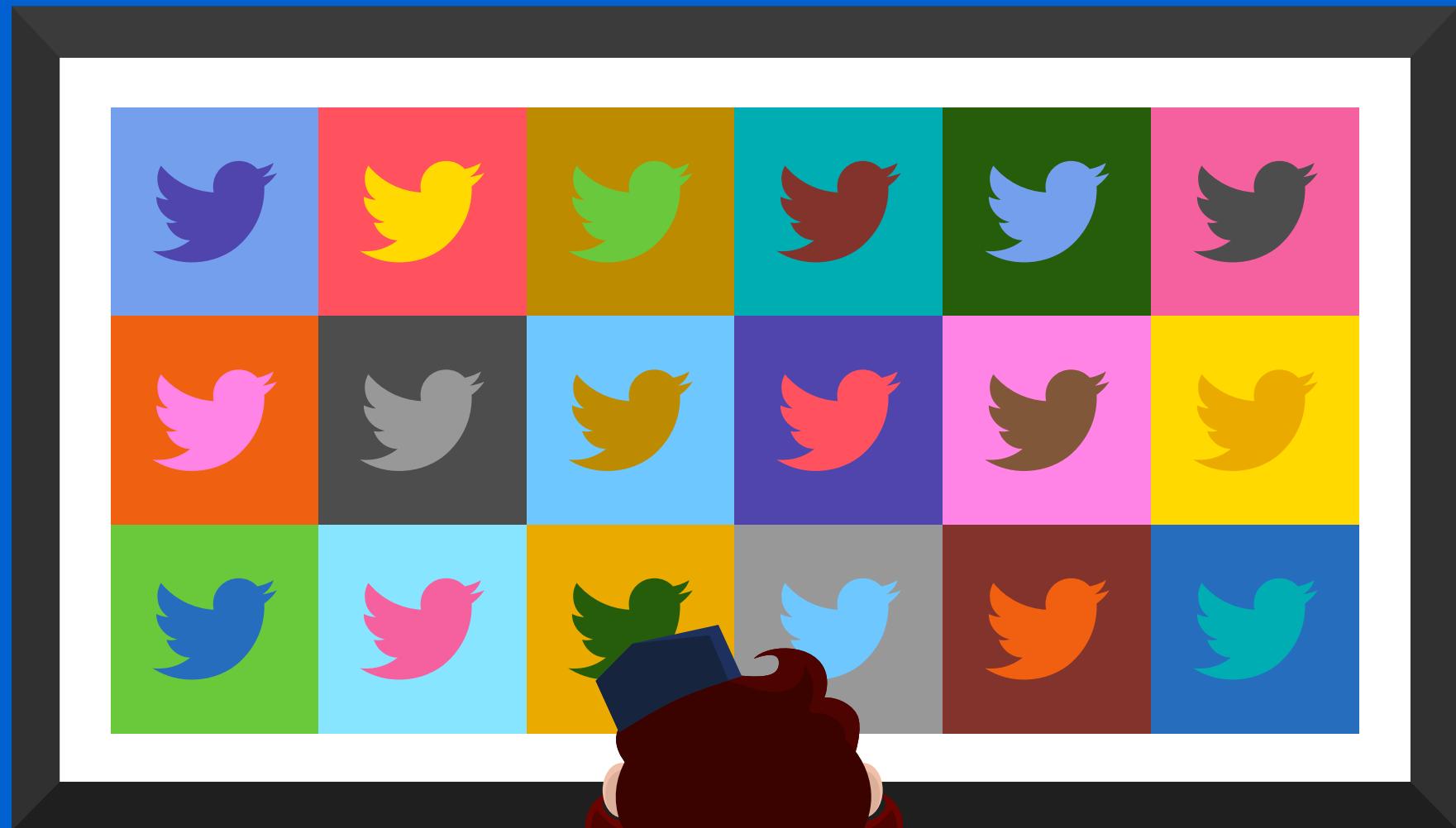


500 TWITTER ADS EXAMPLES

~~ TO INSPIRE YOU ~~



WELCOME TO YOUR BEST SOURCE FOR TWITTER ADS INSPIRATION

AdEspresso is all about Facebook Ads, you should know this by now.

Though, our main goal is to help you succeed with Digital Marketing, in all of its incarnations and channels.

We know that the marketers who have the best performances are those who never stopped testing new designs and targeted audiences. No matter how great your ad is, at some point users will get bored of seeing it every day in their twitter feed.

As an advertiser, you should never stop looking for something better. That's why we curated this inspirational eBook for you. In the following pages you'll find over 500 real world examples of great Twitter Ads to inspire you and help you test new approaches.

Remember: Never assume anything. Always test Everything.

*To your success,
Massimo*



*PS: Want more? In our new [**AdEspresso University**](#) you'll find a searchable gallery with 130,000+ Facebook & Twitter Ads!*

Table of contents

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- 2.** Digital Products
- 3.** E-commerce
- 4.** Entertainment
- 5.** Services
- 6.** Others

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A dark, grainy photograph of a city street at night, likely Times Square in New York City, filled with bright billboards and signs.

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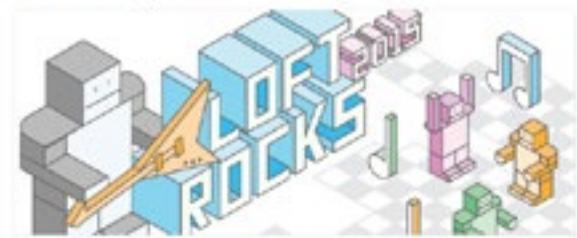


Photo credit: Instagram user [laurat228](#)

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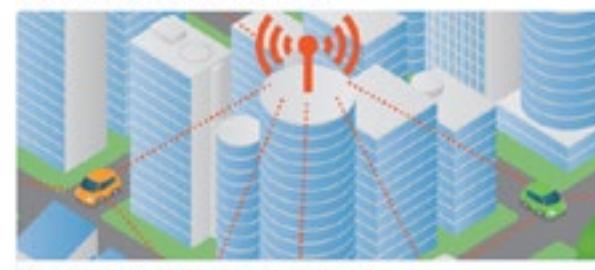
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 DuPont Spotlight 

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JB PENN



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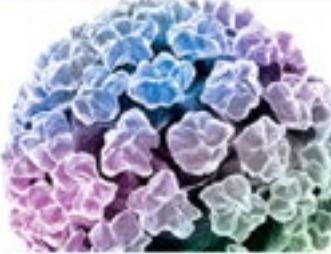


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think  Think with Google  Follow

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Searches related to "**how to**" on YouTube are **growing 70%** year over year.

