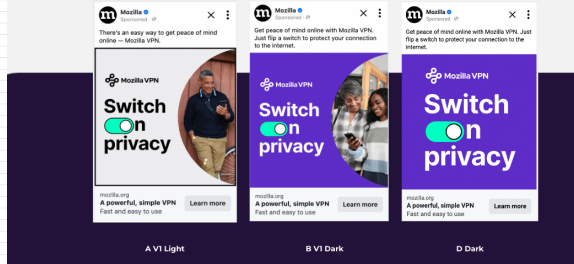
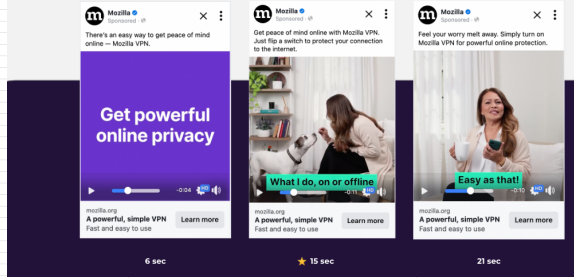


META	
Targeting	Targeting Interests: Avast! SecureLine VPN, Virtual private network, CyberGhost VPN, norton, Food, Identity theft, OpenVPN, Norton AntiVirus, health, Tourism, Travel, PureVPN, Health & wellness or Adventure travel 44+ United States: Colorado, Connecticut; Florida, Illinois; Indiana; Maryland; Massachusetts; Michigan; Missouri; North Carolina, Ohio; Oregon; Pennsylvania; Tennessee; Utah; Wisconsin
start date	10/23
end date	12/31
Budget:	\$225,000

Meta Creative Overview | Static



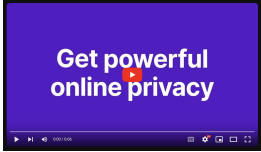
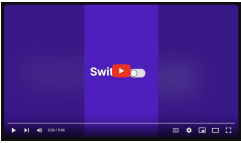
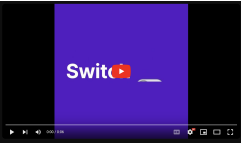


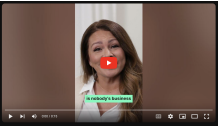


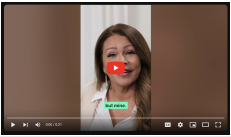
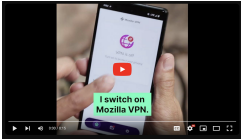
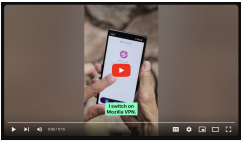

Meta Creative Overview | Video



Primary Text (125)	Headline (40)
There's an easy way to get peace of mind online — Mozilla VPN.	A powerful, simple VPN
Get peace of mind online with Mozilla VPN. Just flip a switch to protect your connection to the internet.	A powerful, simple VPN
Feel your worry melt away. Simply turn on Mozilla VPN for powerful online protection.	A powerful, simple VPN
Get peace of mind online with Mozilla VPN. Just flip a switch to protect your connection to the internet.	A powerful, simple VPN
There's an easy way to get peace of mind online — Mozilla VPN.	A powerful, simple VPN
Get peace of mind online with Mozilla VPN. Just flip a switch to protect your connection to the internet.	A powerful, simple VPN
Feel your worry melt away. Simply turn on Mozilla VPN for powerful online protection.	A powerful, simple VPN

YouTube Awareness	
Targeting:	Custom App Users QA Affinity In-Market New Devices In-Market Online Security Manual Placement

start date	10/24
end date	12/31

Budget:	\$125,000					
Ads:	Mozilla VPN Awareness					
Video:						
Final URL:	Link	Link	Link			
CTA:	Learn more	Learn more	Learn more			
Headline:	Easy Privacy	Easy Privacy	Easy Privacy			
Ads:	Mozilla VPN Awareness Captions					
Video:						
Final URL:	Link	Link	Link	Link	Link	Link
CTA:	Learn more	Learn more	Learn more	Learn more	Learn more	Learn more
Headline:	Easy Privacy	Easy Privacy	Easy Privacy	Easy Privacy	Easy Privacy	Easy Privacy
YouTube Consideration						
Targeting:	In-Market Custom Build Alt Affinity					
start date:	11/9					
end date:	12/31					
Budget:	\$100,000					
Ads:	Switch On Privacy					
Video:						
Final URL:	Link	Link	Link			
CTA:	Sign up	Sign up	Sign up			
Headline:	Easy Privacy	Easy Privacy	Easy Privacy			
Long headline:	Mozilla VPN. Where Simplicity & Powerful Privacy Combine For Your Online Peace Of Mind	Mozilla VPN. Where Simplicity & Powerful Privacy Combine For Your Online Peace Of Mind	Mozilla VPN. Where Simplicity & Powerful Privacy Combine For Your Online Peace Of Mind			
Description:	Hides your location. Blocks trackers. Built by a pioneer in privacy	Hides your location. Blocks trackers. Built by a pioneer in privacy	Hides your location. Blocks trackers. Built by a pioneer in privacy			
Programmatic (DV360)						
Targeting:	DV360 Affinities: Avid Investors, High-End Computer Afficionados, Sci-Fi & Fantasy Movie Fans, Sci-Fi & Comedy TV Fans, Value Shopping, Action Game Fans					
Start Date:	10/25					
End Date:	12/31					
Budget:	\$325,000					
DV360 Placements:						
	