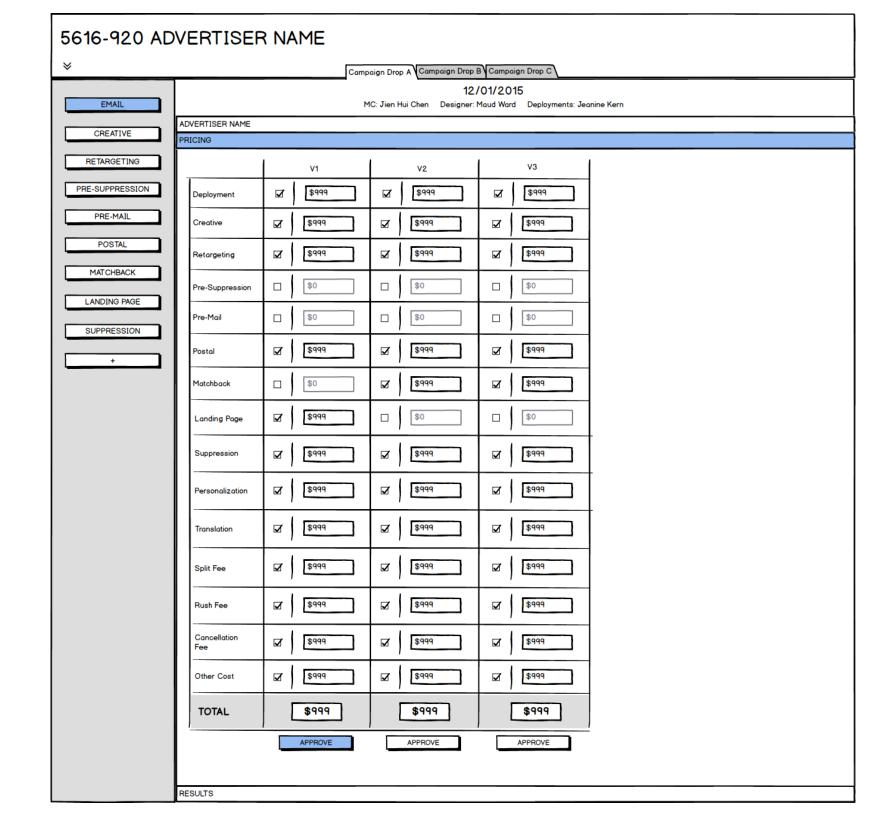
## 5616-920 ADVERTISER NAME ≫ Campaign Drop A Campaign Drop B Campaign Drop C 12/01/2015 **EMAIL** MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern ADVERTISER NAME CREATIVE NOTES -ADD VERSION RETARGETING V1 ٧2 SEND TO CREATIVE SENT! PRE-SUPPRESSION DUE DATE 01/01/2015 01/01/2015 PRE-MAIL START 01/01/2015 01/01/2015 POSTAL DATE **END** MATCHBACK 01/01/2015 01/01/2015 DATE History RETARGETING LANDING PAGE http://www.link.com http://www.link.com LINK SUPPRESSION 1 🛊 1 🛊 **FLIGHTS** + RetargetingBrief.doc Client160x600.jpg CLIENT Client728x90.jpg FILES Client300x250.jpg Client320x50.jpg TRANSLATION $\checkmark$ NEEDED SPECIAL INSTRUCTIONS REVISIONS NEEDED REVISIONS NEEDED APPROVED! APPROVED!

