Meta Phase 1			Meta Phase 2		
Targeting	Location: United States Age: 25 - 44 Language: English: Mozilla 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, YodTube or Travel And must also match: Interests: Publishing, Accounting, Information technology, Banking, Advertising or Law, Education level: College grad		Location: United States Age: 25 - 40 Language: English (US) 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	Dates	8/23 - 9/5		
Budget:	\$50,000	Budget:	\$50,000		
Meta Phase 1 Ads			Meta Phase 2 Ads		

	Meta Phase 1 Ads			Meta Phase 2 Ads				
Meta Ads Phase 1	Pocket Sponsored X Pocket doesn't recommend misinformation - just great stories from established sources.	Pocket X Sponsored - A X Save time – Pocket already gathered the stories you were looking for.	Voneed to juggle a bunch of apps. Find content personalized for you in Pocket.	Meta Ads Phase 2	Pocket X : Sponsored - A X : Get article, video and podcast recommendations that are tailored to topics you care about.	Pocket X : Sponsored - A X : Get article, video and podcast recommendations that are tailored to topics you care about.	Pocket X : Sponsored - & X : No need to juggle many apps and platforms - everything you love is in Pocket.	Pocket X Esponsored - X E Sponsored - X E What's captivating you right now? Pocket lets you get right to content that sparks your interest.
	Trustworthy content only	Follow your interests in Pocket	Articles, videos and podcasts all in one place		Content that interests you, gathered for you	Content that interests you, gathered for you by experts	Your interests, your way	Instantly feed your curiosity
	Cara rate cara	Churd days dawn	Canad days the		Refresheren	International In	rend process • • • • • • • • • • • • • • • • •	The first parts of the first par
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Territory	Trust	Ease	Curation	Territory	Curation V1	Curation V2	Ease V1	Ease V2
Post Copy	Pocket doesn't recommend misinformation — just great stories from established sources.	Save time — Pocket already gathered the stories you were looking for.	No need to juggle a bunch of apps. Find content personalized for you in Pocket.	Post Copy	Get article, video and podcast recommendations that are tailored to topics you care about.	Get article, video and podcast recommendations that are tailored to topics you care about.		What's captivating you right now? Pocket lets you get right to content that sparks your interest.
Headline	Get high-quality content	Get high-quality content	Get high-quality content	Headline	Get high-quality content	Get high-quality content	Content that's worthy of your time	Content that's worthy of your time
Description	Stories curated by humans	Stories curated by humans	Stories curated by humans	Description	Great stories all in one app	Great stories all in one app	Keep up with your interests	Keep up with your interests

Reddit Phase 1 Ads				Reddit Phase 2 Ads				
Targeting	Locations: United States of America Interests: Programming, Travel Locations, College Education, Wellness, Career Planning, Lifestyle, Tabletop Games, Computing, Business, Video Gaming, Personal Finance, Fitness & Exercise, Outdoors, eSports, PC Games Age: N/A on reddit			Targeting	Locations: United States of America Interests: Programming, Travel Locations, College Education, Wellness, Career Planning, Lifestyle, Tabletop Games, Computing, Business, Video Gaming, Personal Finance, Fitness & Exercise, Outdoors, eSports, PC Games Age: N/A on reddit			
Dates	7/26 - 8/8			Dates	8/23 - 9/5			
Budget:	\$50,000			Budget:	\$50,000			
Reddit Ads Phase 1			Articles, videos and podcasts all in one place	Reddit Ads Phase 2	Contract that interests you want the second seco	Content that interests you, gathered for you by experts		Cetter Market Contractions of the Head Action o
Territory	Trust	Ease	Curation	Territory	Curation V2	Curation V1	Ease V2	Ease V1
Headline	Pocket doesn't recommend misinformation — just great stories from established sources.	Save time — Pocket already gathered the stories you were looking for.	No need to juggle a bunch of apps. Find content personalized for you in Pocket.	Headline	Get article, video and podcast recommendations that are tailored to topics you care about.	Get article, video and podcast recommendations from experts in gaming, science, pop-culture and more.	Hold that scroll - Pocket has news, trivia, and everything in between all in one app.	Curious by nature? Quickly find articles, podcasts and more on the topics that speak to you in Pocket.