### Meta Phase 1

**Targeting**
- Location: United States
- Age: 25 - 44
- Language: English
- Exclude: Interests: Mozilla

**People who match:** Interests: Adventure travel, Vacations, Music, Gaming, Online games, Mobile game, TV, Health & wellness, Sports, Physical fitness, Social change, Politics, Economics, Cooking, Gamer, Video games, Technology, Physical exercise, YouTube or Travel

**And must also match:** Interests: Publishing, Accounting, Information technology, Banking, Advertising or Law, Education level: College grad

**Dates**
- 7/26 - 8/8

**Budget:** $50,000

**Meta Ads Phase 1 Ads**

- **Meta Ads Phase 1**
  - Headline: Get high-quality content from established sources.
  - Description: Stories curated by humans.
  - Post Copy: Pocket doesn’t recommend misinformation — just great stories from established sources.

### Meta Phase 2

**Targeting**
- Location: United States
- Age: 25 - 44
- Language: English
- Exclude: Interests: Mozilla

**People who match:** Interests: Adventure travel, Vacations, Music, Gaming, Online games, Mobile game, TV, Health & wellness, Sports, Physical fitness, Social change, Politics, Economics, Cooking, Gamer, Video games, Technology, Physical exercise, YouTube or Travel

**And must also match:** Interests: Publishing, Accounting, Information technology, Banking, Advertising or Law, Education level: College grad

**Dates**
- 8/23 - 9/5

**Budget:** $50,000

**Meta Ads Phase 2 Ads**

- **Meta Ads Phase 2**
  - Headline: Get high-quality content you, gathered for you by experts.
  - Description: Stories curated by humans.
  - Post Copy: No need to juggle a bunch of apps. Find content personalized for you in Pocket.

### Reddit Phase 1

**Targeting**
- Location: United States of America
- Interests: Programming, Travel Locations, College Education, Wellness, Career Planning, Lifestyle, Tabloid Games, Computing, Business, Video Gaming, Personal Finance, Fitness & Exercise, Outdoors, eSports, PC Games
- Age: N/A on reddit

**Dates**
- 7/26 - 8/8

**Budget:** $50,000

**Reddit Ads Phase 1**

- **Reddit Ads Phase 1**
  - Headline: Pocket doesn’t recommend misinformation — just great stories from established sources.
  - Description: Stories curated by humans.
  - Post Copy: Save time — Pocket already gathered the stories you were looking for.

### Reddit Phase 2

**Targeting**
- Location: United States of America
- Interests: Programming, Travel Locations, College Education, Wellness, Career Planning, Lifestyle, Tabloid Games, Computing, Business, Video Gaming, Personal Finance, Fitness & Exercise, Outdoors, eSports, PC Games
- Age: N/A on reddit

**Dates**
- 8/23 - 9/5

**Budget:** $50,000

**Reddit Ads Phase 2**

- **Reddit Ads Phase 2**
  - Headline: Curious by nature? Quickly find articles, podcasts and more on the topics that speak to you in Pocket.
  - Description: Stories curated by humans.
  - Post Copy: Hold that scroll - Pocket has news, trivia, and everything in between all in one app.