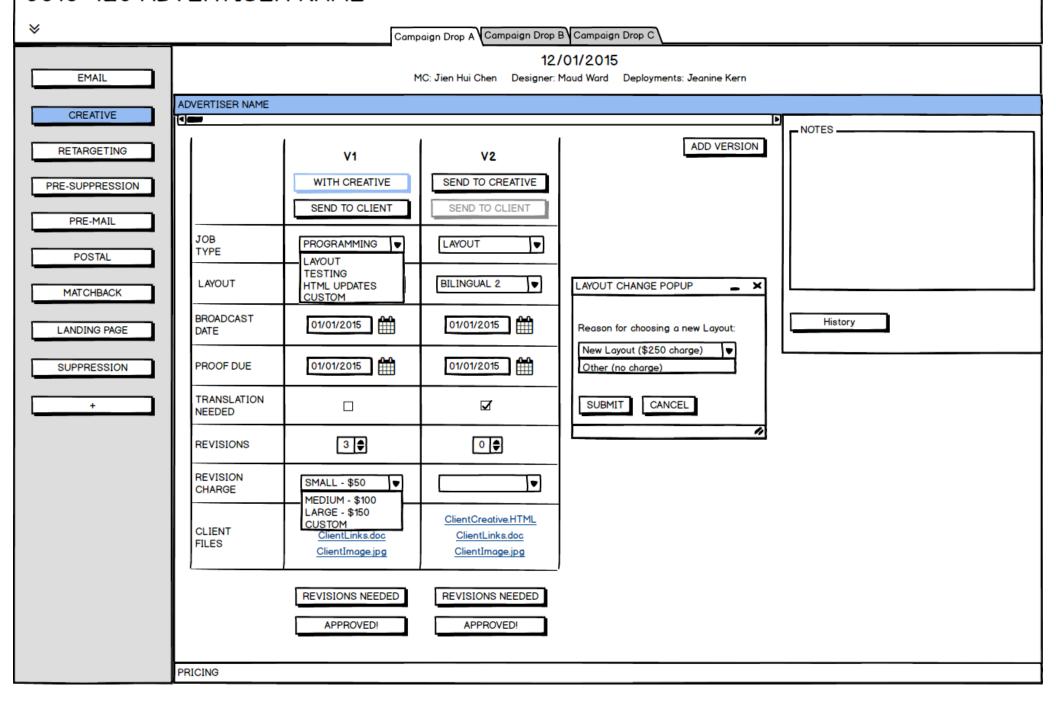
PRICING RESULTS

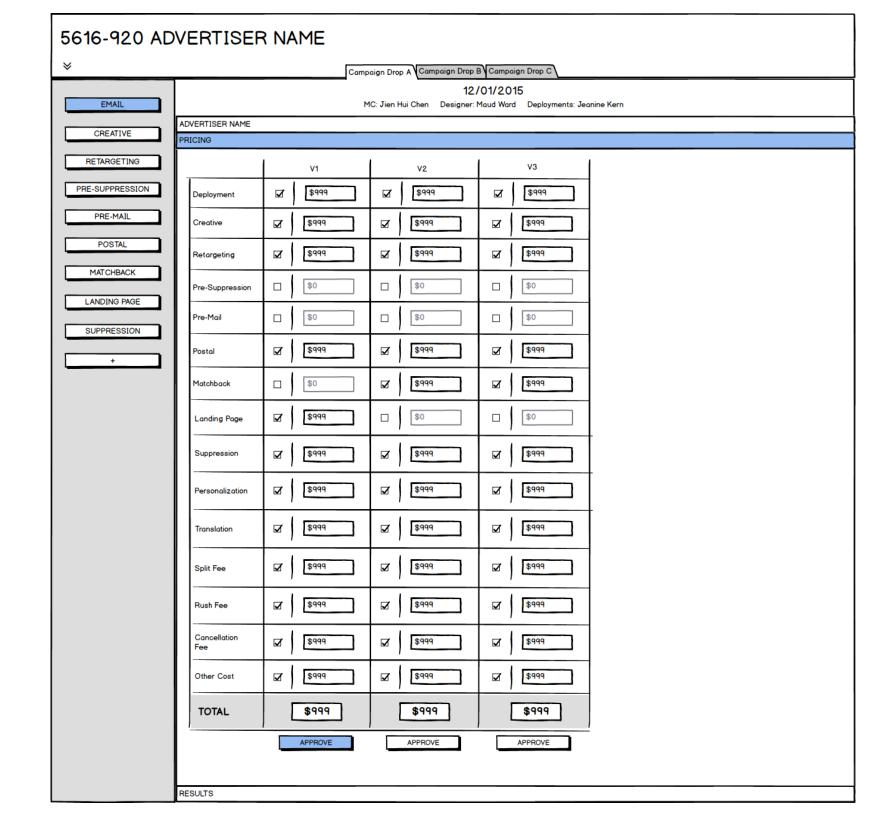


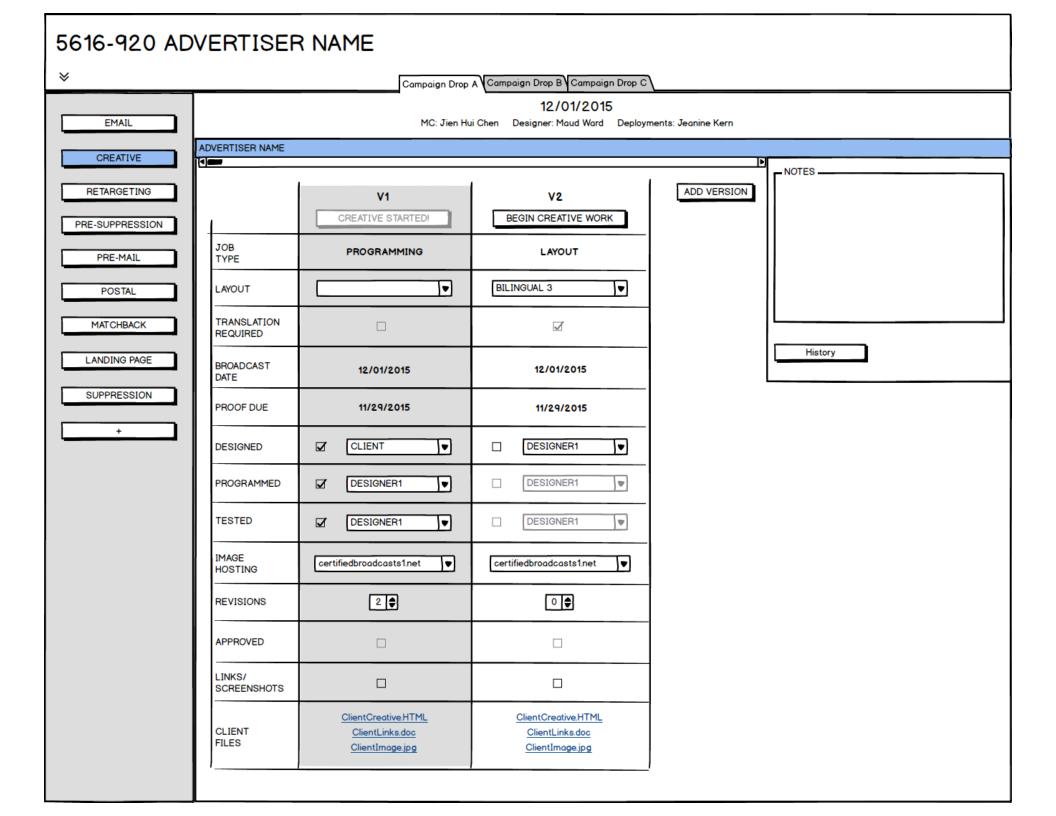
## 5616-920 ADVERTISER NAME ຸ Campaign Drop A Campaign Drop B Campaign Drop C 12/01/2015 EMAIL MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern ADVERTISER NAME CREATIVE PRICING RESULTS RETARGETING V3 V1 V2 PRE-SUPPRESSION START 01/01/2015 01/01/2015 01/01/2015 DATE PRE-MAIL END 01/01/2015 01/01/2015 01/01/2015 **POSTAL** DATE FLIGHT MATCHBACK **IMPRESSIONS** TOTAL LANDING PAGE **IMPRESSIONS** TOTAL SUPPRESSION **CLICKS** + TOTAL CLICKS %

