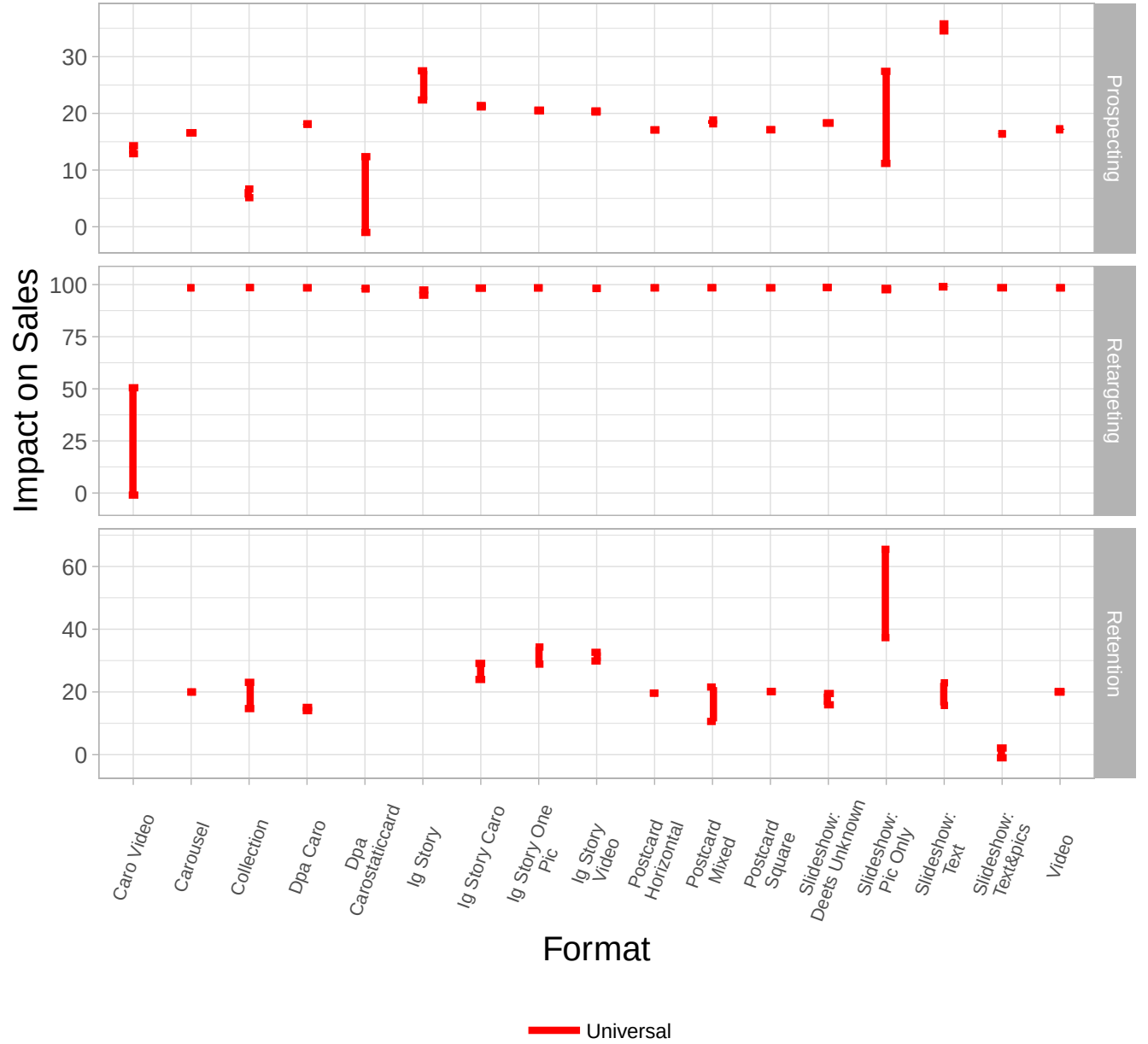
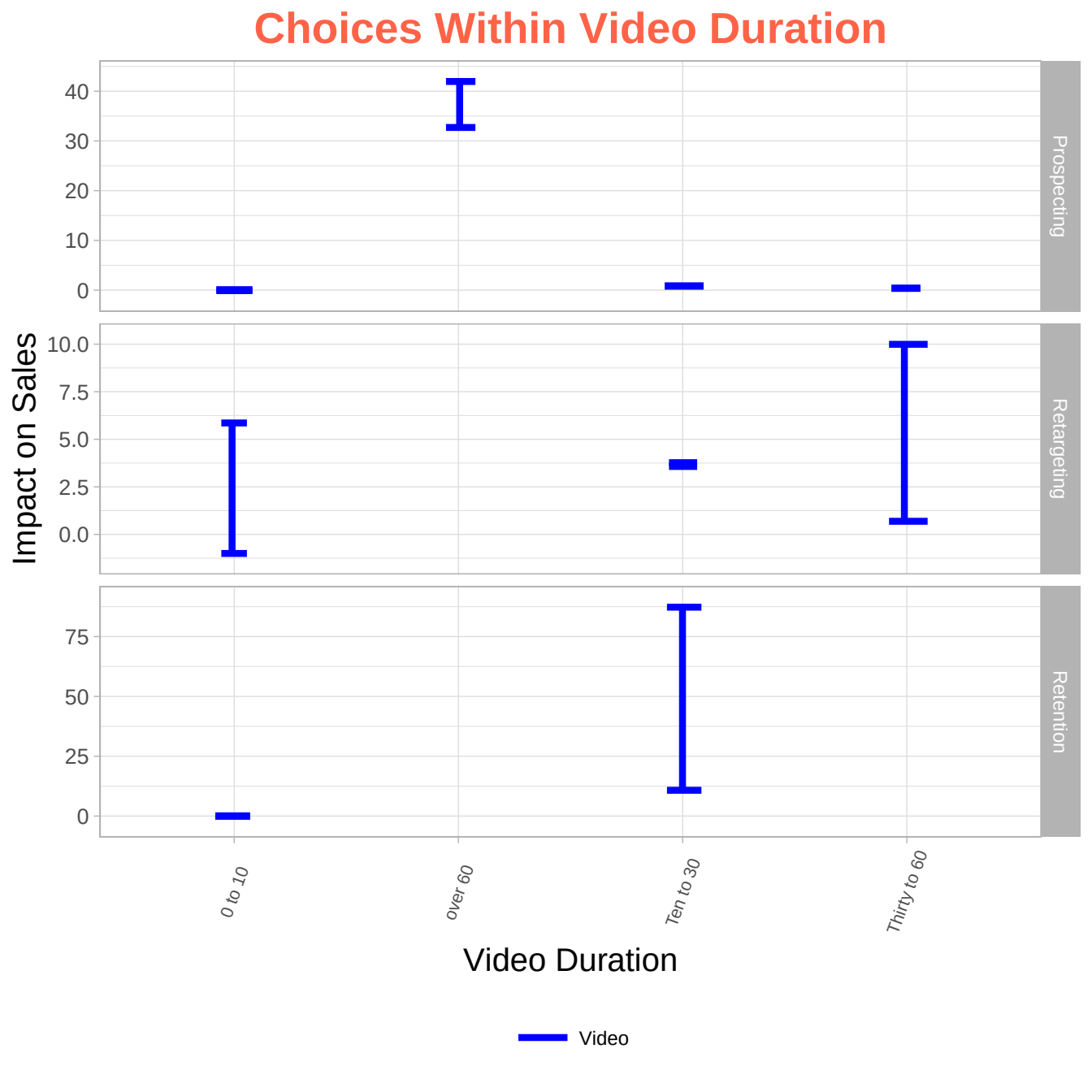