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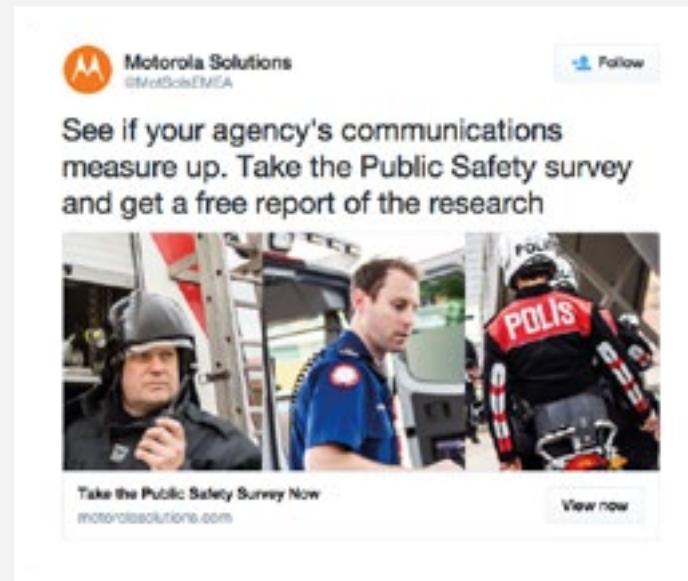


Displays of craftsmanship at the Volez, Voguez, Voyagez - #LouisVuitton...
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An extraordinary story of human passion & commitment! We salute the incredible spirit of Fauja Singh #100andRunning

The image is a promotional graphic for Nestlé Fruita Vitals. At the top left is the company's logo, which includes a red square with a white stylized fruit icon and the words 'Nestlé Fruita Vitals' in white. To the right of the logo is the brand name 'NESTLÉ FRUITA VITALS' in a bold, black, sans-serif font, with '@FruitaVitals' in a smaller font below it. In the top right corner is a light blue rectangular button with a small user icon and the word 'Follow'. The main text area is centered and contains the slogan 'For those with refined tastes, nothing can match the true taste of Chaunsa!' in a large, black, serif font, followed by the hashtag '#KingOfMangoes' in a larger, red, sans-serif font. Below this text is a dark red rectangular box containing the slogan 'MOVE OVER MANGOES. CHAUNSA IS HERE.' in a gold-colored, decorative script font. The word 'HERE' is written in a smaller, gold, cursive font with a small flourish underneath. To the right of the text is a photograph of several ripe Chaunsa mangoes, one prominently displayed in the foreground. The overall composition is clean and professional, designed to showcase the quality and taste of the product.

Nutella @NutellaUSA - Nov 23
Tweet using the # of your favorite Finalist to vote for the Chief Nutella Ambassador: bit.ly/1FaOt9a

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WHO SHOULD LEAD WORLD NUTELLA DAY?

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@oakland1852

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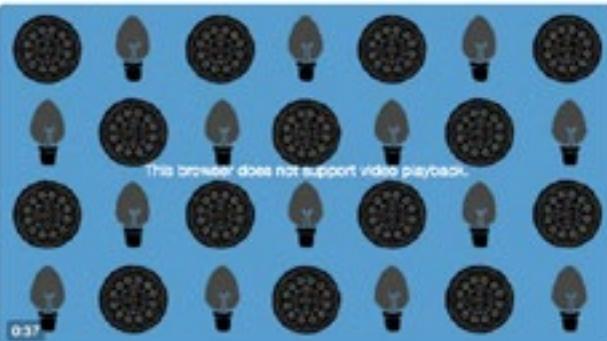


Learn about the legends that have been shaping Oakland since 1852.
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0:37

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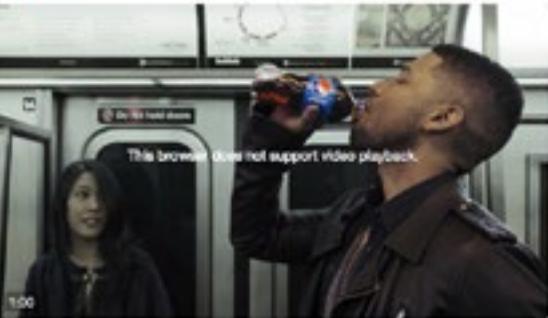
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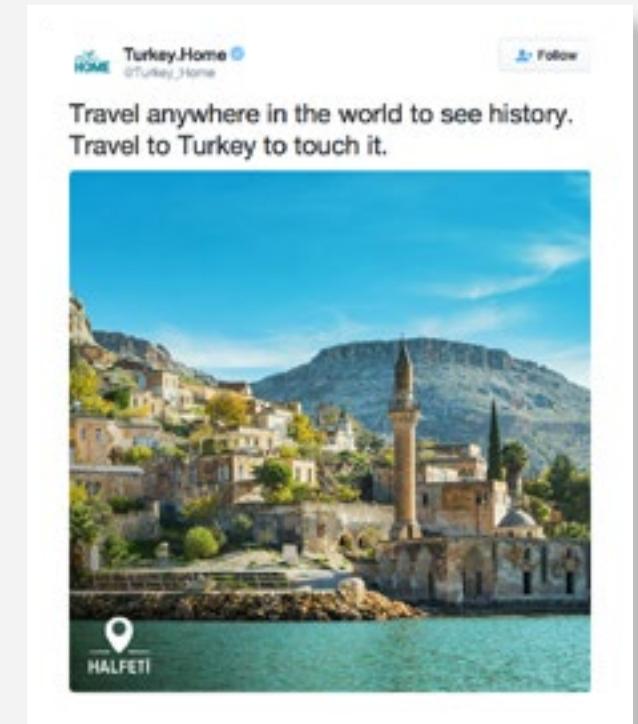
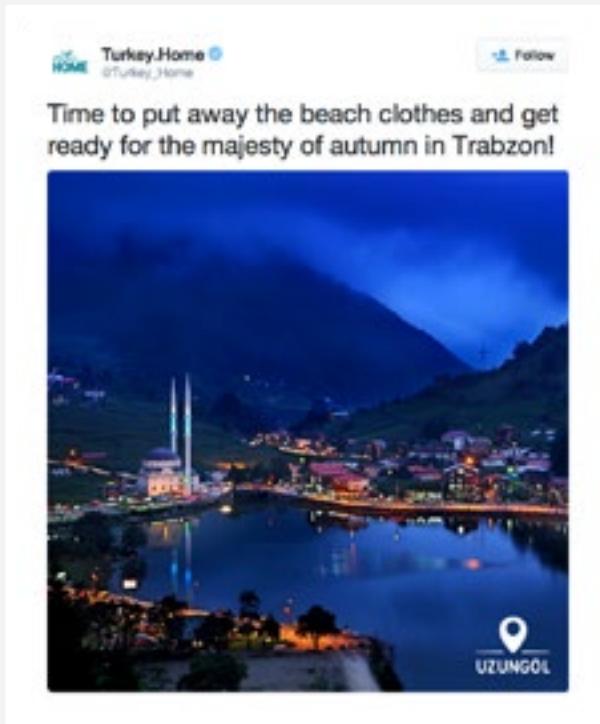
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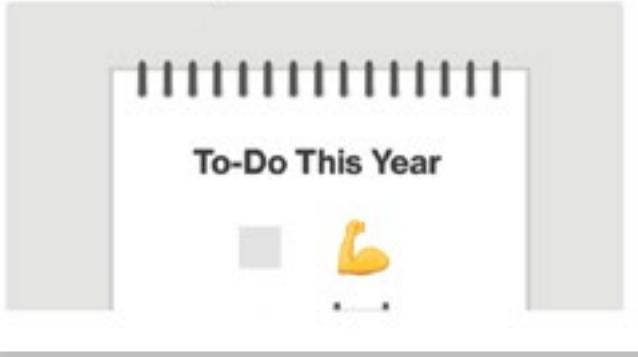
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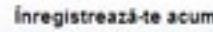
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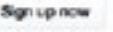