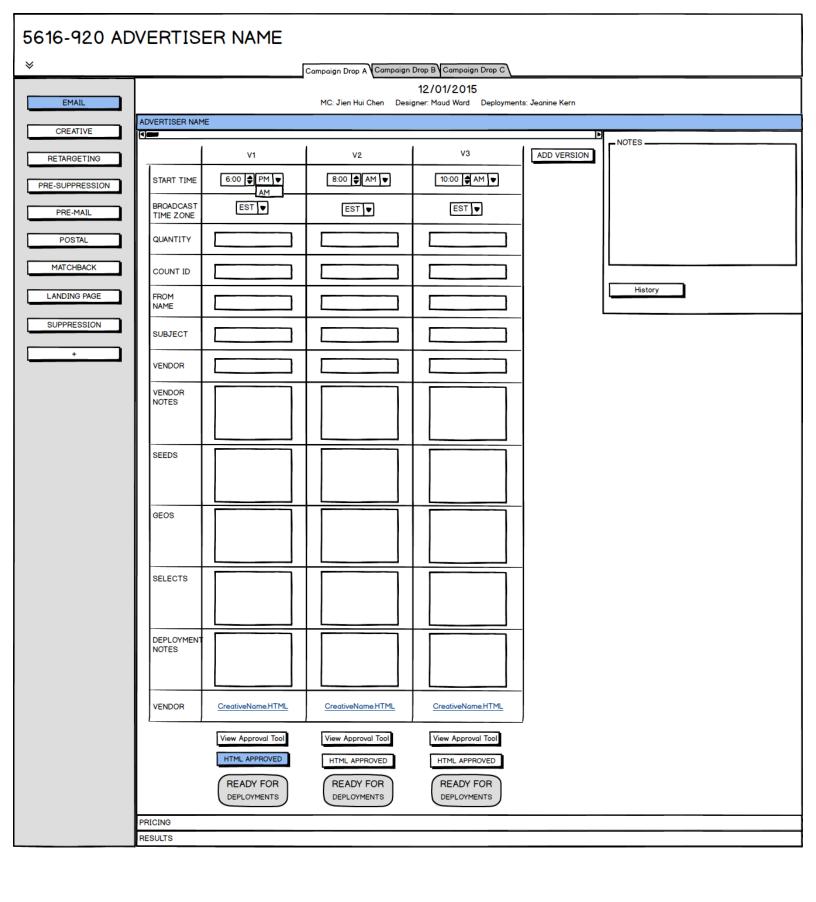
#### 5616-920 ADVERTISER NAME ຸ Campaign Drop A Campaign Drop B Campaign Drop C 12/01/2015 **EMAIL** MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern ADVERTISER NAME CREATIVE - NOTES -RETARGETING ADD VERSION V1 ٧2 CREATIVE STARTED! BEGIN CREATIVE WORK PRE-SUPPRESSION DUE DATE 11/29/2015 11/29/2015 PRE-MAIL CLIENT Client160x600.jpg RetargetingBrief.doc POSTAL FILES Client728x90.jpg Client300x250.jpg MATCHBACK Client320x50.jpg History LANDING PAGE TRANSLATION $\checkmark$ SUPPRESSION ┓ • DESIGNER 1 $\checkmark$ CLIENT DESIGNED + COMPOSITE COMPLETE