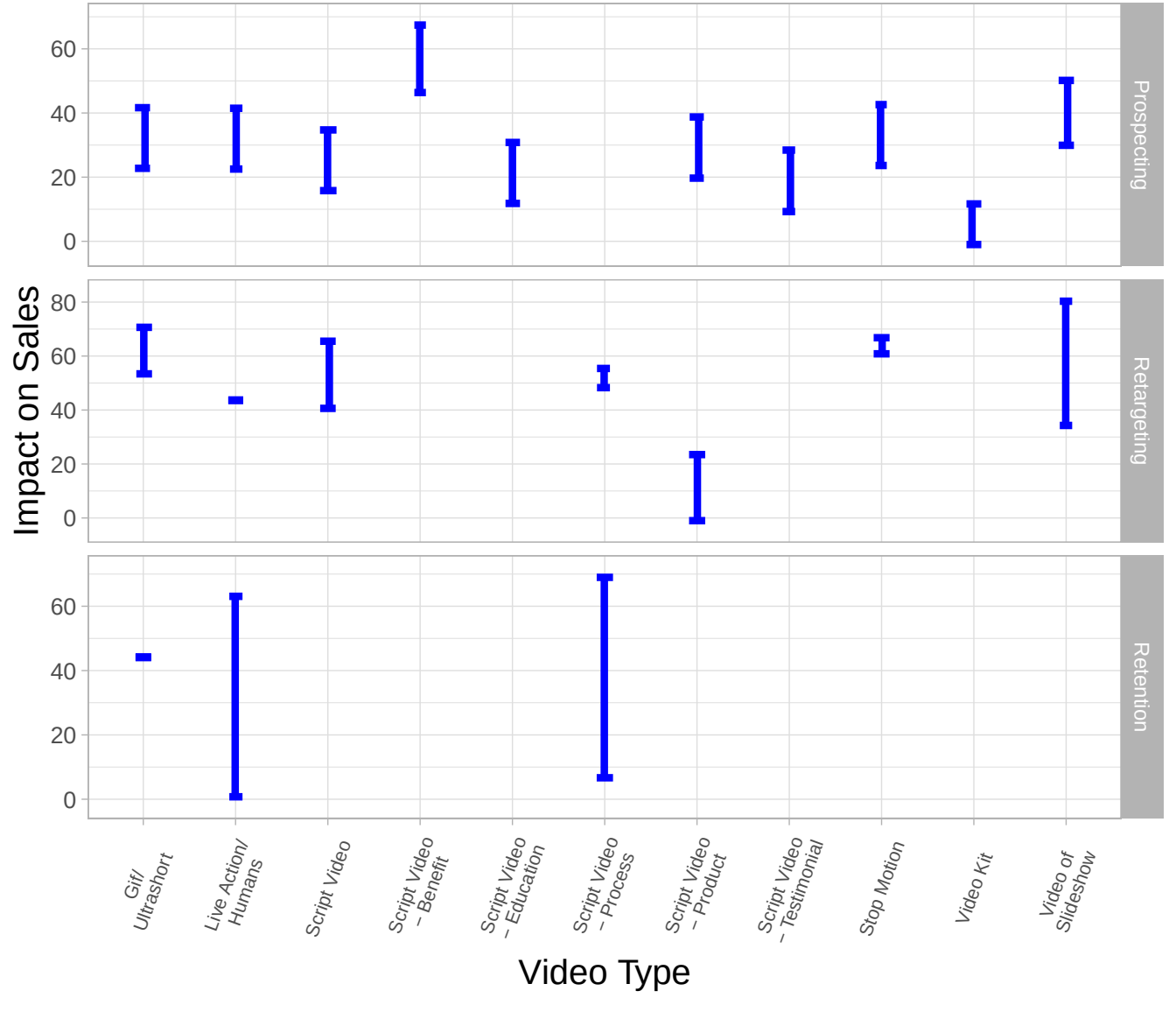