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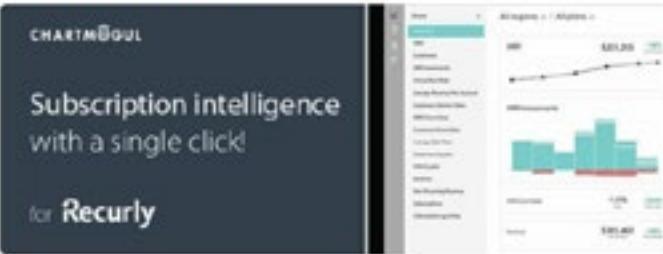





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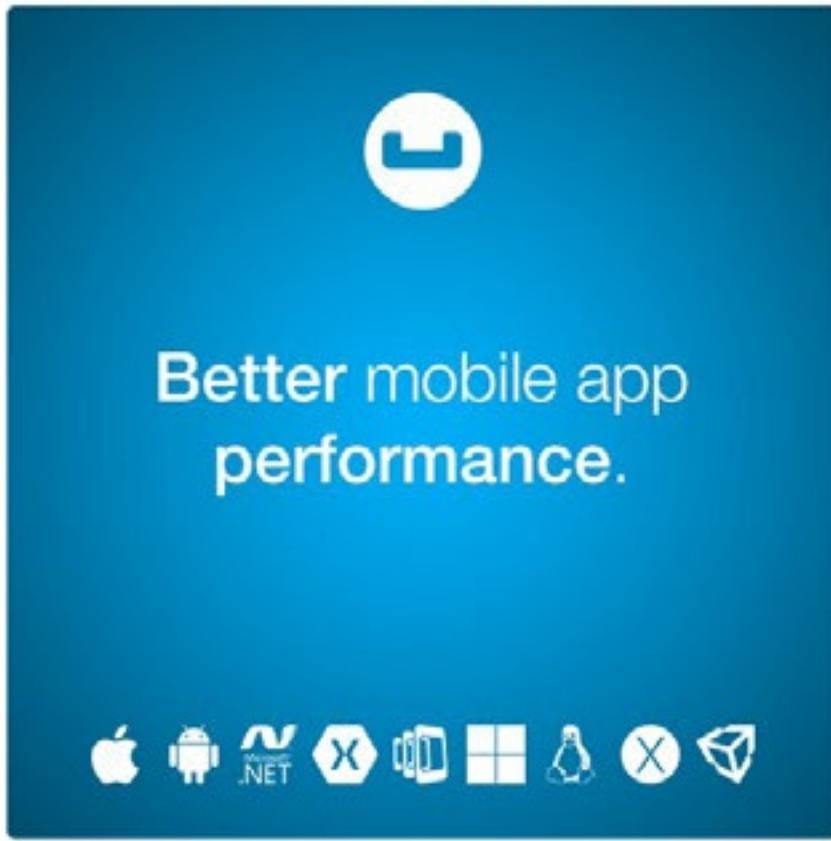
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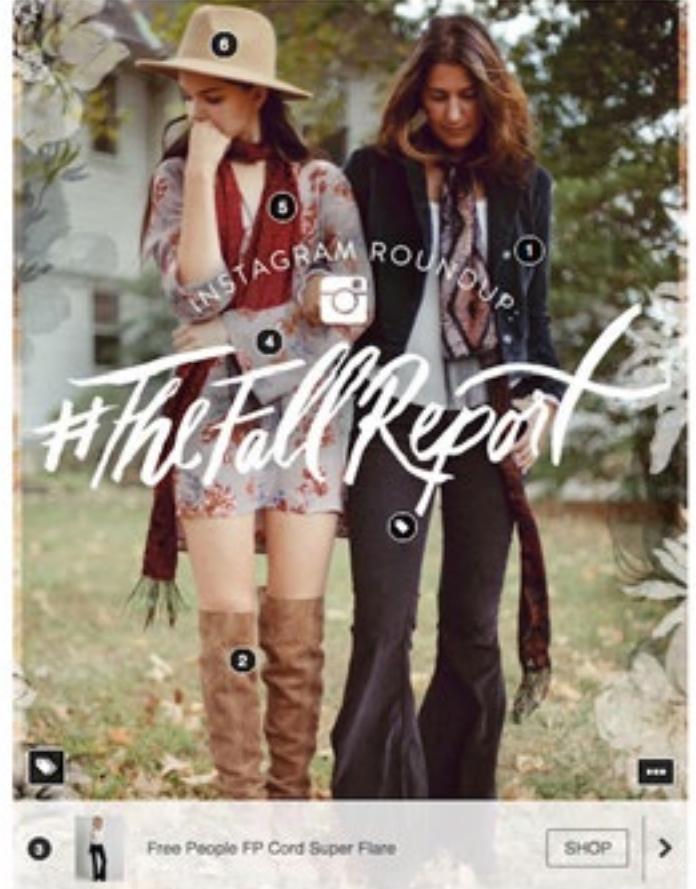
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A screenshot of a Twitter card from Evalytica (@EvalyticaGlobal). The card features the Evalytica logo and a blue 'Follow' button. The main text reads: "Evalytica: fast, transparent analysis of real-world healthcare data". Below the text is a large image of the Evalytica logo with a green stylized 'E' and the word "Evalytica™" in grey. At the bottom, it says "Powerful analytic software for healthcare data evalytica.com" and has a "Learn more" button.

A screenshot of a Twitter card from Expert360 (@Expert_360). The card features the Expert360 logo and a blue 'Follow' button. The main text reads: "Discover how Australia Post was able to commence implementation phase two ahead of schedule. Learn more". Below the text is a quote in a dark box: "I would certainly use Expert360 again when we're looking to fill short-term skills gaps, quickly or have really specific requirements for a particular project." - Jeff Darlington, Head of Strategy, Australia Post. At the bottom, it says "Learn more about the Australia Post Case Study Click Here -> expert360.com" and has a "Learn more" button.