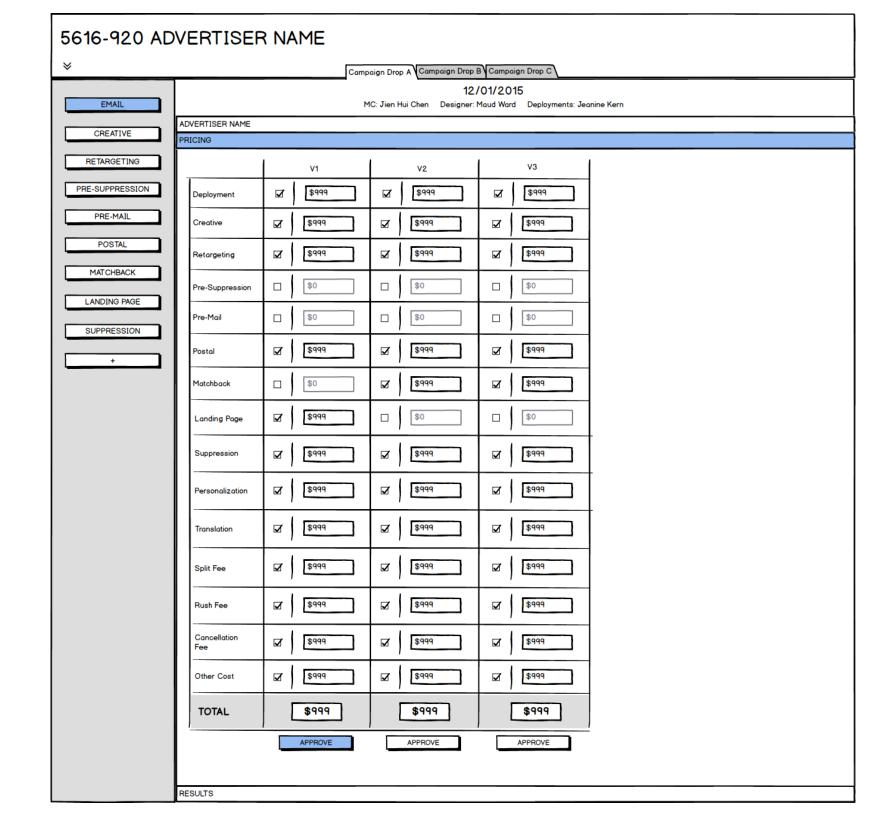
# 5616-920 ADVERTISER NAME



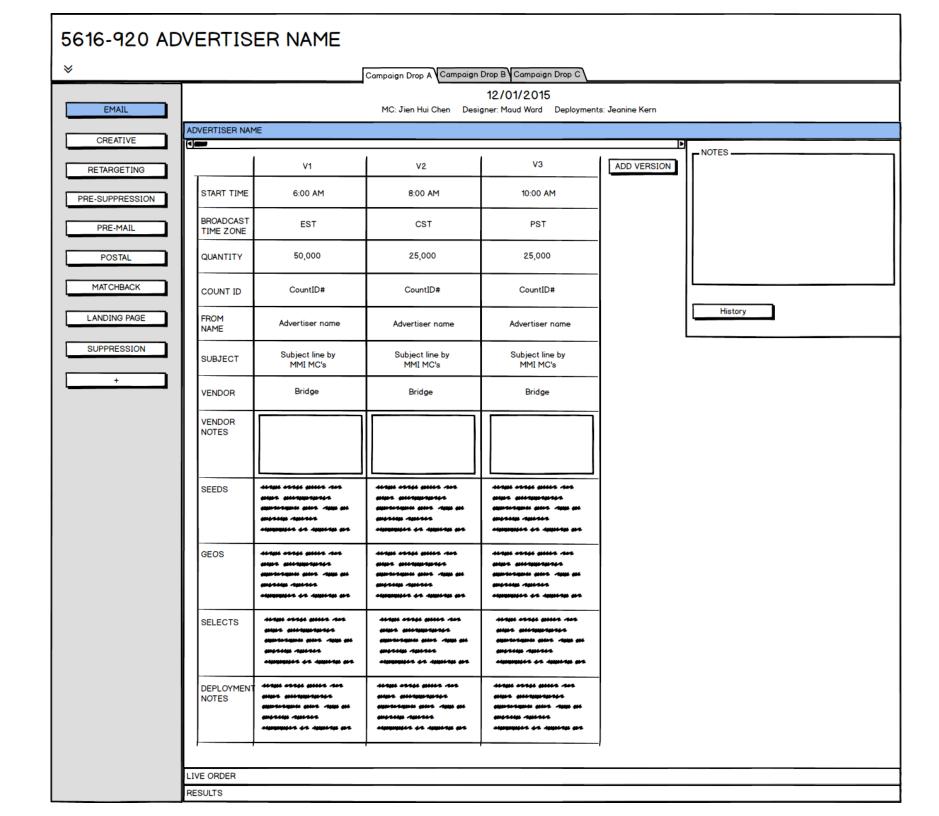








## 5616-920 ADVERTISER NAME ຸ Campaign Drop A Campaign Drop B Campaign Drop C 12/01/2015 **EMAIL** MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern ADVERTISER NAME CREATIVE PRICING RESULTS RETARGETING PRE-SUPPRESSION V1 V2 V3 PRE-MAIL IMPRESSIONS **POSTAL** CLICKS MATCHBACK CLICKS LANDING PAGE SUPPRESSION +



#### 5616-920 ADVERTISER NAME ≫ Campaign Drop A Campaign Drop B Campaign Drop C 12/01/2015 **EMAIL** MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern ADVERTISER NAME CREATIVE LIVE ORDER NOTES -RETARGETING ٧3 V1 ٧2 PRE-SUPPRESSION LIVE ORDER STARTED BEGIN LIVE ORDER BEGIN LIVE ORDER PRE-MAIL ✓ Seed Test Sent Seed Test Sent Seed Test Sent POSTAL LIVE SEEDS SCHEDULED ☐ Seed Test Approved ☐ Seed Test Approved ☐ Seed Test Approved MATCHBACK ✓ Sent to Vendor Sent to Vendor Sent to Vendor History LANDING PAGE LIVE ORDER □ Vendor Test Approved □ Vendor Test Approved □ Vendor Test Approved SCHEDULED ☐ Confirmed by Vendor ☐ Confirmed by Vendor ☐ Confirmed by Vendor SUPPRESSION + **READY FOR** READY FOR READY FOR DEPLOYMENT DEPLOYMENT DEPLOYMENT

RESULTS

5616-920 ADVERTISER NAME						
Campaign Drop A Campaign Drop B Campaign Drop C						
EMAIL	12/01/2015 MC: Jien Hui Chen Designer: Maud Ward Deployments: Jeanine Kern					
CREATIVE	ADVERTISER NAME					
CREATIVE	LIVE ORDER					
RETARGETING	RESULTS					
PRE-SUPPRESSION	1	V1 - Flight 1	V1 - Flight 2	V2 - Flight 1	V2 - Flight 2	1
PRE-MAIL	IMPRESSIONS	3				
POSTAL	CLICKS					
MATCHBACK	CLICKS %					
LANDING PAGE	OPENS					
SUPPRESSION	OPENS %					]
+						<del>-</del>