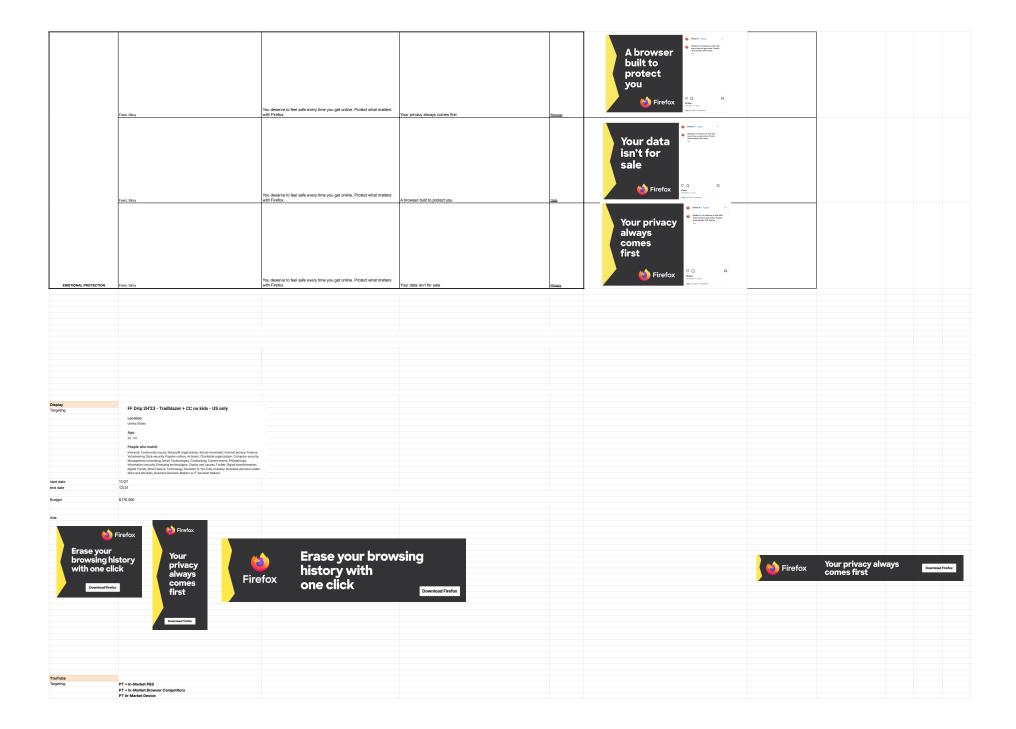
META							
Targeting	FF Drip 2H'23 - Trailblazer + CC no kids - US only						
	Location: United States						
	Age: 25-54						
	People who match:						
	People with material. Interest Control Management of Control						
	Management consuting, amort recrnologies, Fundraising, Current events, Philanthropy, Information security, Emerging technologies, Charity and causes, Twitter, Digital transformation,						
	Digital Trends, Smart device, Technology, Donation or YouTube, Industry: Business decision maker titles and interests, Business Decision Makers or IT Decision Makers						
start date end date	11/27						
end date	12/31						
Budget:	\$170,000						
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Creative Territory	Ad Placement	Primary Text (125)	Headline (40)	Creative name	Preview	Preview	
					M. Const. Co.		
	find Str.	Get to the good stuff faster with a browser that respects your privacy.	More watching Less lapping		More watching. Less lagging. Firefox		
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					More watching. Less lagging.		
	Feed, Story	Get to the good stuff faster with a browser that respects your privacy.	Fast. And getting faster every day.	East			
		The newest Eirefry looks weth names 15% faster than hefree nation you in			Websites load 15% faster. Firefox		
PERFORMANCE	Feed, Story	The newest Firefox loads web pages 15% faster than before, getting you to the good stuff faster than ever.	Websites load 15% faster	Websites	Lag in to like or sommered.		
	Feed, Sky		Ads and pop-ups don't stand a chance with Firefox + UBlock		Ads and pop-ups don't stand a chance		
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	PT + In-Market Browser					
start date	11/27					
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Video						
CTA	Learn more	Learn more	Learn more			
Headline	Browse Faster	Fast & Private	Privacy First			
Long Headline	Zip around the web without trackers following you from site to site	Firefox helps keep big tech off your trail	What you do online is nobody's business but your own			
Description	No need to sacrifice speed for privacy. Get to where you're going fast	Automatic tracking protection and private browsing are built right in	Protect your privacy with Firefox, built to give you control			

META					
META					
Targeting	A18+ broad US				
start date	11/6				
end date	12/31				
Budget:	\$100				
Meta Placements	0 "		D /	11 11	
	Creative		Post copy	Headline	
	O Download Firefox	O Download Firefox			
Post 1			Firefox is incredibly private for a reason that reason is you. Since version 1, we've been committed to putting people first.	Get the new Firefox	

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	A18+ US, broad 8/16 9/8 \$5,000	8/16 9/8 \$5,000 Post copy	8/16 9/8 \$5,000 Post copy Headline Firefox is incredibly private for a reason — that reason is you. Since version 1, we've	8/16 9/8 \$5,000 Post copy Headline Preview Download Firefox Firefox is incredibly private for a reason—that reason is you. Since version 1, we've been committed to putting people first. Get the new Firefox

Meta		
Targeting	Location: United States Age: 18+	
Dates	8/18 - 8/24	
Budget:	\$5,000	
	Firefox Fast & Private Browser Sponsored · • Firefox is incredibly private for a reason — that reason is you. Since version 1, we've been committed to putting people first.	Firefox Fast & Private Browser Sponsored . Lightning fast, private, and exceptionally kind. Firefox is the independent internet browser with a people-first mission.
	Object Download Firefox	O Download Firefox
Meta Ads	Get the new Firefox Download	Get the new Firefox Download
	Firefox is incredibly private for a reason — that reason is you. Since	Lightning fast, private, and exceptionally kind. Firefox is the
Post Copy	version 1, we've been committed to putting people first.	independent internet browser with a people-first mission.
Headline	Get the new Firefox	Get the new Firefox