

Independence Copy 1: Tired of being sold out by big tech? Use Firefox: the independent browser that puts people before profits.

Independence Copy 2: Independent. Backed by a non-profit. Made by humans. Get the browser that works to make the internet better for everyone.

Independence Copy 3: Small decision, big impact: Get the mission-driven browser that improves the internet for everyone, every time you use it.

Product Copy 1: Watch more videos using less of your battery. On Mac, Firefox uses upto 40% less battery than Chrome.

Product Copy 2: A clean, intuitive design means quicker page loads. Which means you get to the good stuff faster.

Product Copy 3: You could be watching a video while you do stuff in other tabs. Get Firefox with picture-in-picture and get more done.

Personality Copy 1: Choose from 18 new color themes to reflect your mood and personality on every site you see.

Personality Copy 2: Go bold. Curate your own internet adventure with thousands of themes and tools.

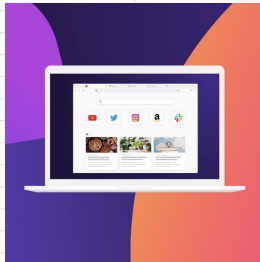
Personality Copy 3: Laser Cat lover? Ad blocker? Tab hoarder? You do you. Internet your own way with Firefox.

Privacy Copy 1: Our Privacy Promise: Take Less. Keep it Safe. No Secrets. Get the only browser obsessed with protecting you and your data.

Privacy Copy 2: 6 trillion annoying trackers blocked — and counting. Get Firefox with Enhanced Tracking Protection for automatic privacy.

Privacy Copy 3: Get the privacy-first browser that protects your data better than Chrome and Edge.

Segment 1:	Segment 2:	Segment 3:	Segment 4:
<p>Targeting: Location - Living In: United States 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</p>	<p>Targeting: Location - Living In: United States Age: 25 - 34 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</p>	<p>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, 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)</p>	<p>Targeting: Location - Living In: United States Age: 25 - 34 People Who Match: Interests: Community issues, 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)</p>
Live Date: 10/25/21	Live Date: 10/25/21	Live Date: 10/25/21	Live Date: 10/25/21
Budget: \$30,096.87	Budget: \$111,380.68	Budget: \$92,350.82	Budget: \$78,864.44
GEO: US	GEO: US	GEO: US	GEO: US



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Targeting: Group 1	Targeting: Group 2	Targeting: Group 3	Targeting: Group 4
<p>Location - Living In: Canada 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</p>	<p>Location - Living In: Canada Age: 25 - 34 Gender: Male People Who Match: Interests: PC Gamer, Gaming, Games, Online games, Mobile game, PC game, Gamer, Video games or Gaming computer, Behaviors: Console gamers, Education Level: In college or Some college</p>	<p>Location - Living In: Canada 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, Behaviors: Technology early adopters And Must Also Match: Parents: Parents (All)</p>	<p>Location - Living In: Canada Age: 25 - 34 People Who Match: Interests: Community issues, Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Public administration, Philanthropy, Public policy, Charity and causes, Speaker (politics), Social change, Politics or Politician, Behaviors: Likely engagement with US political content (liberal)</p>

	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