

Meta Phase 1			Meta Phase 2					
Targeting	Location: United States Age: 25 - 44 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		Targeting	Location: United States Age: 25 - 44 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 Ads Phase 1				Meta Ads Phase 2				
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.	No need to juggle many apps and platforms - everything you love is in Pocket.	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				
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Reddit Ads Phase 1				Reddit Ads Phase 2				
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.