation v.3		Get paid \$10 to make a safer, mor transparent, and equitable internet.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Get paid to browse the web.	Get offer	
				B (variation) Compensation v.4		Get paid \$10 to use your data for good. Join Rally today.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Get paid to browse the web.	Get offer	

Channel	Campaign	Dates	Budget	Name	Image	Text A	Text B	Text C	CTA	Targeting
	Traffic: Mozilla Rally - A/B Test Graphic Text Donation Language	10/26/22 - 12/31/22	\$7,524.73	Donate v.1		Use your data for good when you join Rally.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	Location: United States Age: 18 - 65+ Gender: Women Language: English Behaviors: Facebook access (browser); Chrome Placements: Facebook Feed, Facebook video feeds, Facebook right column, in-stream ads for videos and reels, Search
				Donate v.2		Volunteer your data for a better internet.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				Donate v.3		Donate your data for a safer, more transparent, and equitable internet.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				Donate v.4		Use your data for good. Join Rally today.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
	Traffic: Mozilla Rally - A/B Test Graphic Text for editorial ad about Women's Health	12/15/22 - 1/31/23	\$12,215.24	Monitor - Vault		Big Tech has access to women's health data, with concerning results.	Who's watching Big Tech? Mozilla Rally is.		Learn more	Location: United States Age: 18 - 65+ Gender: Women Language: English Behaviors: Facebook access (browser); Chrome Interests: Margaret Atwood, Mozilla, Firefox or The Handmaid's Tale (film) Placements: Facebook Feed, Facebook video feeds
				Monitor - WiFi		Big Tech has access to women's health data, with concerning results.	Who's watching Big Tech? Mozilla Rally is.		Learn more	
				Thumbs Down		Big Tech has access to women's health data, with concerning results.	Who's watching Big Tech? Mozilla Rally is.		Learn more	
				Thumbs Down - Supplies - Blue		Big Tech has access to women's health data, with concerning results.	Who's watching Big Tech? Mozilla Rally is.		Learn more	
				Thumbs Down - Supplies - Red		Big Tech has access to women's health data, with concerning results.	Who's watching Big Tech? Mozilla Rally is.		Learn more	
	Traffic: Rally Web Platform - Test targeting to get mobile chrome users and drive traffic directly to RWP to test privacy policy on mobile - 3 graphic text versions	1/20/23 - 1/31/23	\$4,175.44	Donate v.1		Use your data for good when you join Rally.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	Location: United States Age: 18 - 65+ Gender: All genders Language: English Behaviors: Facebook access (browser); Chrome or Android; 360 degree media supported Placements: Facebook Feed, Facebook Marketplace, Facebook video feeds, in-stream videos, Search
				Donate v.3		Donate your data for a safer, more transparent, and equitable internet.	Academic researchers need your data to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	
				Donate v.4		Use your data for good. Join Rally today.	Academic researchers want to pay you \$10 to help them shine a light on how Big Tech operates.	Donate your data for good!	Sign up!	

Channel	Campaign	Dates	Budget	Name	Image	CTA	Targeting
Gannett	Traffic: Mozilla Rally - test 2 images in 3 sizes (top two performing images from both Twitter and FB)	10/3/22 - 10/31/22	\$5,000	v3_300x250		Join Rally	Locations: (Initially) San Jose, CA, Des Moines, IA, Jacksonville, FL, Miami, FL, Orlando, FL, Sarasota, FL, Tampa Bay, FL, Kansas City, MO, Buffalo, NY. Then opened to Locations: United States Education Level: Associate's degree and lower Genders: (Initially) Women, then opened to Genders: All Ages: 18+ Language: English
				v3_300x600		Join Rally	
				v3_1355x585		Join Rally	
				v4_300x250		Join Rally	
				v4_300x600		Join Rally	
				v4_1355x585		Join Rally	