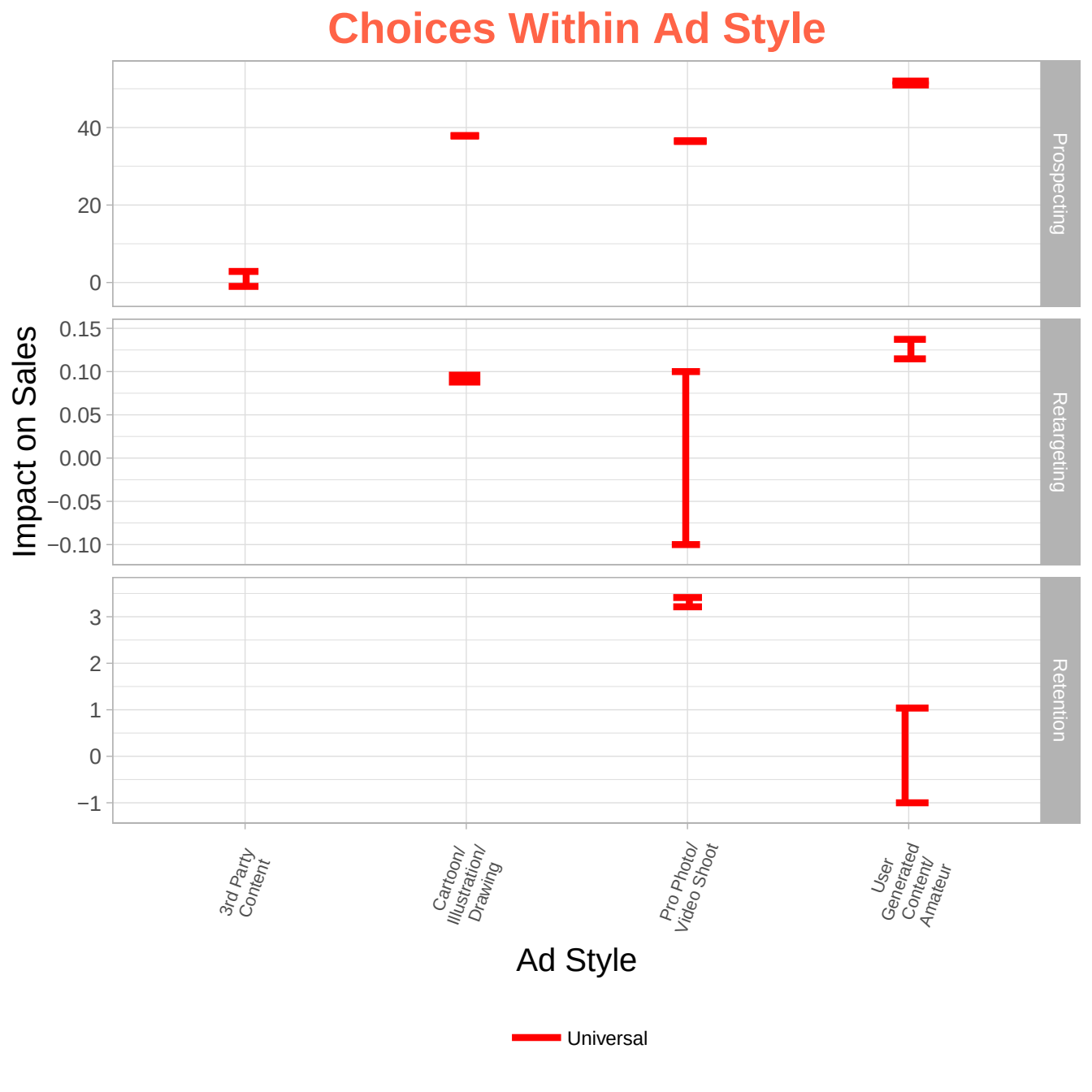
Choices Within Format

