Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: (Product Copy 1: Watch more videos using less of y Product Copy 2: A clean, intuitive design means qui Product Copy 3: You could be watching a video whi Personality Copy 1: Choose from 18 new color them	tech? Use Firefox: the independent browser that pu on-profit. Made by humans. Get the browser that wo Get the mission-driven browser that improves the inte- our battery. On Mac, Firefox uses upto 40% less batt cker page loads. Which means you get to the good s le you do stuff in other tabs. Get Firefox with picture- less to reflect your mood and personality on every site	rks to make the internet better for everyone. ernet for everyone, every time you use it. ery than Chrome. stuff faster. in-picture and get more done.	
Personality Copy 2: Go bold. Curate your own inter	net adventure with thousands of themes and tools.		
Personality Copy 3: Laser Cat lover? Ad blocker? Ta	ab hoarder? You do you. Internet your own way with	Firefox.	
Privacy Copy 1: Our Privacy Promise: Take Less. K	eep it Safe. No Secrets. Get the only browser obsess	sed with protecting you and your data.	
Privacy Copy 2: 6 trillion annoying trackers blocked	- and counting. Get Firefox with Enhanced Tracking	g Protection for automatic privacy.	
Privacy Copy 3: Get the privacy-first browser that privacy	rotects your data better than Chrome and Edge.		
Segment 1:	Segment 2:	Segment 3:	Segment 4:
Targeting: Location - Living In: United States	Targeting: Location - Living In: United States	Targeting: Location – Living In: United States Age: 25 - 54 People Who Match: Interests: Internet privacy, Internet security, Network security, Data security, Computer security, Smart Technologies, Internet safety, Information security, Emerging technologies, Privacy, Digital transformation, Digital Trends, Smart device or Technology,	Targeting: Location - Living In: United States Age: 25 - 34 People Who Match: Interests: Community issues,
Age: 25 - 34 Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college	Age: 25 - 34 Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Game, Games, Online games, Mobile game, FC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0-12 months), Parents with todders (01-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal)
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with pretens (09-12 years) Live Date: 10/25/21	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0-12 months), Parents with toddlers (01-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal)
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US	Behaviors: Technology early adopters And Must Asso Match: Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68	Behaviors: Technology early adopters And Must Asso Match: Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0:1-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with pretens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with pretens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC agme, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (Not Parents (Not Parents), Parents with preschoolers (03-05 years), Parents with presens (09-12 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US ts people before profits. rks to make the internet better for everyone. ernet for everyone, every time you use it.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: 330,096.87 GEO: US GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Camer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US tech? Use Firefox: the independent browser that pu on-profit. Made by humans. Get the browser that wo Get the mission-driven browser that improves the inter-	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (Not Parents (Not Parents), Parents with preschoolers (03-05 years), Parents with age schoolers (03-05 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US ts people before profits. rks to make the internet better for everyone. ernet for everyone, every time you use it. ery than Chrome.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers Gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: 330,096.87 GEO: US	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Camer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US (construction) get Construction of the second second second get construction of the second second second second get the mission-driven browser that improves the inter our battery. On Mac, Firefox uses upto 40% less batt	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (No. 12 months), Parents with toddlers (01-02 years), Parents with preschoolers (03-05 years), Parents with aerly school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US ts people before profits. rks to make the internet better for everyone. armet for everyone, every time you use it. ery than Chrome. stuff faster.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US Independence Copy 1:Tired of being sold out by big Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: 0 Product Copy 1: Watch more videos using less of y Product Copy 2: A clean, intuitive design means qui Product Copy 3: You could be watching a video whi	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Camer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Asso Match: Parents: New Parents (N-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US ts people before profits. rks to make the internet better for everyone. earnet for everyone, every time you use it. ery than Chrome. stuff faster. in-picture and get more done.