Channel	Campaign	Dates	Budget	Name	Image	Graphical Text
Google Display Network	Maximize conversion: Women Chrome Users Desktop 2022-09-28 - Test 2 graphic text versions - 3 different sizes	9/28/22 - 10/28/22	\$1,393.80	v.1		Donate your data for a safer, more transparent, and equitable internet.
				v.2		Use your data for good when you join Rally.
	Maximize conversion: Donation/Compensation Message A/B Test 2022-10-19	10/19/22 - 10/25/22	\$1,965.79	A (control) Donate v.1		Use your data for good when you join Rally.
				A (control) Donate v.2		Volunteer your data for a better internet.
				A (control) Donate v.3		Donate your data for a safer, more transparent, and equitable internet.
				A (control) Donate v.4		Use your data for good. Join Rally today.
				B (variation) Compensation		Get paid \$10 to use your data for good when you join Rally.

					B (variation) Compensation	 <p>moz://a Rally # Get paid \$10 to make a better internet. JOIN RALLY ></p>	Get paid \$10 to make a better internet.
					B (variation) Compensation	 <p>moz://a Rally # Get paid \$10 to make a safer, more transparent, and equitable internet. JOIN RALLY ></p>	Get paid \$10 to make a safer, mor transparent, and equitable internet.
					B (variation) Compensation	 <p>moz://a Rally # Get paid \$10 to use your data for good. Join Rally today. JOIN RALLY ></p>	Get paid \$10 to use your data
	Maximize conversion: No Test ad set - Donation/Volunteer	10/26/22 - 12/31/2023	\$19,115.18	Donate v.1		 <p>moz://a Rally # Use your data for good when you join Rally. JOIN RALLY ></p>	Use your data for good when you join Rally.
					Donate v.2	 <p>moz://a Rally # Volunteer your data for a better internet. JOIN RALLY ></p>	Volunteer your data for a better internet.
					Donate v.3	 <p>moz://a Rally # Donate your data for a safer, more transparent, and equitable internet. JOIN RALLY ></p>	Donate your data for a safer, more transparent, and equitable internet.
					Donate v.4	 <p>moz://a Rally # Use your data for good. Join Rally today. JOIN RALLY ></p>	Use your data for good. Join Rally today.

Channel	Campaign	Dates	Name	Image	Headline	Excerpt	Targeting
New Tab Poocket Ads	Traffic: Rally - test 4 headlines	8/1/22 - 12/31/22	Big Tech		Join Mozilla Rally and Push Back Against Big Tech	Volunteer your data by surfing the web for a more transparent, safer, and equitable internet. Join Rally.	Locations: U.S.
			Chance to win gift cards		Join This News Research Study and Get a Chance To Win Amazon Gift Cards	Volunteer your data by surfing the web for a more transparent, safer, and equitable internet. Join Rally.	Locations: U.S.
			Local News		Join the Attention Stream and Support the Future of Local News	Join the study by Mozilla and Stanford University researchers. Help local news find sustainability.	Locations: FL, NC, WI, AZ, MA, NH, IL, TX; whole U.S.
			Surf Web for Local News		Support the Future of Local News Just by Surfing the Web	Volunteer your data by surfing the web for a more transparent, safer, and equitable internet. Join Rally.	Locations: U.S.
	Traffic to Rally Women's Health Landing Page: Test editorial type ad and 5 graphics	12/13/22 - 12/31/22	Womens-Health-1		Who Has Access to Women's Health Data?	Big Tech does, with concerning results.	Locations: U.S.
			Womens-Health-2		Who Has Access to Women's Health Data?	Big Tech does, with concerning results.	Locations: U.S.
			Womens-Health-3		Who Has Access to Women's Health Data?	Big Tech does, with concerning results.	Locations: U.S.
			Womens-Health-4		Who Has Access to Women's Health Data?	Big Tech does, with concerning results.	Locations: U.S.
			Womens-Health-5		Who Has Access to Women's Health Data?	Big Tech does, with concerning results.	Locations: U.S.