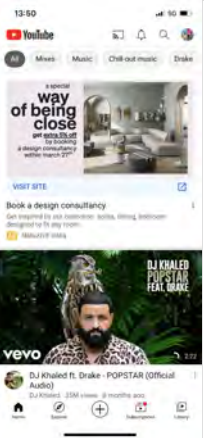
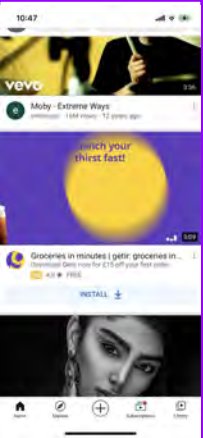
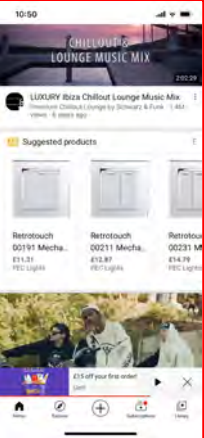
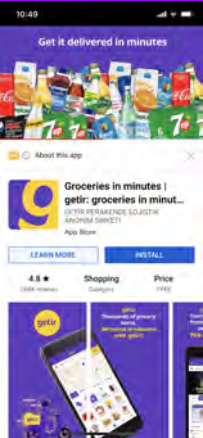
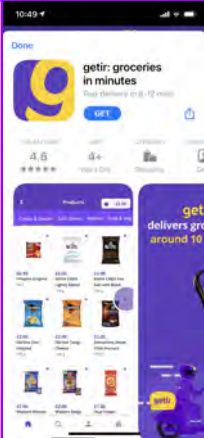

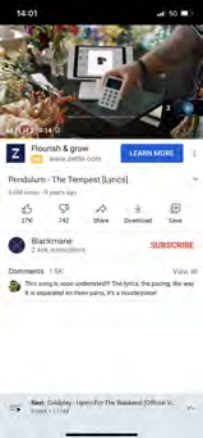
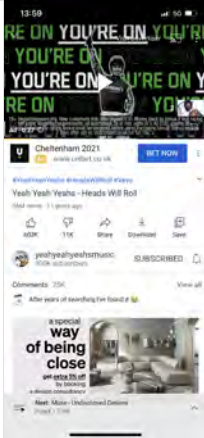
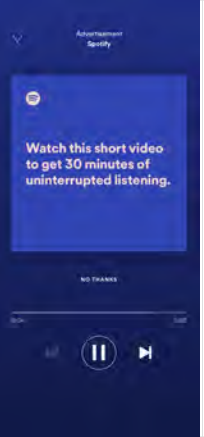

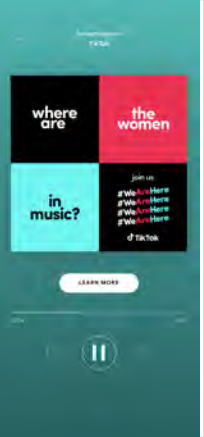



**YouTube**

	Home screen - ads 40%		Native Ad click experience	Native Ad click experience	Display Ad click experience	Video Player - 1/2	Video Player - 2/2	
Ads 50%  30% Native ads 30% Display ads								
	Display Ads every 2/3 posts	Native Ads every 5/6 posts	Display Ads every 2/3 posts	UX Video ad	Learn more / Install open apps store	UX Open web browser	Native Ads - Video 80% of launch	Native Ads - Video 1 Display Ad  UX Open web browser

**Spotify**

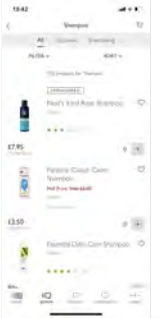
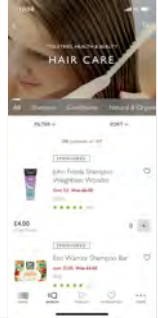

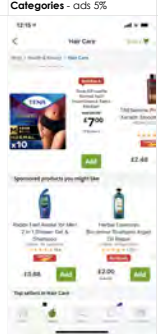

	Player - ads 10%		Ad click experience				
Ads 10%  60% Native ads 30% Interstitial ads							
	Interstitial Ad On opening	Native Ad Video 1 of 2	Native Ad Video 2 of 2	UX Open web browser			