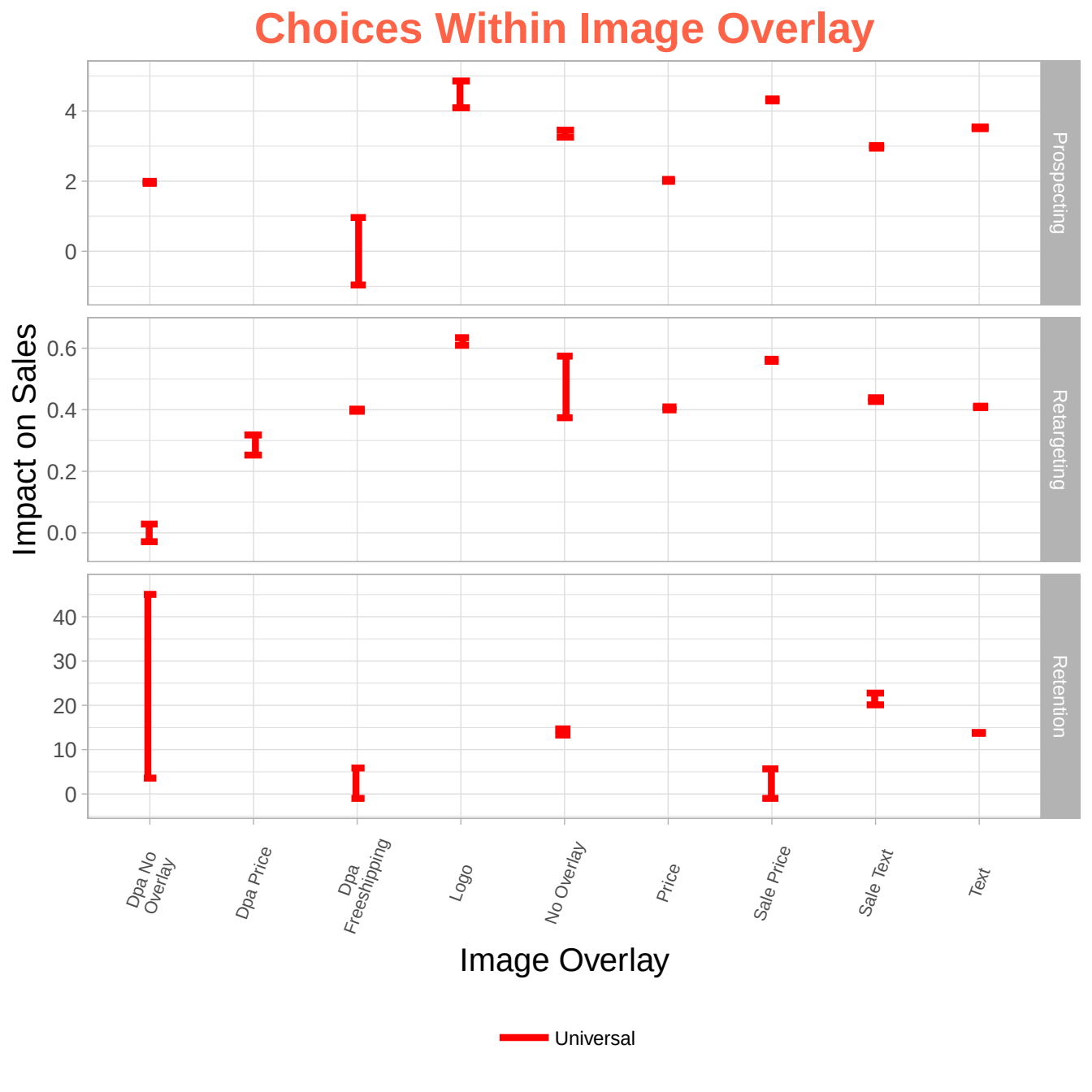


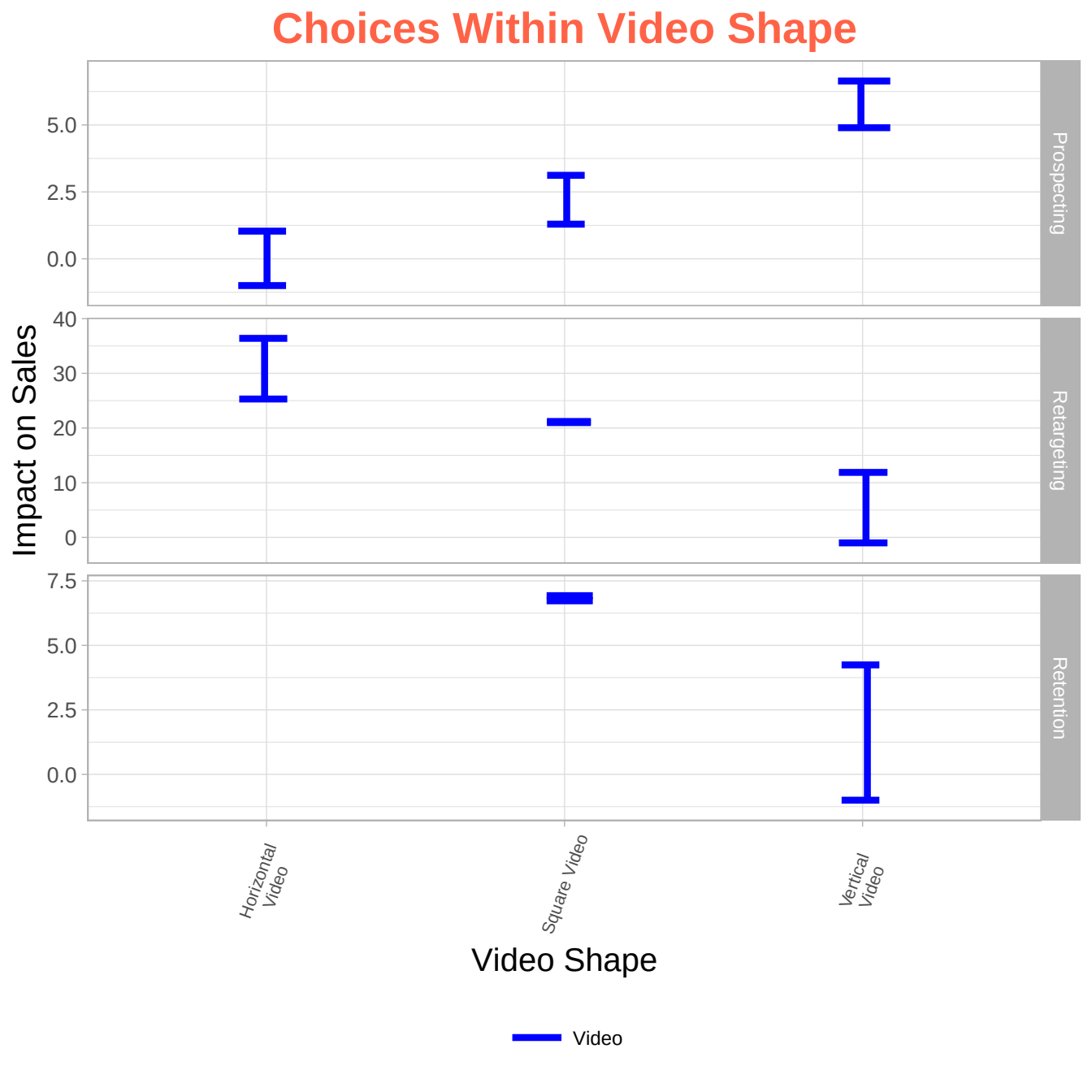

Choices Within Video Duration
Prospecting
Retargeting
Retention
Impact on Sales
40
30
20
10
0
10.0
7.5
5.0
2.5
0.0
75
50
25
0
0 to 10
over 60
Ten to 30
Thirty to 60
Video Duration
Video