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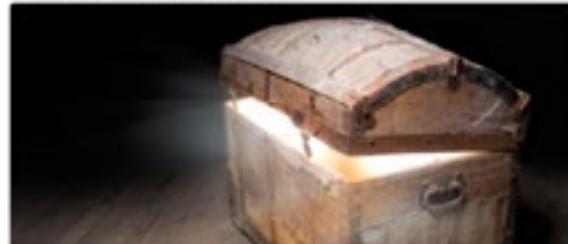
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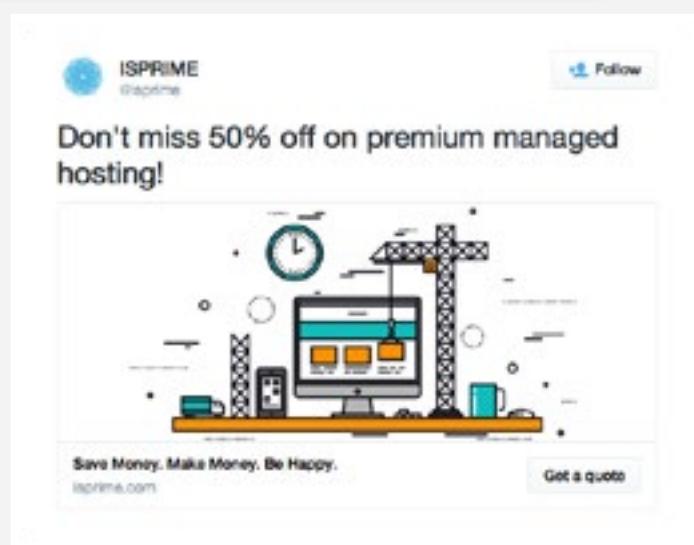
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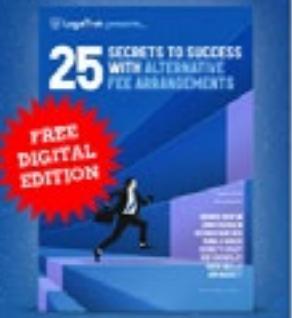
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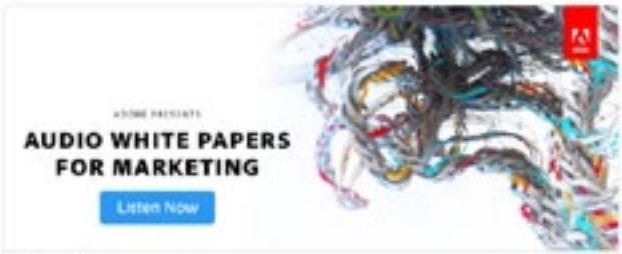
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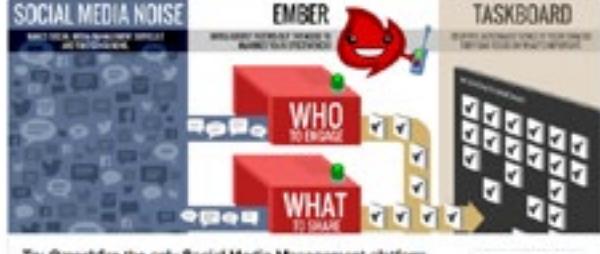
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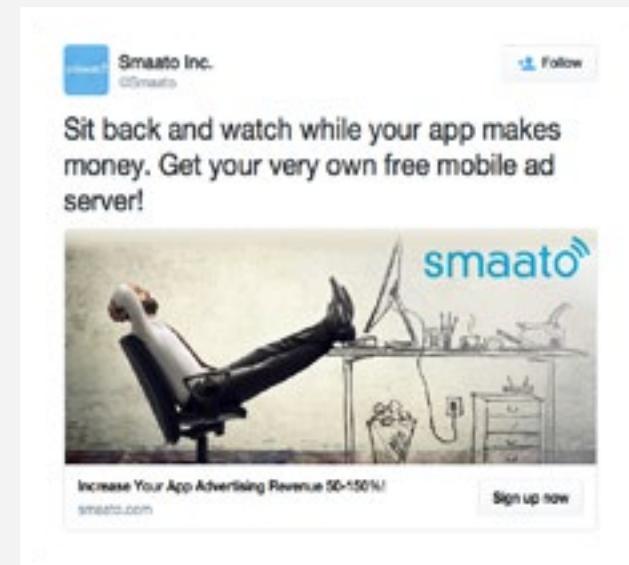
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Twitter Ads SG (@TwitterAdsSG) · Nov 23
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Why Weebly Is The Warp Drive Of Website Building

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@murraynewlands
Weebly Co-Founder & CEO

Weebly is more than just a well-established name in website building. Founded in 2007, Weebly was the first to offer easy-to-use website building tools to anyone from the amateur to long-time professionals, revolutionizing what can be done and by whom. They've been wildly successful from day one, with over 30 million people starting websites using Weebly.

But they haven't stopped there. David Evanson and his partners Dan Vellio and Chris Peacock built Weebly, and have extended their work into a full-service platform that provides not only organization and design, but e-commerce, a new robust app center for third-party plugins, analytics, cloud hosting, and most recently, completely new mobile apps for site editing on the go.

Engage with Weebly about how it built the company from the ground up, and what's next for Weebly. How did you come up with the idea for the company?

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A dark, atmospheric photograph of a grocery store aisle. The aisle is lined with wooden shelving units filled with various products, including cereal boxes and bags of chips. The lighting is dim, creating deep shadows and a moody atmosphere. The perspective leads the eye down the center aisle.

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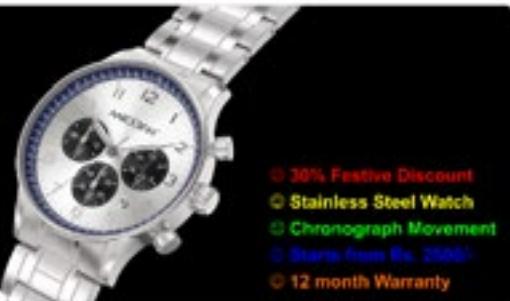
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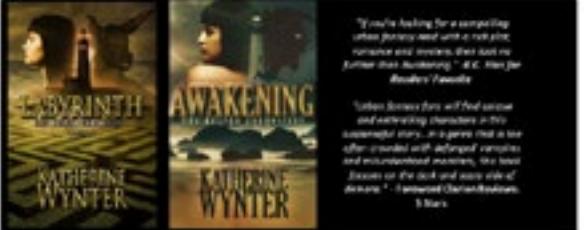
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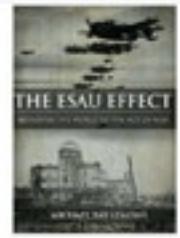
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... via @amazon



 Prime

The Esau Effect: Reshaping the World in the Act of War
The great battle of Armageddon is describe by the Prophet Joel as a concept known as the Day of the Lord. The Bible says Let all the inhabitants of the land tremble ...
[amazon.com](#)

E-COMMERCE



An Angara Black Friday sale advertisement. The top left features the brand's logo (a stylized circle with dots) and social media handles (@ANGARA and @Angara). The top right has a 'Follow' button with a blue icon. The main headline reads 'It's on! Shop #BlackFriday deals now. Up to 40% off + take an extra 15% Off + Free Gift.' Below this is a large graphic with 'NOW ON!' above 'SALE' in bold black letters, overlaid with 'BIG BLACK FRIDAY' in red diagonal text. To the right is a close-up image of a diamond and blue sapphire teardrop pendant on a chain. At the bottom left, text offers 'Extra 15% off+ Free Garnet Knot Pendant+ Free Shipping Worldwide*' and the website 'angara.com'. A 'Shop now' button is at the bottom right.

E-COMMERCE

Babylonstoren
@babylonstoren

To spark the spirit of cheer we've put together a festive hamper of eats and treats from our farm #ChristmasGifts



Limited Edition Festive Season Hamper
babylonstoren.com

Shop now

Barbie
@Barbie

With a simple push watch the pups spin around as Barbie® rides along with them!



