

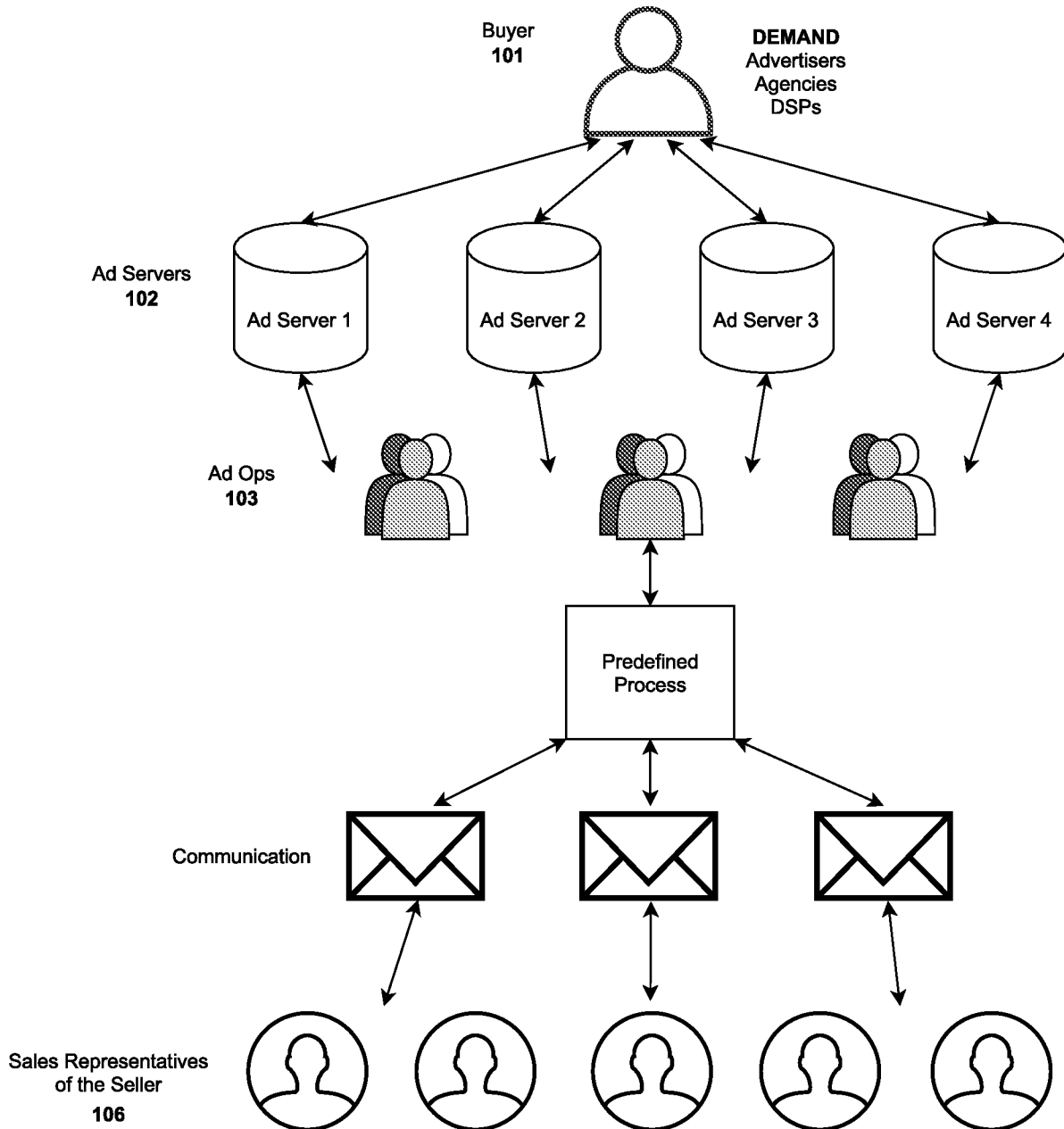
FIG. 1

FIG. 2

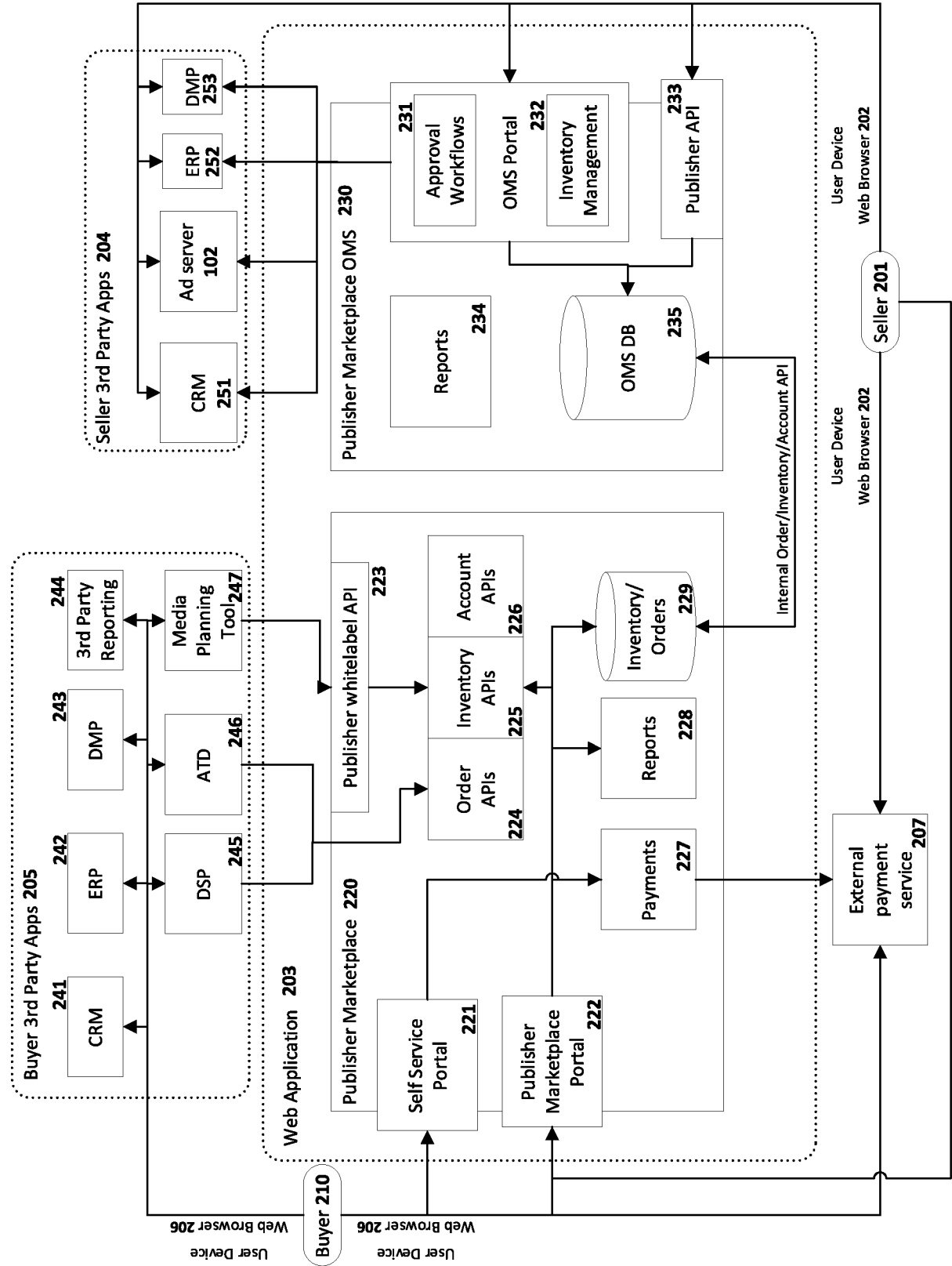
