

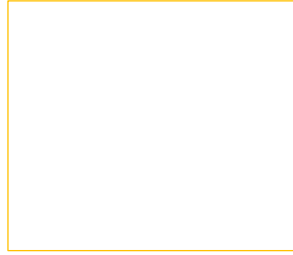
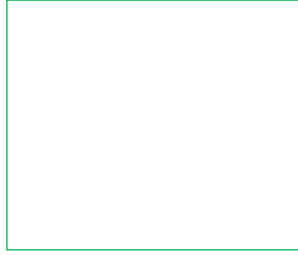
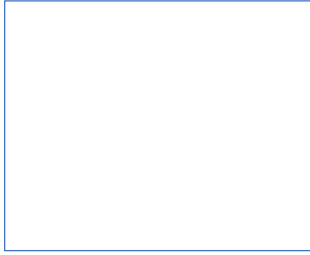


# TRANSPARENCY REPORT

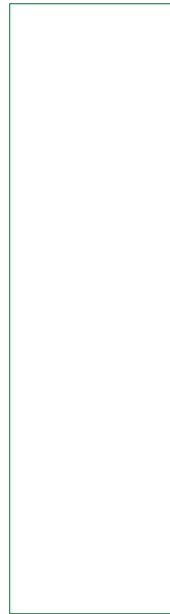
VERSION A

VERSION B

VERSION C



Category	Ad Description	Ad Size	Unit	Version A	Version B	Version C
Display	Medium Rectangle	300 x 250	px	✓	✓	✓
Display	Large Rectangle	336 x 280	px			
Display	Leaderboard	728 x 90	px	✓	✓	✓
Display	Mobile	320 x 50	px	✓	✓	✓
Display	Large Mobile	320 x 100	px			
Display	Half Page	300 x 600	px	✓	✓	✓
Display	Wide Skyscraper	160 x 600	px	✓	✓	✓
Display	Square	250 x 250	px	✓		
Display	Small Square	200 x 200	px			
Display	Main Banner	468 x 60	px			
Display	Portrait	300 x 1050	px			
Display	Billboard	970 x 250	px			
Display	Large Leaderboard	970 x 90	px			
Display	Half Banner	234 x 60	px			
Display	Vertical Banner	120 x 240	px			
Display	Small Rectangle	180 x 150	px			
Social	Facebook Cover	851 x 315	px	✓		
Social	Facebook Post	1200 x 900	px			
Social	Facebook Ad	1200 x 628	px	✓		
Social	Facebook Page Like Ad	1200 x 444	px			
Social	Facebook Click to Website Ad	600 x 600	px	✓		
Social	Twitter Cover	1500 x 500	px			
Social	Twitter Post	1024 x 512	px			
Social	YouTube Channel Cover	2560 x 1440	px	✓		
Social	YouTube Video Thumbnail	1280 x 720	px			
Social	Instagram Post	1080 x 1080	px			
Social	Profile Picture	400 x 400	px	✓		
Social	Pinterest Post	600 x 1200	px			
Social	LinkedIn Cover	1584 x 396	px			
Video	Short	30	sec			
Video	Medium	60	sec	✓		
Video	Long	90	sec			
Print	Brochure	29.7 x 21	cm			
Print	Flyer	14.8 x 21	cm			
Print	Full Page Space Ad	5 x 8	in			
Print	Half Page Space Ad	5 x 3.75	in			
Print	Quarter Page Space Ad	5 x 1.75	in			
Email	HTML Image	258 x 150	px			
Email	HTML Image	166 x 130	px			
Email	HTML Image	534 x 200	px	✓		
Email	HTML Image	166 x 90	px			
Email	HTML Image	258 x 100	px			
Email	HTML Image	570 x 200	px	✓		
Email	HTML Image	285 x 180	px			
Email	HTML Image	190 x 160	px			
<b>Creative Asset Totals</b>				<b>14</b>	<b>5</b>	<b>5</b>



\*Additional custom ad sizes available upon request.

## RESULTS FOR CLIENT NAME

## Programmatic B2B



Channel	Outcome	January	February	March	Total
Google Ads	Impressions				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPMI	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
LinkedIn Advertising	Impressions				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPMI	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
Facebook Advertising	Impressions				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPMI	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
Twitter Promotions	Impressions				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPMI	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
Demand-Side Platform	Impressions				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPMI	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
Email Marketing Platform	Delivery				0
	Opens				0
	Clicks				0
	CTR	0.00%	0.00%	0.00%	0.00%
	Ad Spend				\$ -
	CPM	\$ -	\$ -	\$ -	\$ -
	CPC	\$ -	\$ -	\$ -	\$ -
Lead Generation	Leads				0
	eCPL	\$ -	\$ -	\$ -	\$ -
Customer Acquisition	Users				0
	eCPA	\$ -	\$ -	\$ -	\$ -