Barbie SPIN 'N RIDE PUPS
THEY ALL RIDE TOGETHER!

Shop Barbie® at Amazon
amazon.com

Shop now

E-COMMERCE

 Best Buy 

Found it for less somewhere else? Want it today? Still want My Best Buy Reward Points? We got you.



\$ PRICE MATCH GUARANTEE

We'll match their price.
bestbuy.com

[Shop now](#)

 Bombfell 

Hate shopping this holiday season? We can help.



No fees. Free ship + returns.
bombfell.com

[Shop now](#)

 British Airways 

Take advantage of our SALE...
From beach escapes to city breaks, enjoy savings on your next adventure.



SALE ENDS SOON

Don't miss out, book by 3 October 2015.
britishairways.com

[Book now](#)

 BuyMeBrand 

Men winter trendy pullover, sweater, hoodie, jackets collections



Men winter trendy fashion collections
buymebrand.com.bd

[Shop now](#)

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 Casenation
casenationshop

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Embellish ur #Smartphone with creative #MobileAccessories by #Casenation. Shipping free across #India #Cases



Creative & Innovative smartphone cases
casenation.in

Shop now

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Go on an adventure to Singapore for as low as ₱1,499 ALL-IN! Book now till Nov 28, 2015.



Go on an adventure!
cebupacificair.com

Book now

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@ChefandYoung

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20% OFF - Cyber Monday craziness. Check out our chefs gear and gadgets #chef #sale #foodie #cybermonday



Cyber Monday Sale 20% Off!
amazon.co.uk

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Get a bonus \$40 Holiday Gift Bundle with every purchase of a \$40 Gift Card!



BUY A \$40 GIFT CARD
GET A \$40 MOVIE GIFT BUNDLE
CINEPLEX

The perfect gift for everyone on your list is here at Cineplex!
cineplex.com

Shop now

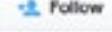
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Clinique  @Clinique 

Clinique Pop Lip Colour + Primer. So smooth, you'll want to wear them every day.



Lip Pop
clinique.com 

CS colorescience 

Treat yourself to beautiful skin this holiday!
#BlackFriday



30% OFF
Your Purchase
OF \$100+

Save 30% off your \$100 purchase!
colorescience.com 

Combatant Gentlemen 

Daily Denim - Save 15% off all Denim today only! #HolidaySmarter cmbt.gt/hol



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@ExclusivelyTess

plus.google.com/+ContessaJacks

...



Impress with *Jess*

50% off
EVERYTHING!

COSTA Costa Sunglasses
@CostaSunglasses

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New 2016 North Turn is here just in time for the holidays!
Check out all the new frames at
bit.ly/newstyle16



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@CristomWine

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It's happening now! #CyberMonday @
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pricing, complimentary shipping, good juice!
bit.ly/21nW3ER

 CyberPowerUK
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Get 5% off all Gaming PC's and laptops
today. FREE gifts for first 40 orders.
#BlackFriday bit.ly/1EGFNWc



 DharaJewellery
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SALE on now! Enter 'GIFTS20' at checkout
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www.etsy.com

Shop now

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Dick's Sporting Goods 

Be ready for snow with \$35 off on BEARPAW Emma Boots.



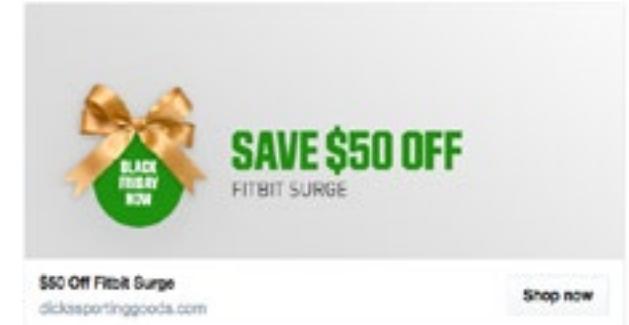
SAVE \$35 OFF
BEARPAW EMMA SHORT & TALL BOOTS

50% off Orig. Bearpaw Emma Short & Tall
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Dick's Sporting Goods 

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SAVE \$50 OFF
FITBIT SURGE

\$50 Off Fitbit Surge
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Dick's Sporting Goods 

Give the gift of warmth with up to 25% savings on Nike Fleece.



TODAY'S ONLINE-ONLY FEATURED DEAL
UP TO 25% OFF NIKE FLEECE

BLACK FRIDAY NOW

25% off M/W/K Nike Select Fleece
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DSW Shoe Warehouse 

One for the one you love and one for you. Repeat. (in store and online)



DSW
BUY 2 PAIR AND GET
30% OFF

Buy 2 Get 30% Off at DSW
dsw.com



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BLACKFRIDAY in DVELAS!! 30% OFF
dvelas.com

Shop now

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Black Friday Special
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FIRST BOX

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Fresh Organic Fruits & Vegetables Delivered To Your Home or Office
farmfreshtoyou.com

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 **FIT Skincare For Men** @FitSkincare · Nov 27

FIT Black Friday is here! Get 25% OFF all products online by using the discount code: BLACKFRIDAY15



BLACK FRIDAY
25%
OFF
EVERYTHING

25% OFF EVERYTHING - 27th - 30th Nov
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geniuspack.com/?ims=twpt1115&

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#CyberMonday blowout sale is happening now! Get 15% off our entire store!

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Black Friday Book Sale!
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HonorPack

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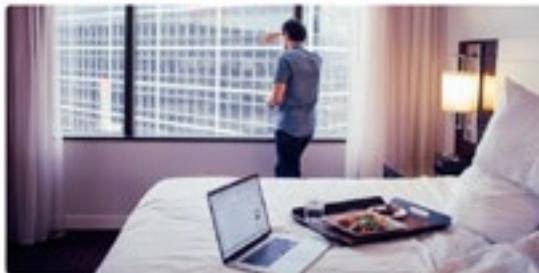
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ikea.com

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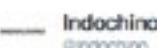
Black Friday 2015. Don't miss out! sunfrog.com/nasa/Developer

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enjoy up to

kate spade
NEW YORK



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ENDS NOVEMBER 28TH AT 11:59 PM PT.

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KOHLS

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CYBER FLASH SALE TODAY ONLY
\$10 OFF \$50 HOME PURCHASE
Plus save an additional 10% off apparel with JACKPOT + an extra 20% off with DEAL SEEKER.



ONLINE ONLY

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Find outerwear for everywhere at Lands' End.
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SKECHERS Rp 429.000 Rp 601.300

IT'S THE CHRISTMAS SUPER SALE UP TO 70% OFF

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Christmas ready? Black Friday & Cyber Monday sales already on! -15% coupon code: MISSBLACKCYBER



BLACK FRIDAY - CYBER MONDAY PROMO -15% ON ALL ORDERS USING COUPON - MISSBLACKCYBER

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N Nordstrom Nordstrom

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Our best ever #BlackFriday offer! FREE Treatment Kit (worth £84) when you buy a Starter Kit. [pal.pm/f18](#)



FREE WORTH £84
Treatment Kit (worth £84) when you buy a Starter Kit.
Buy a Pai Starter Kit and get a free skincare Treatment Kit. Eye Cream and Serum worth £84.
Starter Kit contains: Eye Cream, Serum, Moisturiser, Day Cream, Night Cream.