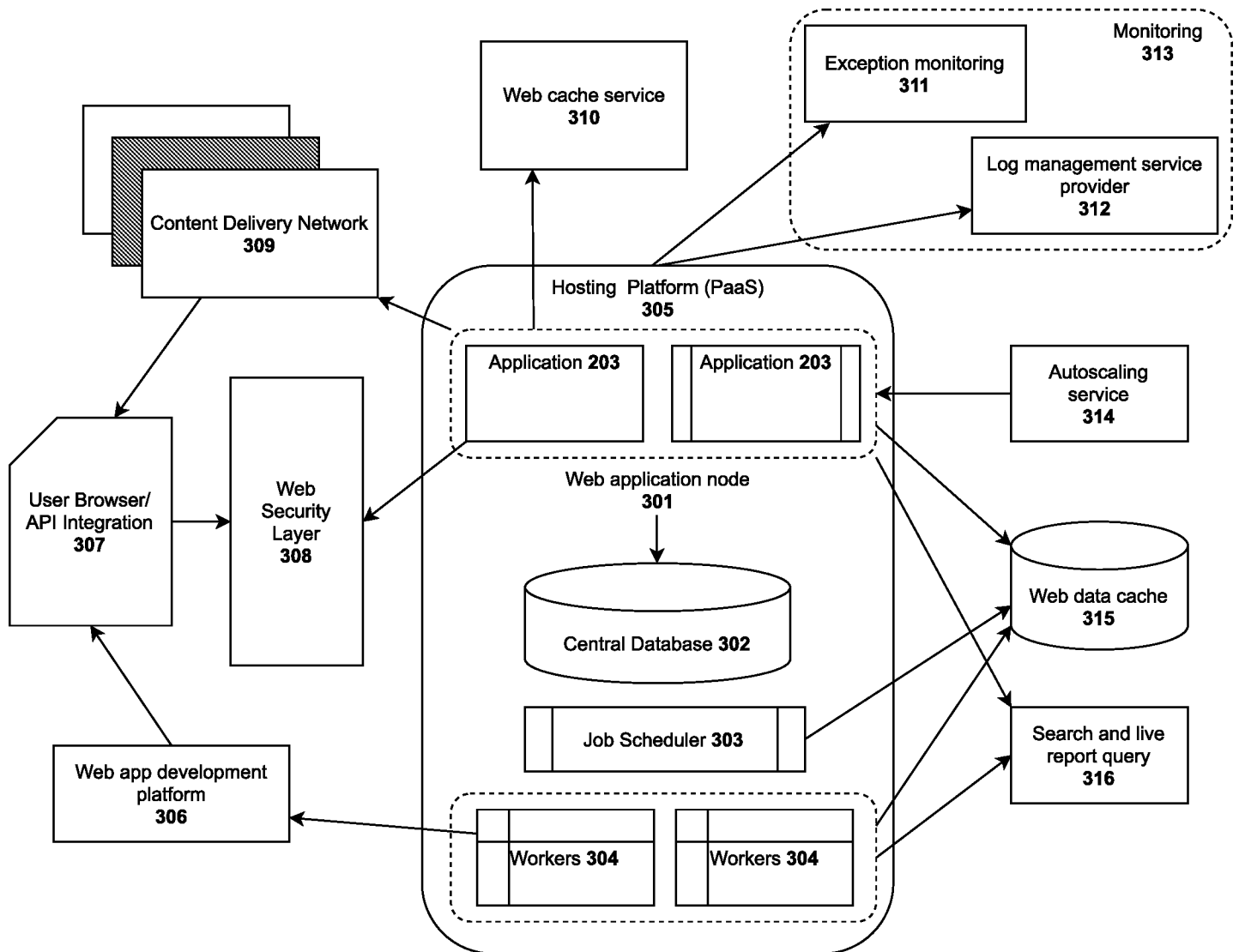
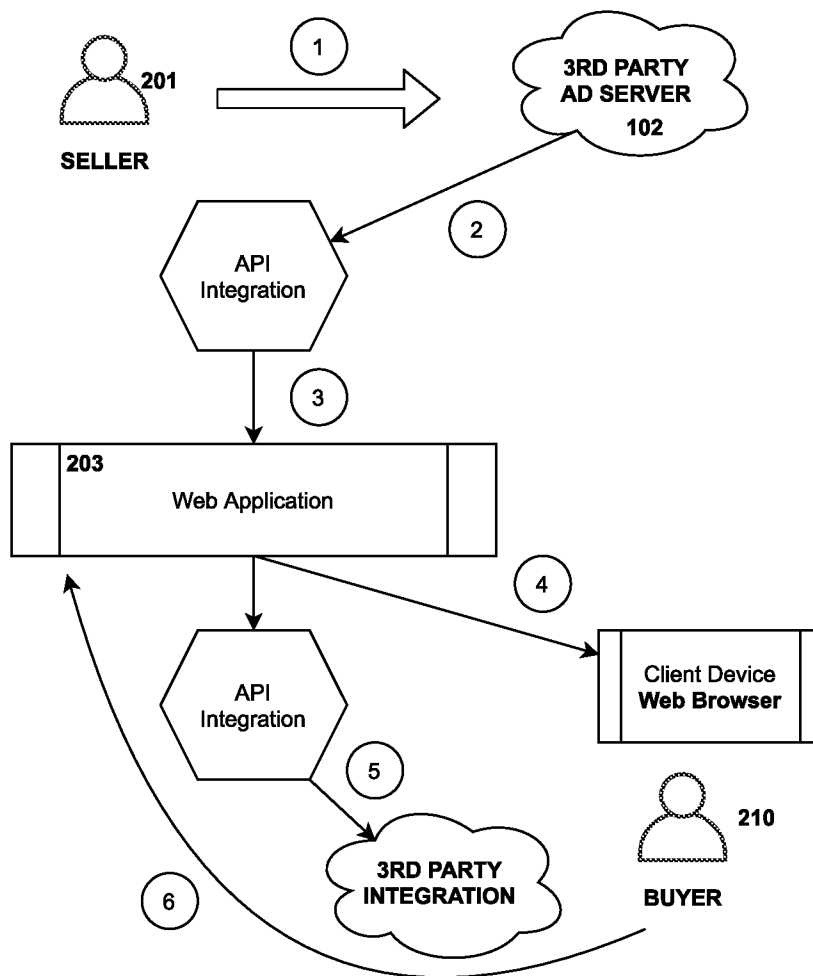