LEADS DELIVERED FOR CLIENT NAME



Name	Title	Company	Email	Phone	Notes
Axxxx Xxxxxxx	Marketing Xxxxxxx	Verizon	xxxxxxxxxxxxx@oncueexpress.com	(212) 395-xxxx	
Axxxxxx Xxxxx	CRM Xxxx Xxxxxxx Xxxxxxxx Xxxxxxxx	Verizon	xxxxxxxxxxxxx@oncueexpress.com	(212) 395-xxxx	
Axxxxxx Xxxxx	Senior Xxxxxxx Xxxxx & Xxxxxxx Xxxxxxxx	Dish Network	xxxxxxxxxxxxx@slingmedia.com	(303) 723-xxxx	
Axxxxxx Xxxxx	Clinical Xxxxxxx Xxxxxxx	Takeda	xxxxxxxxxxxxx@mpi.com	(617) 444-xxxx	
Axxxxxx Xxxxx	Multi-Channel Xxxxxxx Xxxxxxx	Takeda	xxxxxxxxxxxxx@tpna.com	(224) 554-xxxx	
Axxxx Xxxxx	Marketing Xxxxxxxx Xxxxxx & Xxx	Target	xxxxxxxxxxxxx@dermstore.com	(530) 666-xxxx	
Bxxxx Xxxx	Manager Xxxxxxxx	Target	xxxxxxxxxxxxx@dermstore.com	(310) 734-xxxx	
Exxxxxxx Xxxxx	Senior Xxxxxxxx Xxxx	Sling TV	xxxxxxxxxxxxx@sling.com	(720) 514-xxxx	
Mxxxxxxx Xxxxx	Director Xx Xxxxxxxx	Novartis	xxxxxxxxxxxxx@novartis.com	(862) 778-xxxx	
Cxxxxxx Xxxxx	District Xxxxxxx	AAA	xxxxxxxxxxxxx@aaa-calif.com	(714) 424-xxxx	
Jxxxxxx Xxxxx	Communications Xxxxxxx	Eli Lilly	xxxxxxxxxxxxx@lei.org	(317) 916-xxxx	
Cxxxx Xxxxxxx	Visual Xxxxxxxx & Xxxxxxx Xxxxxxx	Orvis	xxxxxxxxxxxxx@orvis.com	(978) 531-xxxx	
Cxxxx Xxxxxxx	Product Xxxxxxx	Sony	xxxxxxxxxxxxx@am.sony.com	(212) 833-xxxx	
Cxxxxxx Xxxxxxx	VP Xxxxxxx Xxxxxxx Xxxxxxx Xxxxxxx	Citigroup	xxxxxxxxxxxxx@cit.com	(404) 846-xxxx	
Vxxxxxx Xxxxx	Director Xx Xxxx Xxxxxxx	Pepsi	xxxxxxxxxxxxx@pepsi-ny.com	(914) 253-xxxx	
Cxxxx Xxxxxxx	CNS Xxxxx Xxxx	Takeda	xxxxxxxxxxxxx@tpna.com	(224) 554-xxxx	
Dxxx Xxxxxxx	Director Xx Xxxx & Xxxxxxx	Marriott	xxxxxxxxxxxxx@lemerdiendelfina.com	(301) 38-xxxx0	
Dxxxxxx Xxxxxxx	Marketing Xxxx	Sling TV	xxxxxxxxxxxxx@sling.com	(888) 309-xxxx	
Dxxxxxx Xxxxx	Staff Xxxxxxx Xxxxxxx	Dish Network	xxxxxxxxxxxxx@slingmedia.com	(303) 723-xxxx	
Dxxxx Xxxxx	Associate Xxxxxxxx Xxxxxxx Xxxxxxx	Ocean Spray	xxxxxxxxxxxxx@oceanspray.com	(508) 923-xxxx	
Exxxx Xxxxxxx	Associate Xxxx Xxxxxxx Xxxx	Ocean Spray	xxxxxxxxxxxxx@oceanspray.com	(508) 946-xxxx	
Kxxx Xxxxx	Senior Xxxxxxx Xxxxx Xxxxxxx	American Eagle	xxxxxxxxxxxxx@ae.com	(212) 555-xxxx	
Hxxxxxx Xxxxx	Manager Xxxxxxx Xxxx Xxxxxxxx	Takeda	xxxxxxxxxxxxx@takeda.com	(224) 554-xxxx	
Hxxxx Xxxxx	District Xxxxxxx	Burger King	xxxxxxxxxxxxx@goldcollc.com	(305) 378-xxxx	
Jxxxx Xxxxx	Senior Xxxxxxx Xxxxxxx Xxxxxxx Xxxxxxxx	Verizon	xxxxxxxxxxxxx@oncueexpress.com	(212) 395-xxxx	
Jxxxxxx Xxxxx	District Xxxxxxx	Burger King	xxxxxxxxxxxxx@goldcollc.com	(305) 378-xxxx	
Jxxxx Xxxxxxx	Director Xxxxxxx	Orvis	xxxxxxxxxxxxx@orvis.com	(802) 362-xxxx	
Jxxx Xxxxxxx	Vice Xxxxxxx Xxxxxxx Xxxxxxx Xxxxxxxx	CVS	xxxxxxxxxxxxx@collinsdistribution.com	(765) 662-xxxx	
Jxxxx Xxxxx	Vice Xxxxxxx Xxxxxxx Xxxxxxxx Xxxxxxxx	Citigroup	xxxxxxxxxxxxx@cit.com	(212) 559-xxxx	
Kxxxxxx Xxxx	Director Xx Xxxx & Xxxxxxx	Marriott	xxxxxxxxxxxxx@lemerdiendelfina.com	(310) 309-xxxx	