Perry Ellis @PerryEllis 19 min.
We're gearing up for a white-hot Black Friday this year - get inspired with our shopping guide via [bit.ly/1O6P9yQ](#)

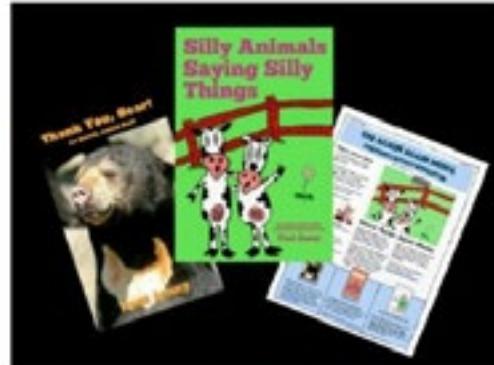


PERRY ELLIS
Holiday 2015

Paul Jenny @pauljennymyc

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BUSINESS ANALYST WORLD
MARCH 14-16, 2016 | ATLANTA, GA | CROWNE PLAZA HOTEL

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Earn up to 19 PDUs + CDUs
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A look at our favorite things this holiday season - something for you, and something for your shopping list!



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Safedome



Keep Your Wallet or Bag Safe with Bluetooth
Designed to fit into your wallet along with your credit cards. It connects to your phone, and knows your wallet is missing before you do.

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Shelfies Shelfies

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For those who love water but not all that plastic. bit.ly/21nVzyJ

#shelfies



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Jason Adams @jasonadamsnyc Follow

Cool #BlackFriday deal for #coffee and #design nuts from @sixfoldnyc.



Sixfold Reservoir A #BlackFriday deal from sixfoldnyc: 10% off everything, even our new Cafe Cartel Code: BLACKFRIDAY

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BLACK FRIDAY EXCLUSIVE

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Enjoy a further €10 off Marshall Bergman while stocks last.
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One-way as low as
\$73 Sale

Amex and blackout days apply. Seats, dates, and min. limit. 14-day advance purchase. Book 10/23 - 11/5.

The sale sign is on southwest.com

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Starbucks Black Friday Deals
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TWEET UNTIL YOUR FINGERTIPS HURT
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More data means more tweeting.
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Save 25% Black Friday Vintage Toys - TASBlackFriday
theangryspider.com

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Black Friday Sales at The Angry Spider Vintage Toys & Collectibles Store! Get Your Christmas Shopping Done Today!



Black Friday Sales on Vintage Toys at The Angry Spider Toy Store!
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The Kase @TheKaseOfficial · Nov 11
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Black Friday weekend only.
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Black Friday (or should we say Brown Friday) sale: 5-for-1 microbiome kits. 23andMe for your bacteria.

[uBiome Black Friday Sale: 5-for-1 microbiome kits](#)



Use coupon code: SFOR1BF
ubiome.com

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Dennis Rodman Framed Autographed Chicago Bulls Jersey JSA COA
pinterest.com/pin/5424023488 ...



Black Friday Cyber Monday Deals
Dennis Rodman Framed Autographed Chicago Bulls Jersey JSA COA
pinterest.com

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Black Friday
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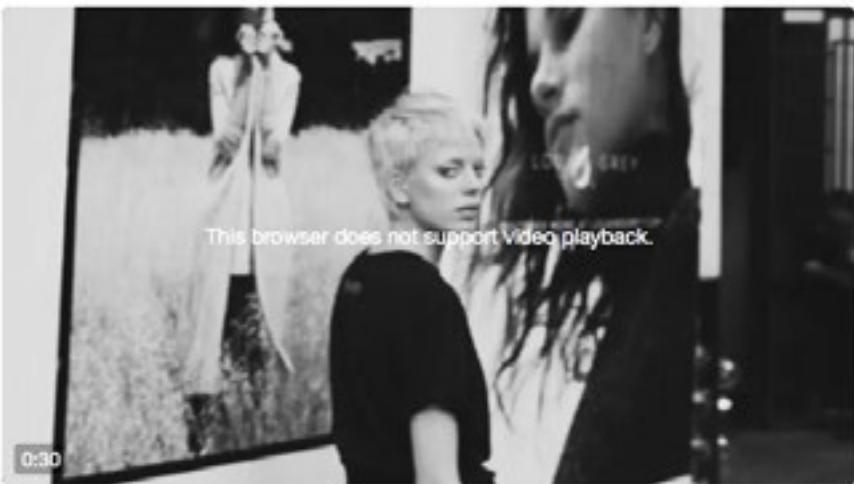
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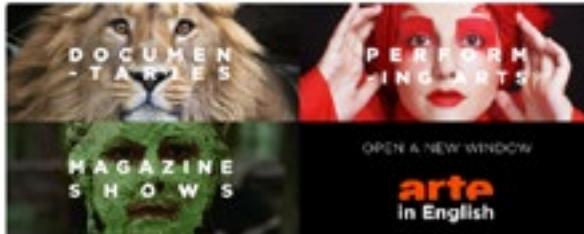


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The Big Interview Sneak Peek: Charley Pride's Childhood



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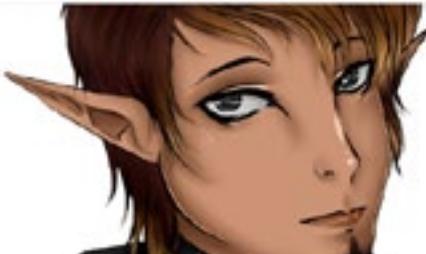
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Real-Time Rewind Ep. 79: Grammy Nominations