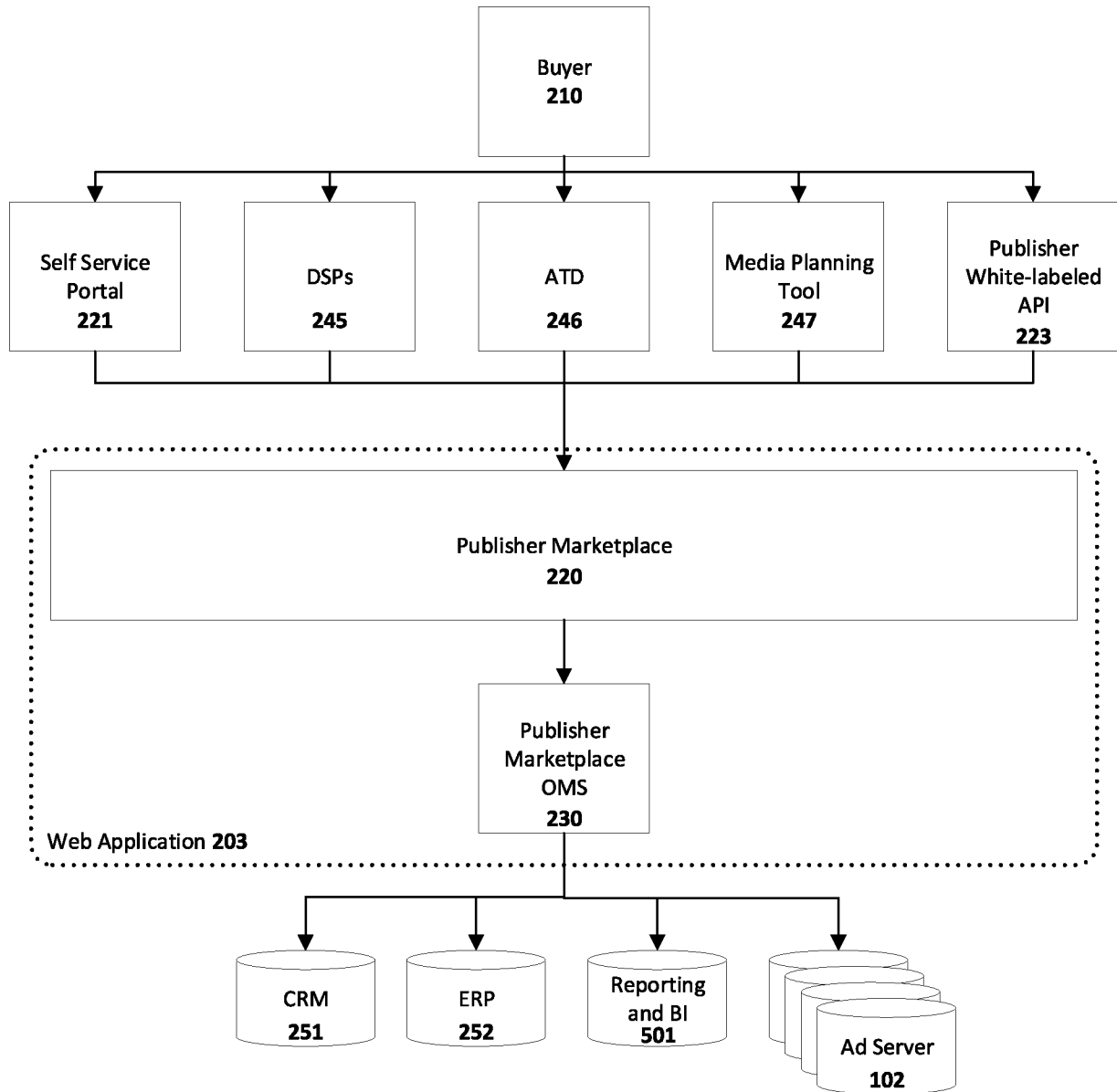
FIG. 3



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