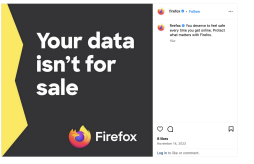

				
	Feed Story	You deserve to feel safe every time you get online. Protect what matters with Firefox.	Your privacy always comes first	Browse					
	Feed Story	You deserve to feel safe every time you get online. Protect what matters with Firefox.	A browser built to protect you	Data					
	Feed Story	You deserve to feel safe every time you get online. Protect what matters with Firefox.	Your data isn't for sale	Privacy					

Display
Targeting

FF Drip 2H23 - Trailblazer + CC no kids - US only

Location:
United States

Age:
25 - 54

People who match:
Interests: Community issues, Nonprofit organization, Social movement, Internet privacy, Finance, Volunteerism, Data security, Popular culture, Activism, Charitable organization, Computer security, Management consulting, Smart Technologies, Fundraising, Current events, Privacy, Information security, Emerging technologies, Change and social, Twitter, Digital transformation, Digital Trends, Smart devices, Technology, Donation or YouTube, Industry, Business decision maker titles and interests, Business Decision Makers or IT Decision Makers

start date: 11/27
end date: 12/31
Budget: \$170,000

Ads:







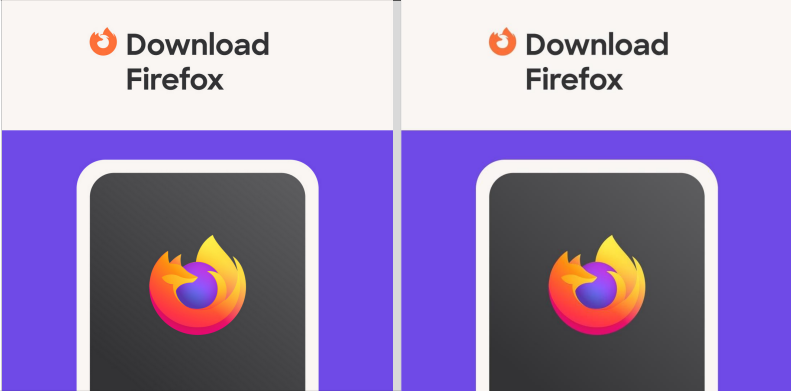



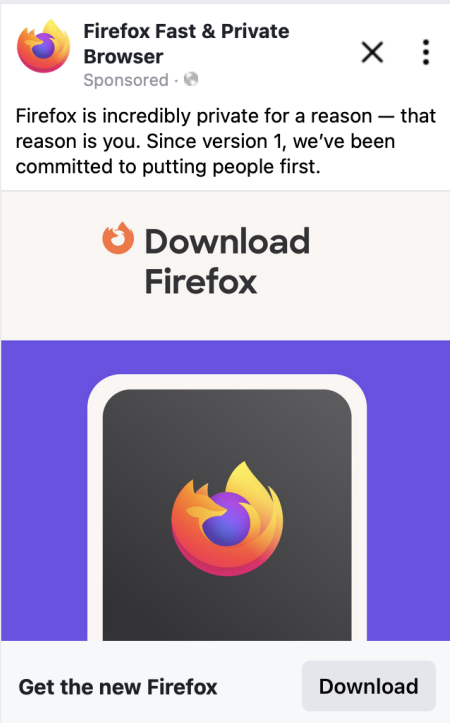
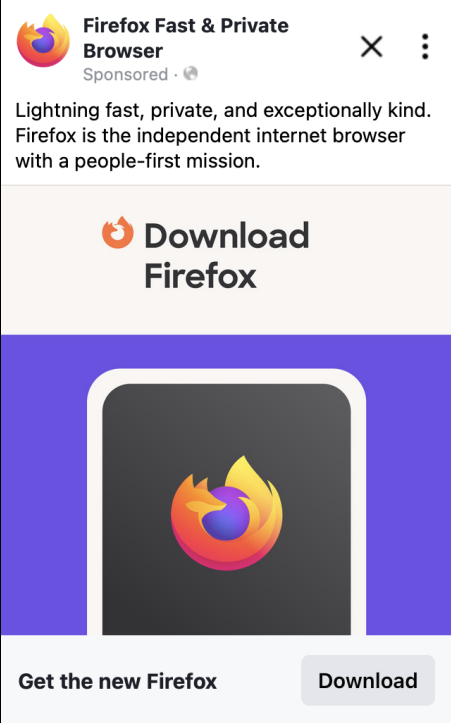
YouTube
Targeting:

PT + In-Market P&S
PT + In-Market Browser Competitors
PT In-Market Device

META					
Targeting	A18+ broad US				
start date	11/6				
end date	12/31				
Budget:	\$100				

Meta Placements

	Creative		Post copy	Headline	
Post 1			<p>Firefox is incredibly private for a reason -- that reason is you. Since version 1, we've been committed to putting people first.</p>	<p>Get the new Firefox</p>	

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