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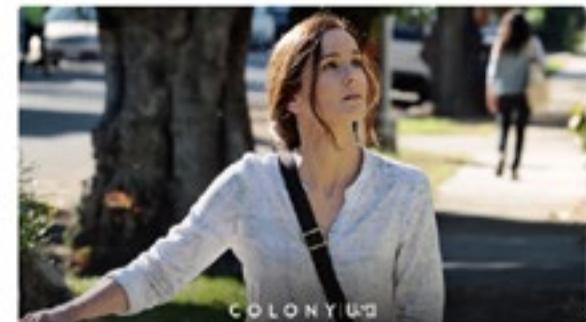
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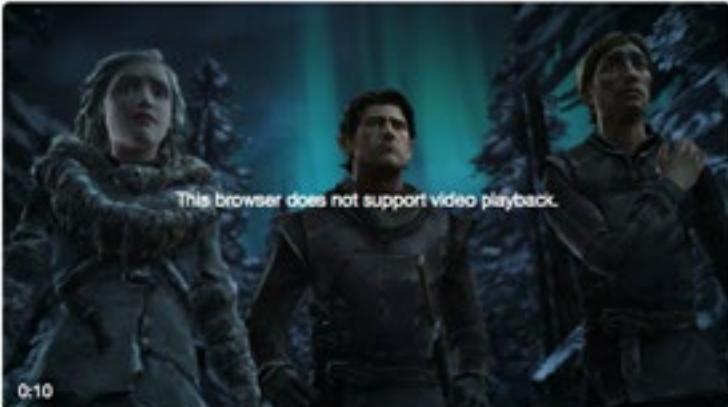
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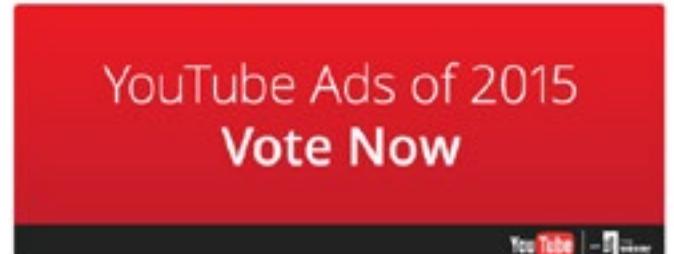
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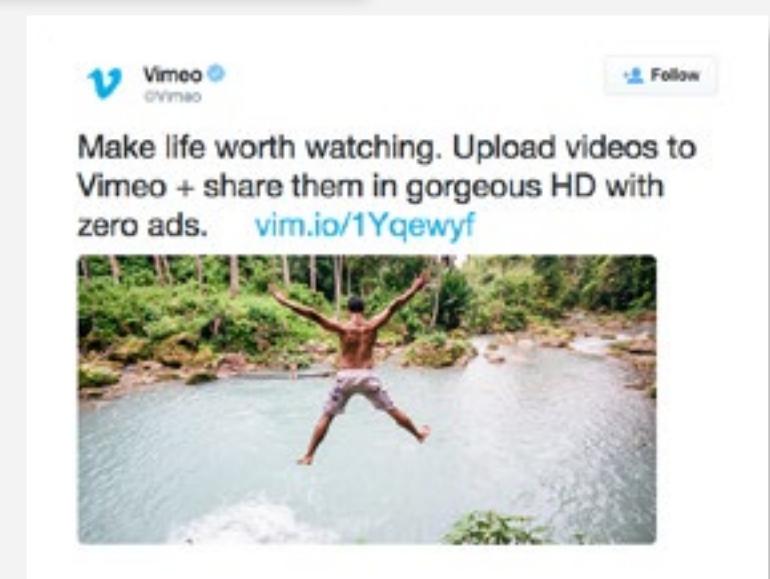
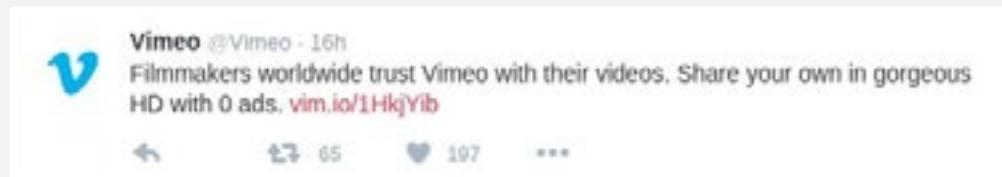


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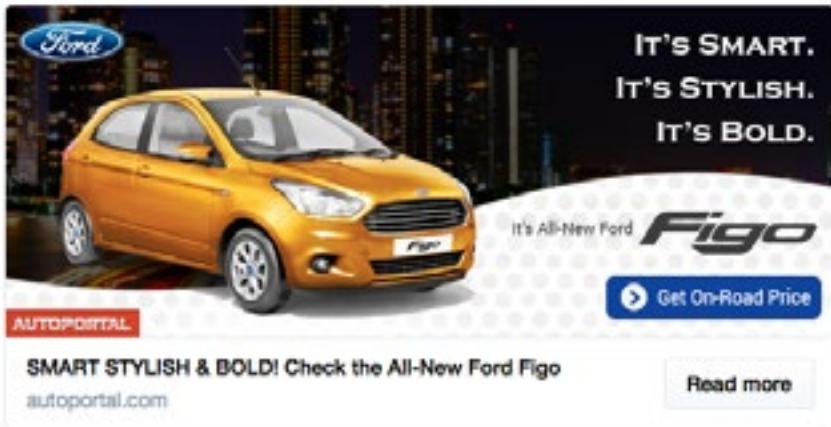