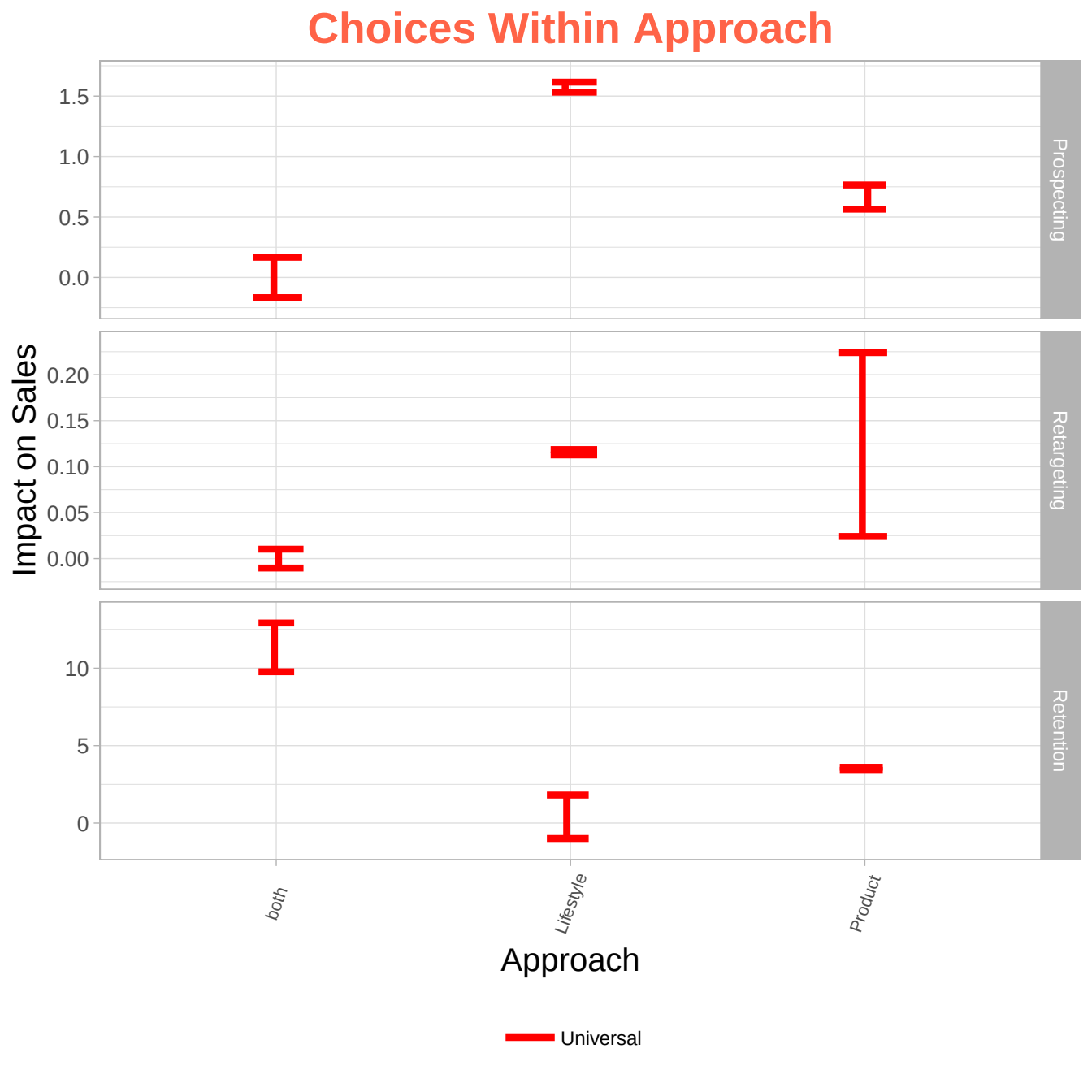
Choices Within Video Type



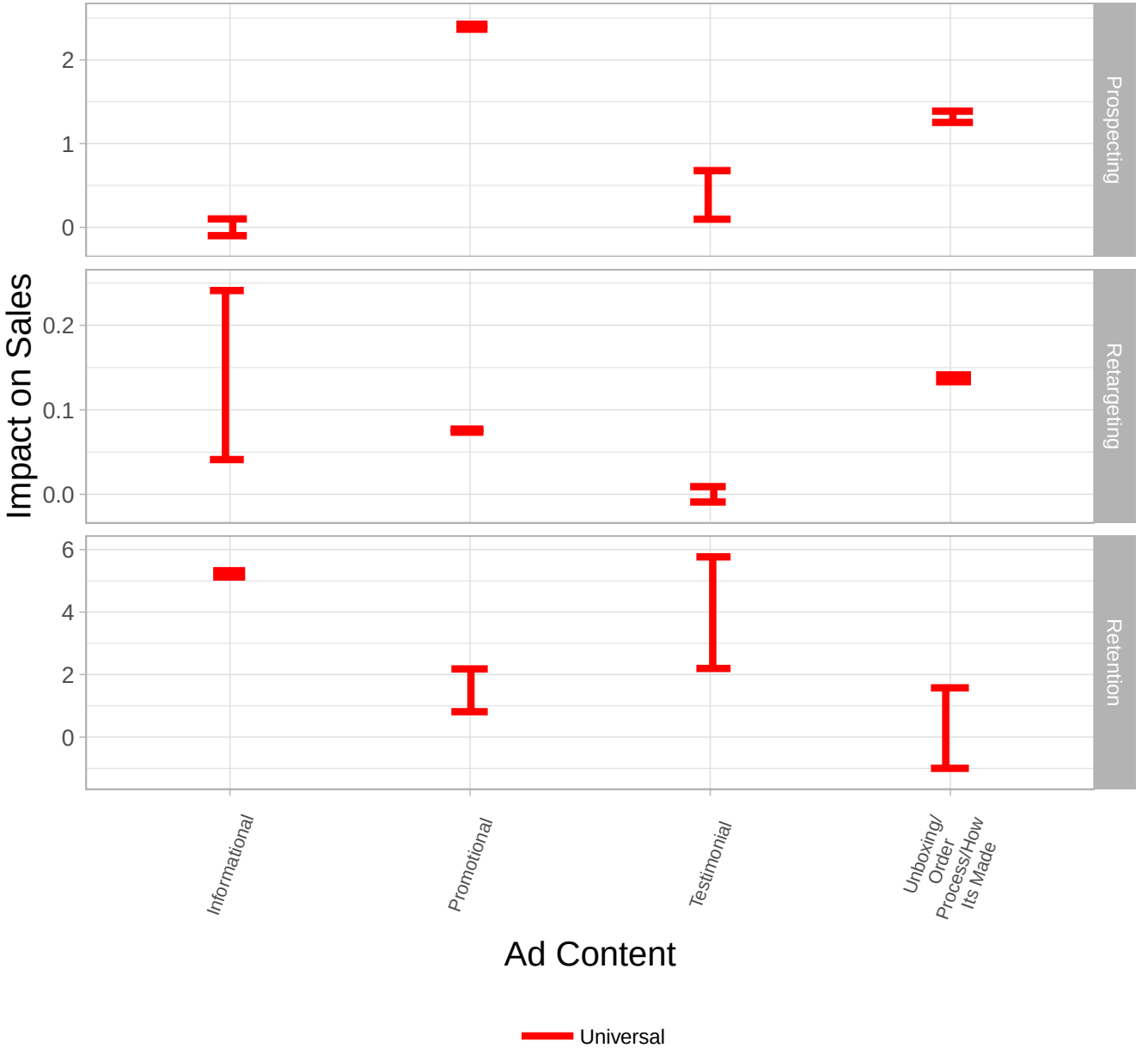

Choices Within Ad Style
Prospecting
Retargeting
Retention
Impact on Sales
40
20
0
0.15
0.10
0.05
0.00
−0.05
−0.10
3
2
1
0
−1
3rd Party Content
Cartoon/ Illustration/ Drawing
Pro Photo/ Video Shoot
User Generated Content/ Amateur
Ad Style
Universal


Choices Within Image Overlay
Prospecting