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: S30,096.87 GEO: US Independence Copy 1:Tired of being sold out by big Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: 0 Product Copy 1: Watch more videos using less of y Product Copy 2: A clean, intuitive design means qui Product Copy 3: You could be watching a video whi	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Caming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Asso Match: Parents: New Parents (N-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US ts people before profits. rks to make the internet better for everyone. erret for everyone, every time you use it. ery than Chrome. stuff faster. in-picture and get more done.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US Independence Copy 1:Tired of being sold out by big Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: 0 Product Copy 1: Watch more videos using less of y Product Copy 3: Actean, intuitive design means qui Product Copy 3: You could be watching a video whi Personality Copy 1: Choose from 18 new color them Personality Copy 2: Go bold. Curate your own inter	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Caming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Asso Match: Parents: New Parents (N-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preteens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US GEO: US to people before profits. rks to make the internet better for everyone. earlet for everyone, every time you use it. ery than Chrome. stuff faster. in-picture and get more done. ey ou see.	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Console games, Gamers, People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US GEO: US Independence Copy 1:Tired of being sold out by big Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: 0 Product Copy 1: Watch more videos using less of y Product Copy 2: A clean, intuitive design means qui Product Copy 3: You could be watching a video whi Personality Copy 1: Choose from 18 new color them Personality Copy 3: Laser Cat lover? Ad blocker? To	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC agme, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0:1-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with preters (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44
Exclude: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers People Who Match: Education Level: In college or Some college Live Date: 10/25/21 Budget: \$30,096.87 GEO: US GEO: US Independence Copy 1:Tired of being sold out by big Independence Copy 2: Independent. Backed by a n Independence Copy 3: Small decision, big impact: 0 Product Copy 1: Watch more videos using less of y Product Copy 2: A clean, intuitive design means qui Product Copy 3: You could be watching a video whi Personality Copy 2: Go bold. Curate your own inter Personality Copy 3: Laser Cat lover? Ad blocker? Tr Privacy Copy 1: Our Privacy Promise: Take Less. K	Gender: Male People Who Match: Education Level: In college or Some college And Must Also Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC agme, Gamer, Video games or Gaming computer, Behaviors: Console gamers Live Date: 10/25/21 Budget: \$111,380.68 GEO: US GEO: US	Behaviors: Technology early adopters And Must Also Match: Parents: New Parents (0:1-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years) or Parents with pretens (09-12 years) Live Date: 10/25/21 Budget: \$92,350.82 GEO: US	Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Philanthropy, Charity and causes or Social change And Must Also Match: Interests: Public administration, Public policy, Speaker (politics), Politics or Politician, Behaviors: Likely engagement with US political content (liberal) Live Date: 10/25/21 Budget: \$78,864.44

Targeting: Group1	Targeting: Group 2	Targeting: Group 3	Targeting: Group 4	
Location - Living In: Canada	Location - Living In: Canada	Location - Living In: Canada	Location - Living In: Canada	
Age: 25 - 34	Age: 25 - 34	Age: 25 - 54	Age: 25 - 34	
Exclude: Interests: PC Gamer, Gaming, Games,	Gender: Male	People Who Match: Interests: Internet privacy,	People Who Match: Interests: Community issues,	
Online games, Mobile game, PC game, Gamer,	People Who Match: Interests: PC Gamer, Gaming,	Internet security, Network security, Data security,	Social movement, Volunteering, Sustainability,	
Video games or Gaming computer,	Games, Online games, Mobile game, PC game,	Computer security, Smart Technologies, Internet	Social equality, Activism, Social justice, Public	
Behaviors: Console gamers	Gamer, Video games or Gaming computer,	safety, Information security, Emerging	administration, Philanthropy, Public policy, Charity	
People Who Match: Education Level: In college or	Behaviors: Console gamers,	technologies, Privacy, Digital transformation,	and causes, Speaker (politics), Social change,	
Some college	Education Level: In college or Some college	Digital Trends, Smart device or Technology,	Politics or Politician,	
		Behaviors: Technology early adopters	Behaviors: Likely engagement with US political	
		And Must Also Match: Parents: Parents (All)	content (liberal)	

Live Date: 10/25/21	Live Date: 10/25/21	Live Date: 10/25/21	Live Date: 10/25/21
Budget: \$4,644.47	Budget: \$16,495.23	Budget: \$6,691.38	Budget: \$32,551
GEO: CA	GEO: CA	GEO: CA	GEO: CA