META

Targeting
Interests: Avast! SecureLine VPN, Virtual private network, CyberGhost VPN, Norton, Identity theft, Spyware, Identity theft, Health, Tourism, Trust, Fraud, Health & wellness, online travel

Start date
10/23

End date
12/31

Budget
$225,000

Primary Text (125)

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
Programmatic (DV360)

<table>
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<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Budget</th>
<th>DV360 Placements</th>
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**Mozilla VPN Awareness**

- **Headline**: Easy Privacy
- **Description**: Hides your location. Blocks trackers. Built by a pioneer in privacy

**YouTube Consideration**

- **Targeting**: In-Market, Custom Build, Alt Affinity
- **Start Date**: 11/9
- **End Date**: 12/31
- **Budget**: $100,000

**Switch On Privacy**

- **Headline**: 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

- **Region**: United States: Colorado; Connecticut; Florida; Illinois; Indiana; Maryland; Massachusetts; Michigan; Missouri; North Carolina; Ohio; Oregon; Pennsylvania; Tennessee; Utah; Wisconsin

**Mozilla VPN Awareness Captions**

- **Headline**: Get powerful online privacy
- **Description**: Easy Privacy

**Switch On Privacy Captions**

- **Headline**: Switch On Privacy
- **Description**: Easy Privacy