**Pinterest**


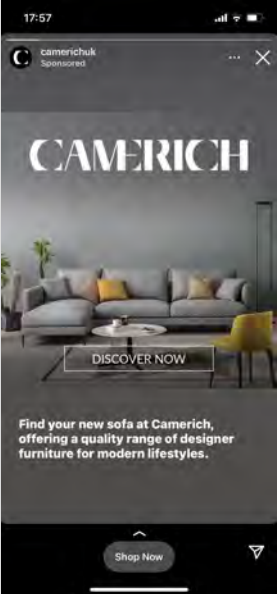
<p>Ads 30%</p> <hr/> <p>100% Native ads</p>	<p><b>Home / Search - ads 33%</b></p>	<p><b>Ad click experience</b></p>	<p><b>Ad click experience</b></p>	<p><b>Pin details screen - ads 20%</b></p>				
	<p>Native Ad Every 3</p>	<p>UX Product details screen</p>	<p>UX Open in-app browser</p>	<p>Native Ad Every 4/5 pins</p>				

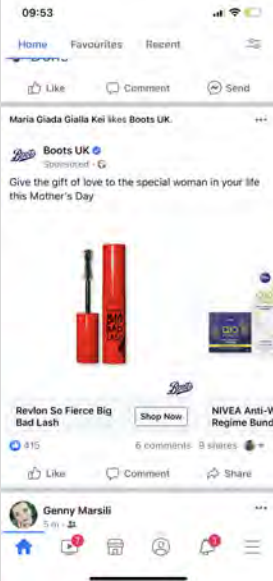
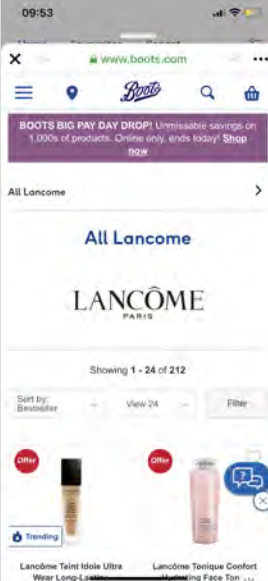
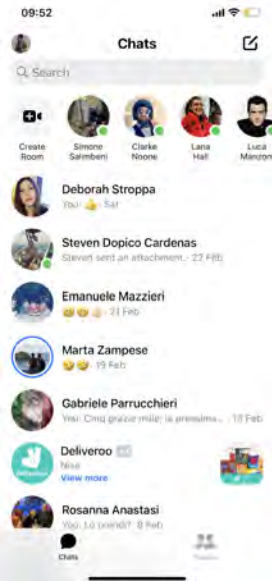
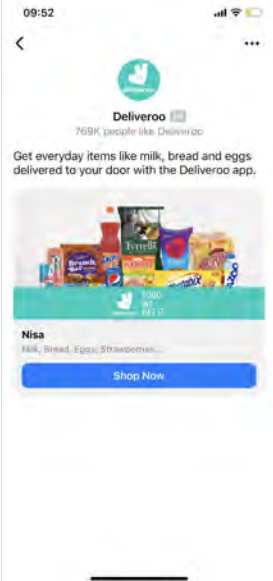
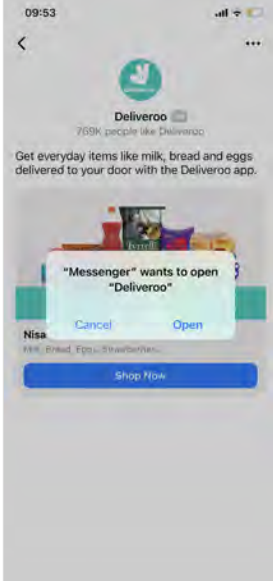





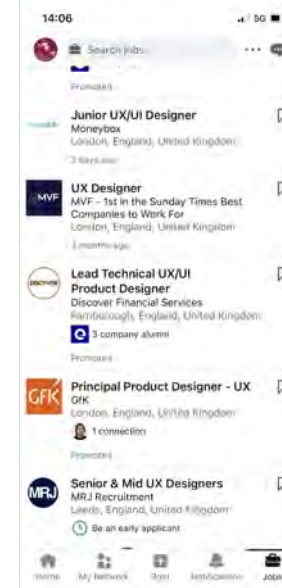


Ads 5%												
100% Performance ads	Performance Ad 1 (top 3 items)	Performance Ad 1 (top 3 items)	UX	Product details screen								
ASDA												
Ads 5%												
100% Performance ads	Performance Ad 1 (carousel)	Performance Ad 1 (carousel)	UX	Product details screen								