Retargeting
Retention
Impact on Sales
4
2
0
0.6
0.4
0.2
0.0
40
30
20
10
0
Dpa No Overlay
Dpa Price
Dpa Freeshipping
Logo
No Overlay
Price
Sale Price
Sale Text
Text
Image Overlay
Universal

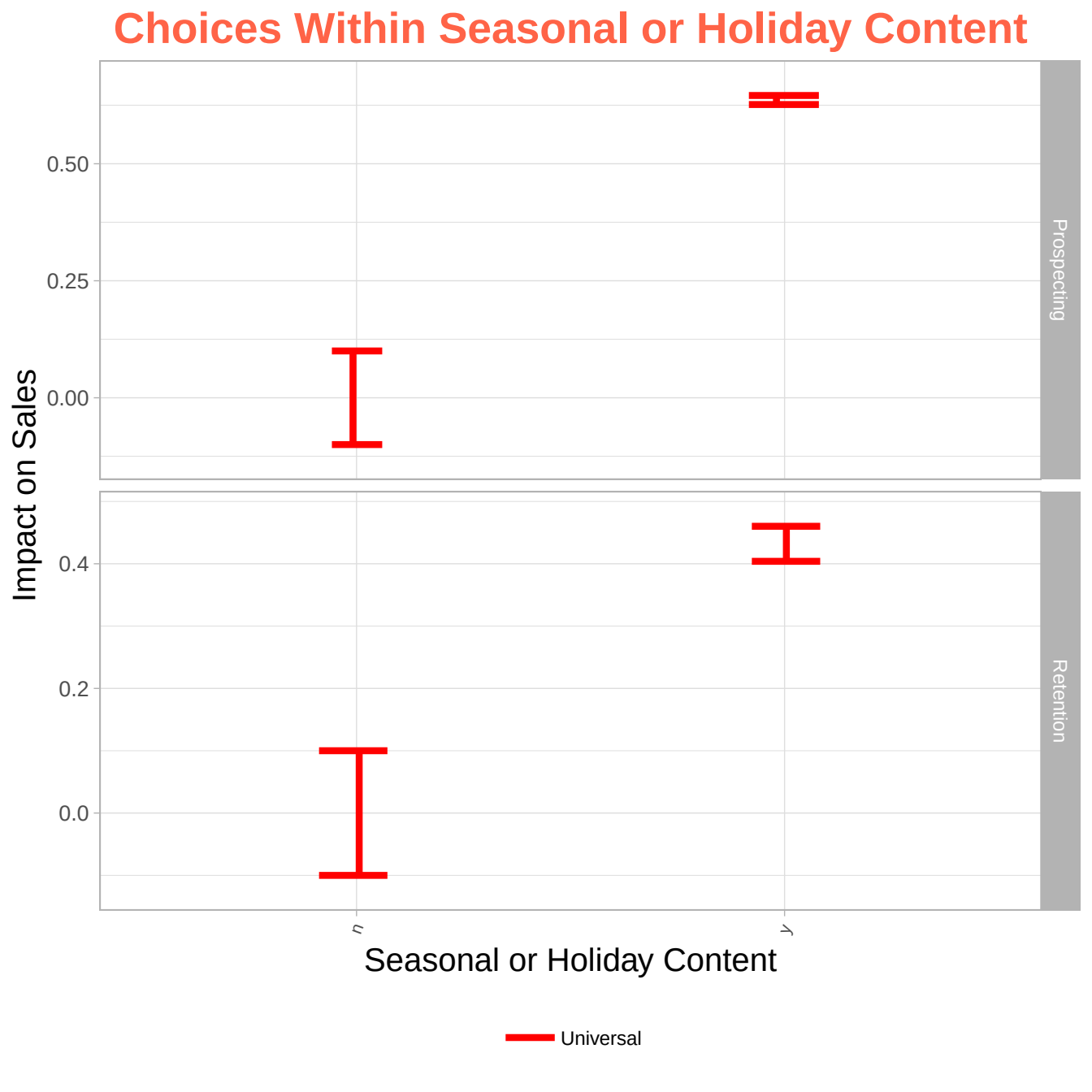

Choices Within Video Shape
Prospecting
Retargeting
Retention
5.0
2.5
0.0
40
30
20
10
0
7.5
5.0
2.5
0.0
Impact on Sales
Horizontal Video
Square Video
Vertical Video
Video Shape
Video