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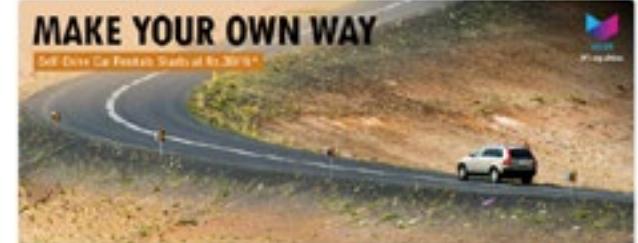
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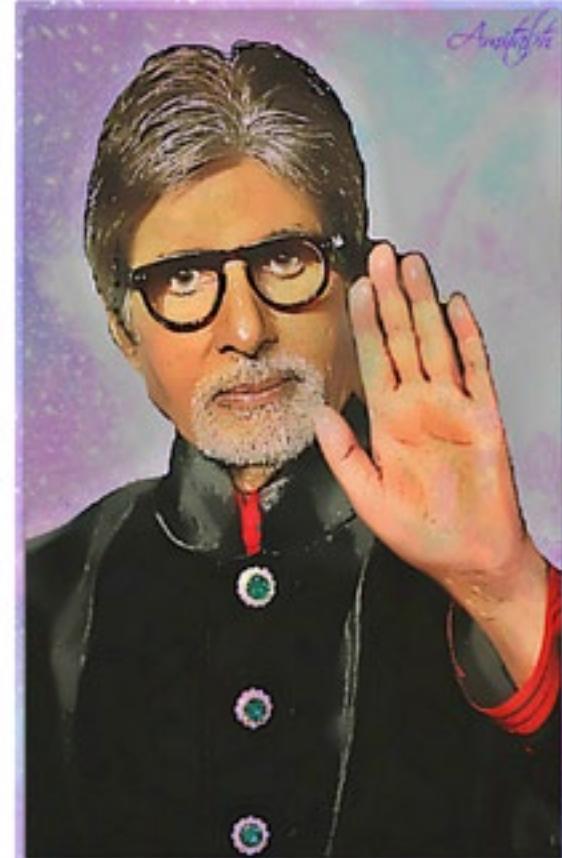
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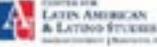
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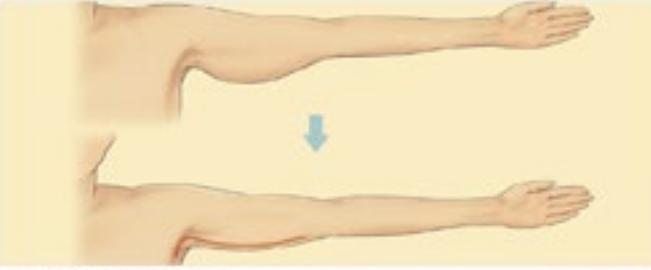
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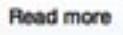
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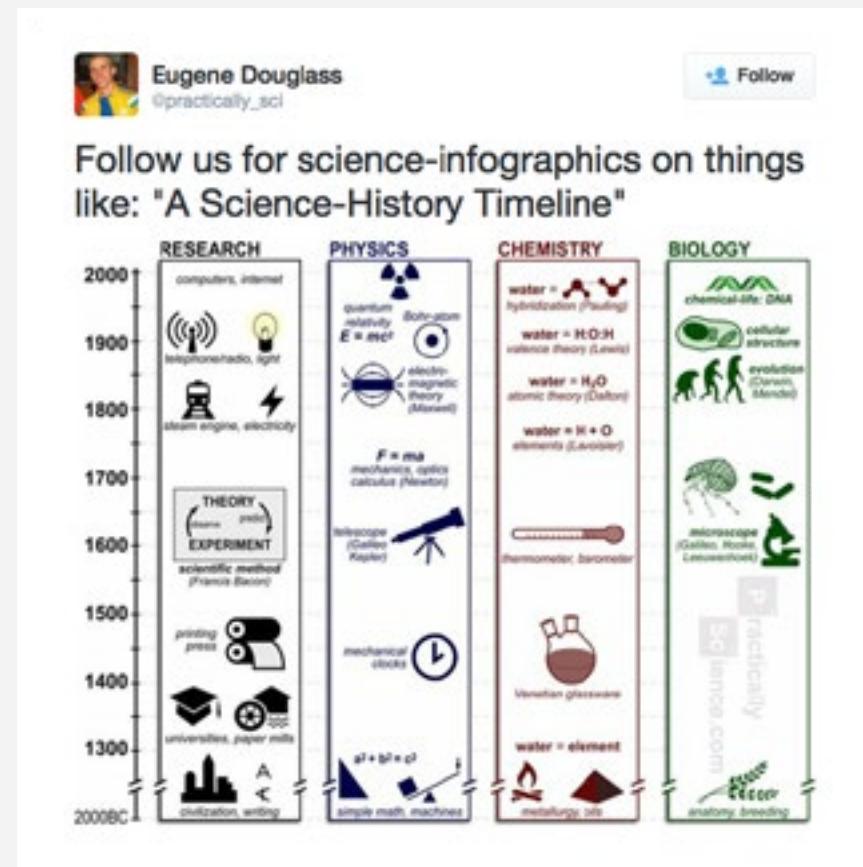
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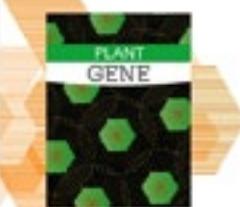
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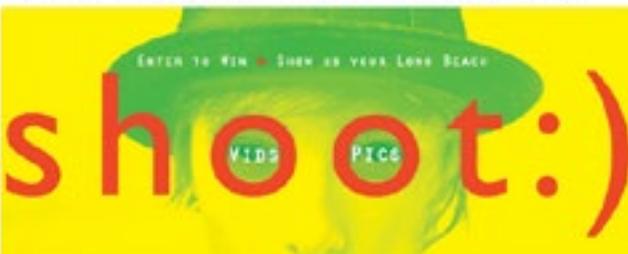
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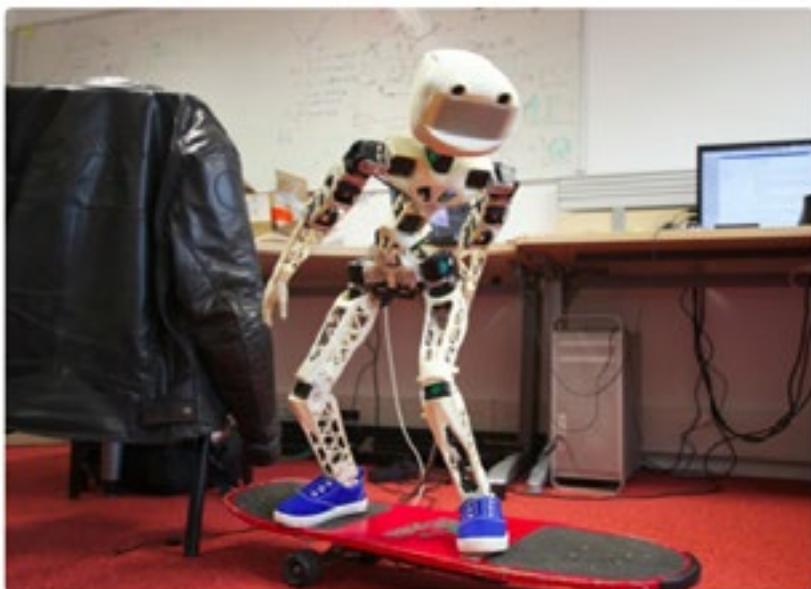
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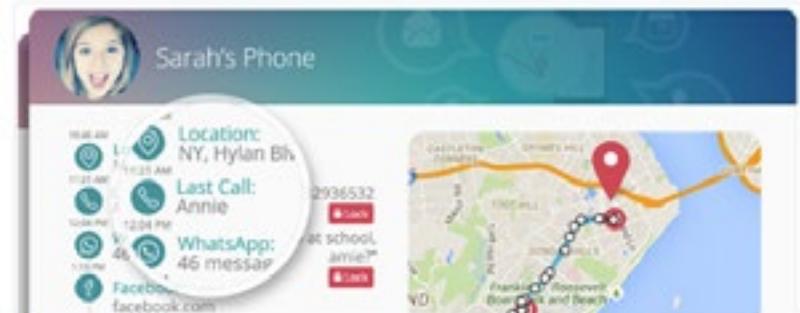
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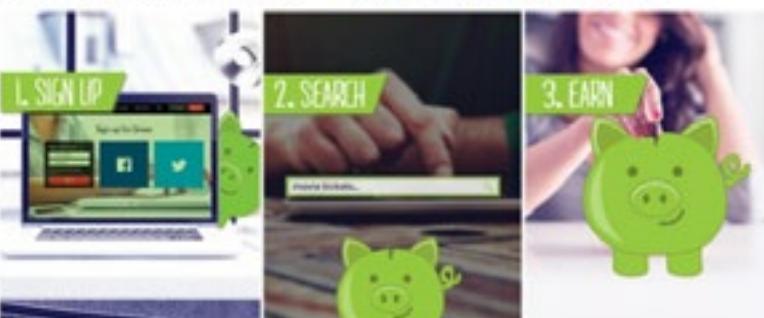
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I LOVE MY FROG HAT
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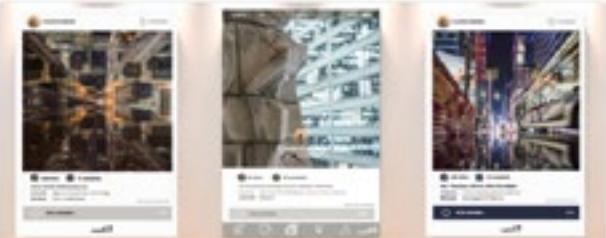
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4h 73 4 4 ...

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MYTH 3:

"FRAUD IS ONLY UNDERSTOOD BY NERDY FREAKS (AND FREAKISH NERDS)!"

"Okay, I think I understand what this diagram tells about recent losses..."

TRUE OR FALSE?

WeDo Technologies

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World Food Programme

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0:30

Stop Hunger. Start Peace.

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