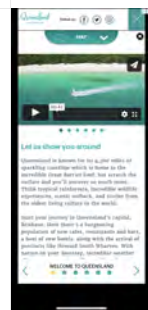

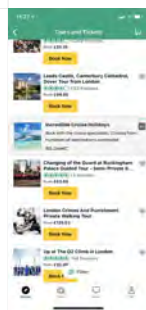


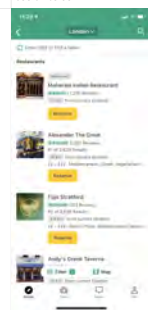
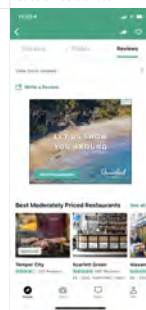

Instagram					
	Home screen - ads 16%	Stories - ads 20%			
Ads 18%					
100% Native ads					
	Native Ads every 6/8 posts	Native Ads every 4/5 stories			
	UX opens in-app browser	UX opens in-app browser			
Facebook		Messenger			
	Home screen - ads 20%	Ad click experience	Messages screen - ads 1%	Ad click experience	Ad click experience

<p>Ads 20%</p> <hr/> <p>100% Native ads</p>						
	<p>Native Ads every 4/5 posts</p>	<p>UX opens in-app browser</p>		<p>Native Ads 1 (position 6)</p>	<p>UX opens interstitial screen</p>	<p>UX Prompts advertiser's app</p>
LinkedIn						
<p>Home screen - ads 20%</p>	<p>Ad click experience</p>	<p>Ad click experience</p>			<p>Jobs screen - ads 50%</p>	



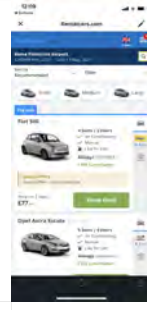
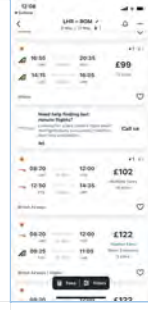
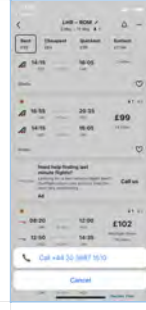
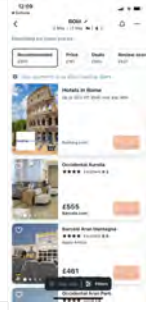
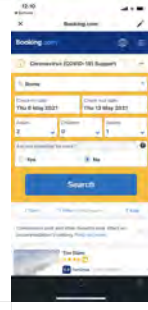
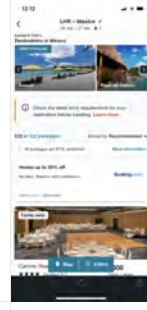
<p>Ads 35%</p> <hr/> <p>100% Native ads</p>						
	<p>Native Ads every 4/5 posts</p>	<p>UX opens in-app browser</p>	<p>UX Form</p>		<p>Performance Ads 2 organic / 2 promoted</p>	<p>UX Job description page</p>





Tripadvisor

	<b>Search - ads 15%</b>	<b>Hotels - ads 40%</b>			<b>Things to do - ads 40%</b>		<b>Activity screen - ads 5%</b>	<b>Restaurants - ads 50%</b>	<b>"See all" screen</b>	<b>Restaurant details - ads</b>		<b>Shopping - ads 30%</b>
Ads 30%												
	Native Ads 1 UX > Destination screen	Performance Ads Every 5/6 organic UX > PDF	Display Ads 3	UX open in-app browser	Display Ads 2 UX > open browser	Display Ads 1 UX > open browser	UX Open browser	Display Ads every 5/6 organic Performance Ads 3 (1st item carousel)	UX Display Ads > open browser Performance > restaurant details screen	Display ads > 2 Performance ads > 2	UX Display Ads > open browser Performance > restaurant details screen	Performance ads > 3 UX > Shop details screen

Kayak

	<b>Flights - ads 40%</b>	<b>Ad click experience</b>	<b>Ad click experience</b>	<b>Flight search results</b>	<b>Ad click experience</b>	<b>Hotels - ads 5%</b>	<b>Ad click experience</b>	<b>Packages - ads 5%</b>				
Ads 20%												
100% Native ads	Native Ads every 5/6 organic	UX Interstitial screen	UX open in-app browser	Native Ads 1	UX Prompt phone call	Native Ads 1	UX open in-app browser	Native Ads 1	UX open in-app browser			

Skyscanner

	<b>Home screen - ads 5%</b>	<b>Ad click experience</b>										
Ads 5%												
100% Native ads	Native Ad 1	UX Search for destination										

Make My Trip

	<b>Home screen - ads 20%</b>	<b>Flights - ads 30%</b>	<b>Ad click experience</b>	<b>Hotels - ads 30%</b>	<b>Ad click experience</b>	<b>Trains &amp; Bus - ads 40%</b>	<b>Ad click experience</b>					
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