Name	Title	Company	Email	Phone	Notes
Kxxxxx Xxxxx	Marketing & Xxxxxxx Xxxxxxx	Daimler	xxxxxxxxxxxxxxx@mbfs.biz	(248) 991-xxxx	
Kxxxxxx Xxxxxxx	VP Xxxxxxx Xxxxxxx Xxxxxxx Xxxxxxx	Citigroup	xxxxxxxxxxxxxxx@cit.com	(212) 559-xxxx	
Kxxxx Xxxxxxx	Online Xxxxxxx Xxxxxxx	CVS	xxxxxxxxxxxxxxx@thecollinsgroup.us	(765) 662-xxxx	
Kxxxx Xxxxxxx	Director Xx Xxxxx Xxx Xxxxxxx	Marriott	xxxxxxxxxxxxxxx@lemerdiendelfina.com	(310) 309-xxxx	
Kxxxx Xxxxxxx	Business Xxxxxxx Xxxxxxx Xxxxxxx Xxxxx	Ocean Spray	xxxxxxxxxxxxxxx@oceanspray.com	(508) 923-xxxx	
Kxxxxxx Xxxxxxx	Multimedia Xxxxxxx	CVS	xxxxxxxxxxxxxxx@thecollinsgroup.us	(765) 662-xxxx	
Jxxxx Xxxxxxx	Digital Xxxxxxx	AAA	xxxxxxxxxxxxxxx@aaa-calif.com	(407) 444-xxxx	
Mxxxxxx Xxxxxxx	Creative Xxxxxxx	Dish Network	xxxxxxxxxxxxxxx@dishnetwork.com	(720) 921-xxxx	
Mxxxxxx Xxxxxxx	Director Xxxxxxx Xxxxx Xxxxxxx	Dish Network	xxxxxxxxxxxxxxx@dish.com	(303) 723-xxxx	
Mxxxxxx Xxxxxxx	Marketing Xxxxxxx	Costco	xxxxxxxxxxxxxxx@costco.com	(425) 313-xxxx	
Nxxxxxx Xxxxxxx	Director Xxxxx Xxxxxxx Xxxxxxx	Takeda	xxxxxxxxxxxxxxx@takeda.com	(617) 761-xxxx	
Oxxxx Xxxxxxx	Innovation Xxxxxxx Xxxxx Xxxxxxx	Ocean Spray	xxxxxxxxxxxxxxx@oceanspray.com	(508) 946-xxxx	
Axxxxxx Xxxxxxx	Outdoor Xxxxxxx Xxxxxxx & Xxxxxxx Xxxxxxx	Orvis	xxxxxxxxxxxxxxx@orvis.com	(802) 362-xxxx	
Pxxxxxx Xxx	Senior Xxxxxxx Xxxxxxx	Amex	xxxxxxxxxxxxxxx@americanexpress.com	(602) 766-xxxx	
Rxxx Xxxxxxx	Head Xx Xxxxxxx Xxxxxxx	Daimler	xxxxxxxxxxxxxxx@mbfs.biz	(248) 991-xxxx	
Sxxxx Xxxxx	Vice Xxxxxxx Xxxxxxx	Citigroup	xxxxxxxxxxxxxxx@cit.com	(212) 461-xxxx	
Exxxx Xxxxx	Senior Xxxxxxx Xxxxxxx Xxxxxxx	AAA	xxxxxxxxxxxxxxx@aaa-calif.com	(407) 444-xxxx	
Sxxxx Xxxxx	Director Xx Xxxxx	Marriott	xxxxxxxxxxxxxxx@marriott.com	(404) 848-xxxx	
Sxxx Xxxxx	Senior Xxxxxxx Xxxxxxx	GE	xxxxxxxxxxxxxxx@nnpi.com	(662) 305-xxxx	
Sxxxx Xxxxxxx	Marketing Xxxxxxx	GE	xxxxxxxxxxxxxxx@nnpi.com	(662) 305-xxxx	
Nxxxxxx Xxxxx	Associate Xxxxxxx Xxxxxxx Xxxxx Xxxxxxx	AAA	xxxxxxxxxxxxxxx@aaa-calif.com	(714) 885-xxxx	