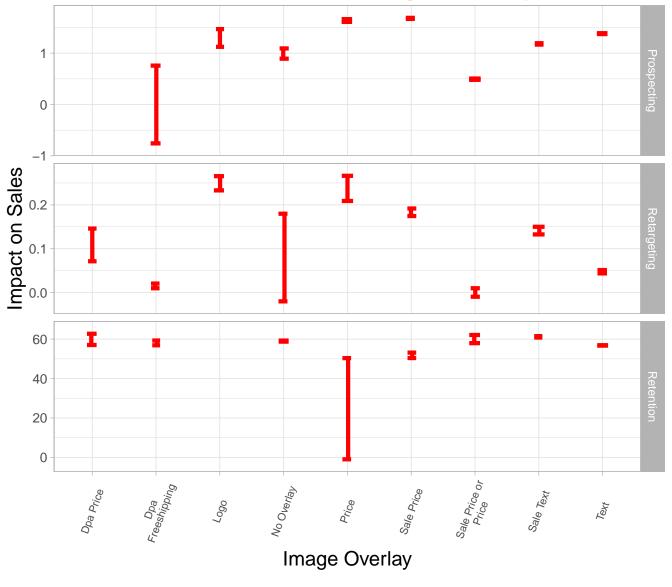


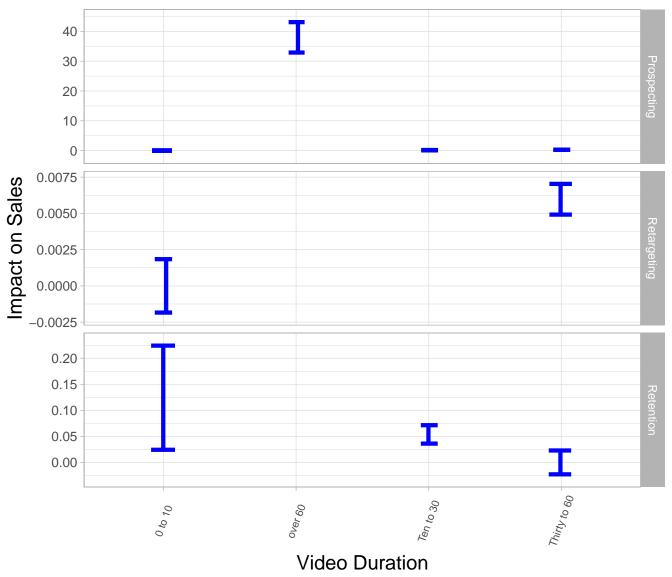
Choices Within Format 10 5 0 Impact on Sales 100 75 50 25 0 20 10 0 Slideshow: Deets Unknown Collection Dea Caro Carostaticcard 19 Story Caro 19 Story Caro Caro Video Postcard Horizontal Slideshow: Pic Only Slideshow: Text Slideshow: Text&pics Postcard Square Postcard Mixed lg Story Video