Choices Within Approach
Impact on Sales
1.5
1.0
0.5
0.0
Prospecting
0.20
0.15
0.10
0.05
0.00
Retargeting
10
5
0
Retention
both
Lifestyle
Product
Approach
Universal

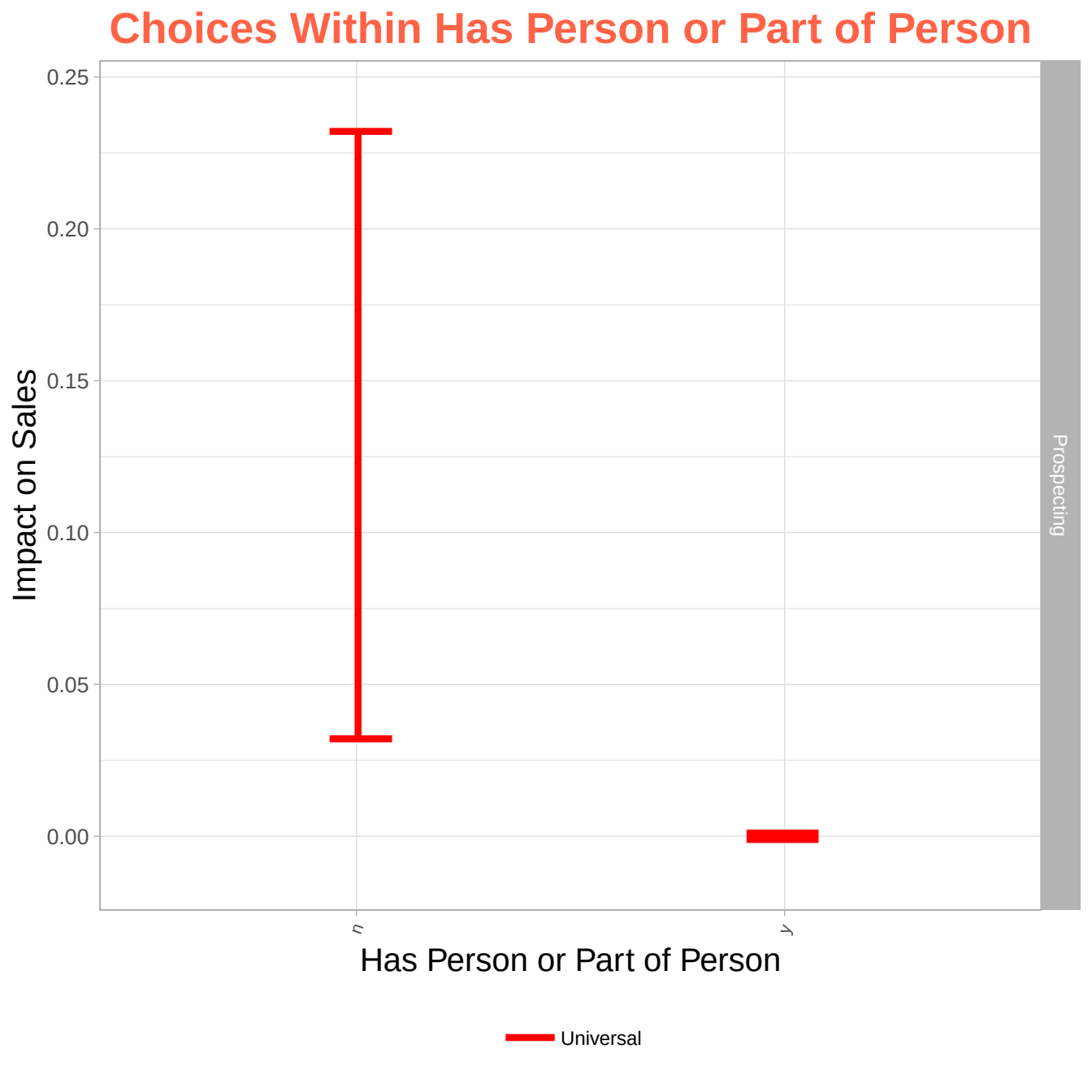
Choices Within Ad Content



Choices Within Call to Action
Prospecting
Retargeting
Retention
Impact on Sales
4
3
2
1
0
0.010
0.005
0.000
5
4
3
2
1
0
Get Offer
Learn more
Shop Now
Call to Action
Universal


Choices Within Seasonal or Holiday Content
Impact on Sales
0.50
0.25
0.00
0.4
0.2
0.0
Prospecting
Retention
n
y
Seasonal or Holiday Content
Universal

Choices Within Camera Angle
Impact on Sales
0.2
0.1
0.0
−0.1
Prospecting
0.3
0.2
0.1
0.0
Retention
Downwards/
from above
Horizontal/
Across
Camera Angle
Universal


Choices Within Has Person or Part of Person
0.25
0.20
0.15
0.10
0.05
0.00
Impact on Sales
Prospecting
n
y
Has Person or Part of Person
Universal