Format

Choices Within Image Overlay

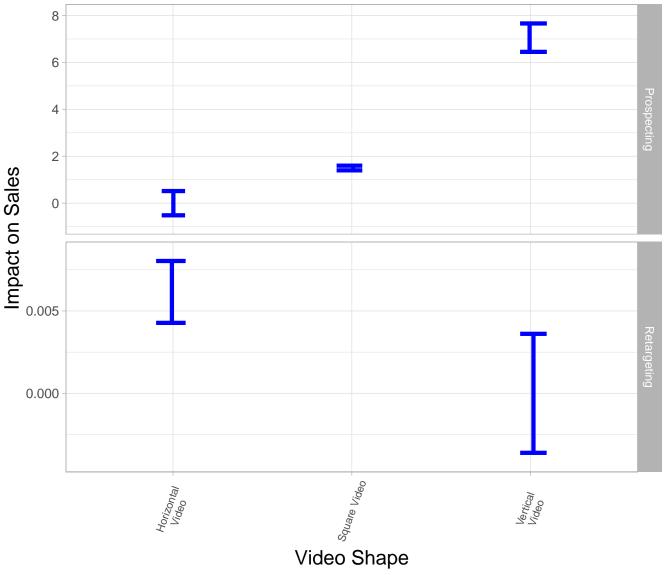


Choices Within Video Duration



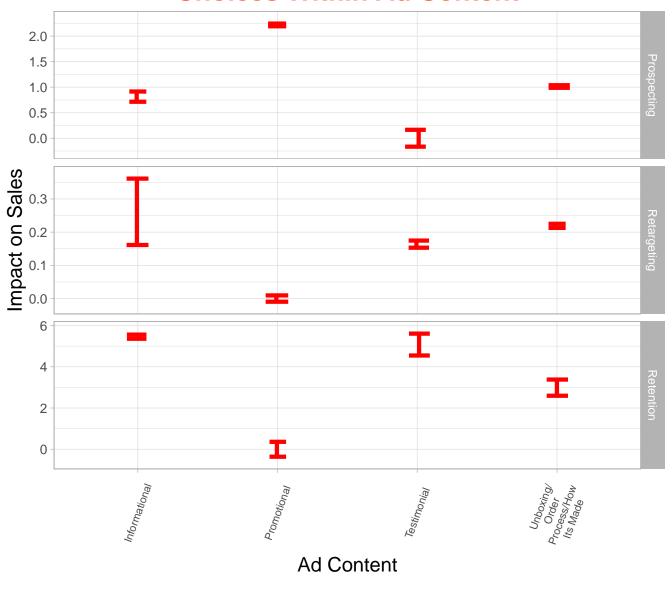
Video

Choices Within Video Shape



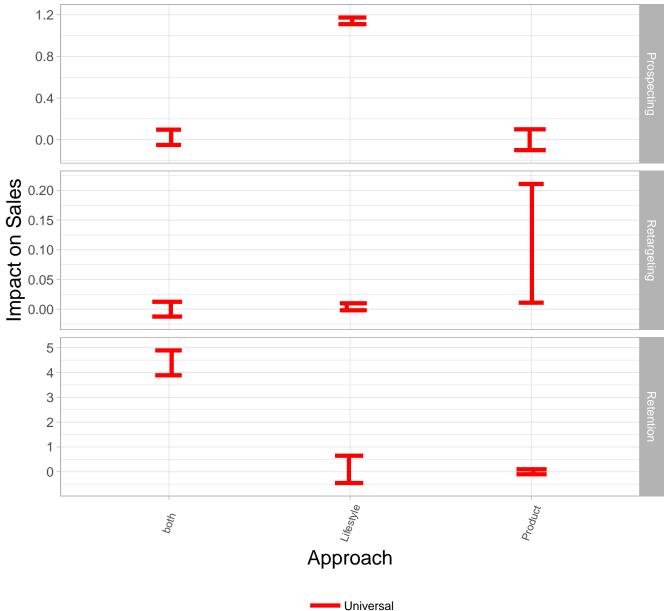
Video

Choices Within Ad Content

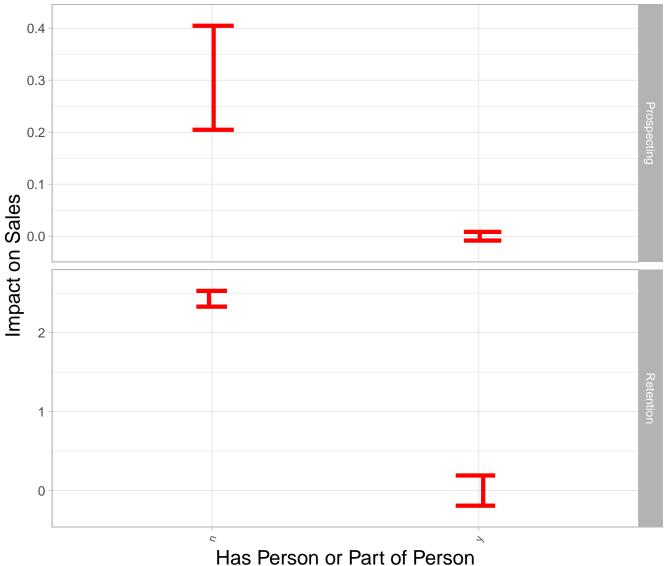


—— Universal

Choices Within Approach

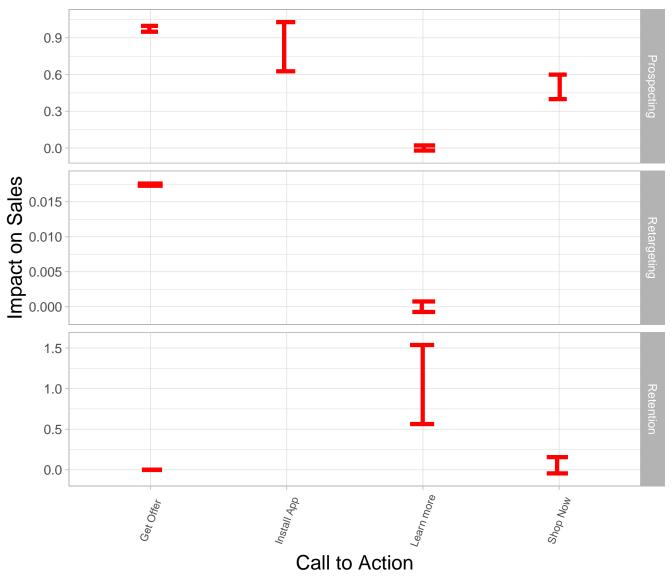


Choices Within Has Person or Part of Person





Choices Within Call to Action

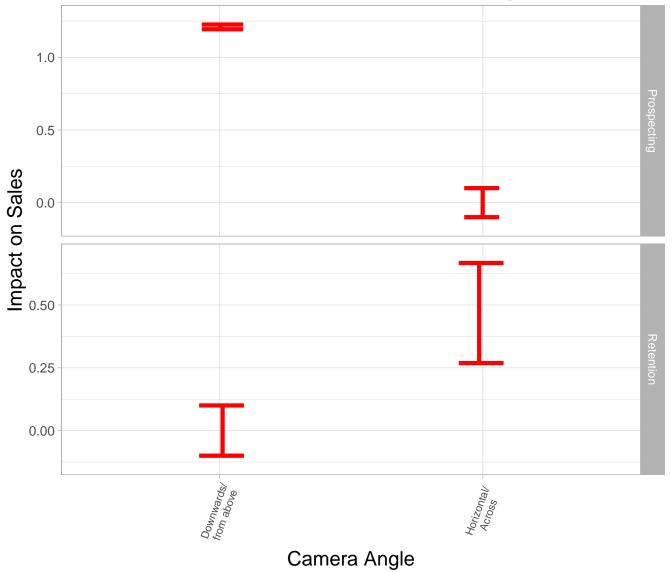


Choices Within Seasonal or Holiday Content



Seasonal or Holiday Content

Choices Within Camera Angle



—— Universal