FIG. 4

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FIG. 5

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FIG. 6A

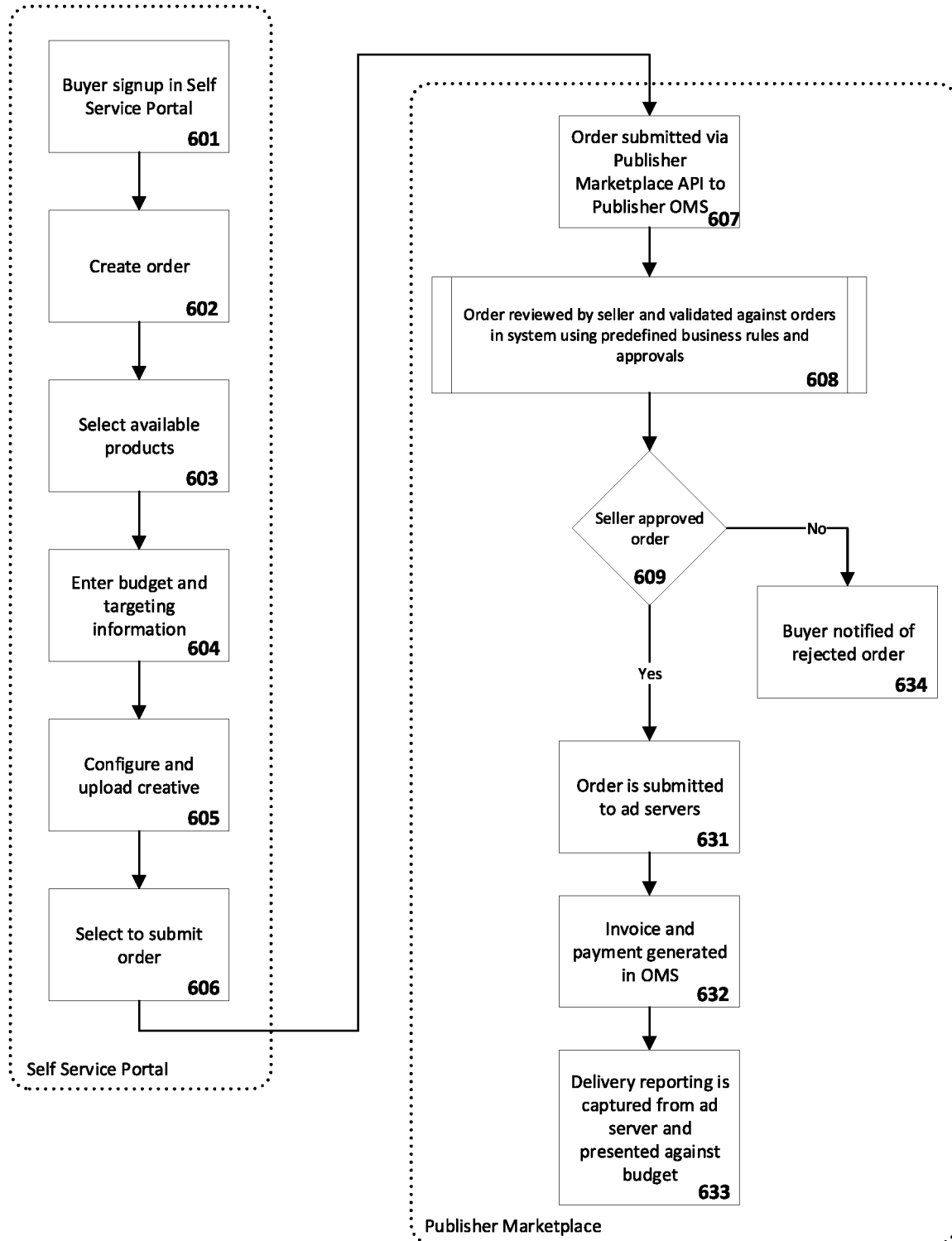
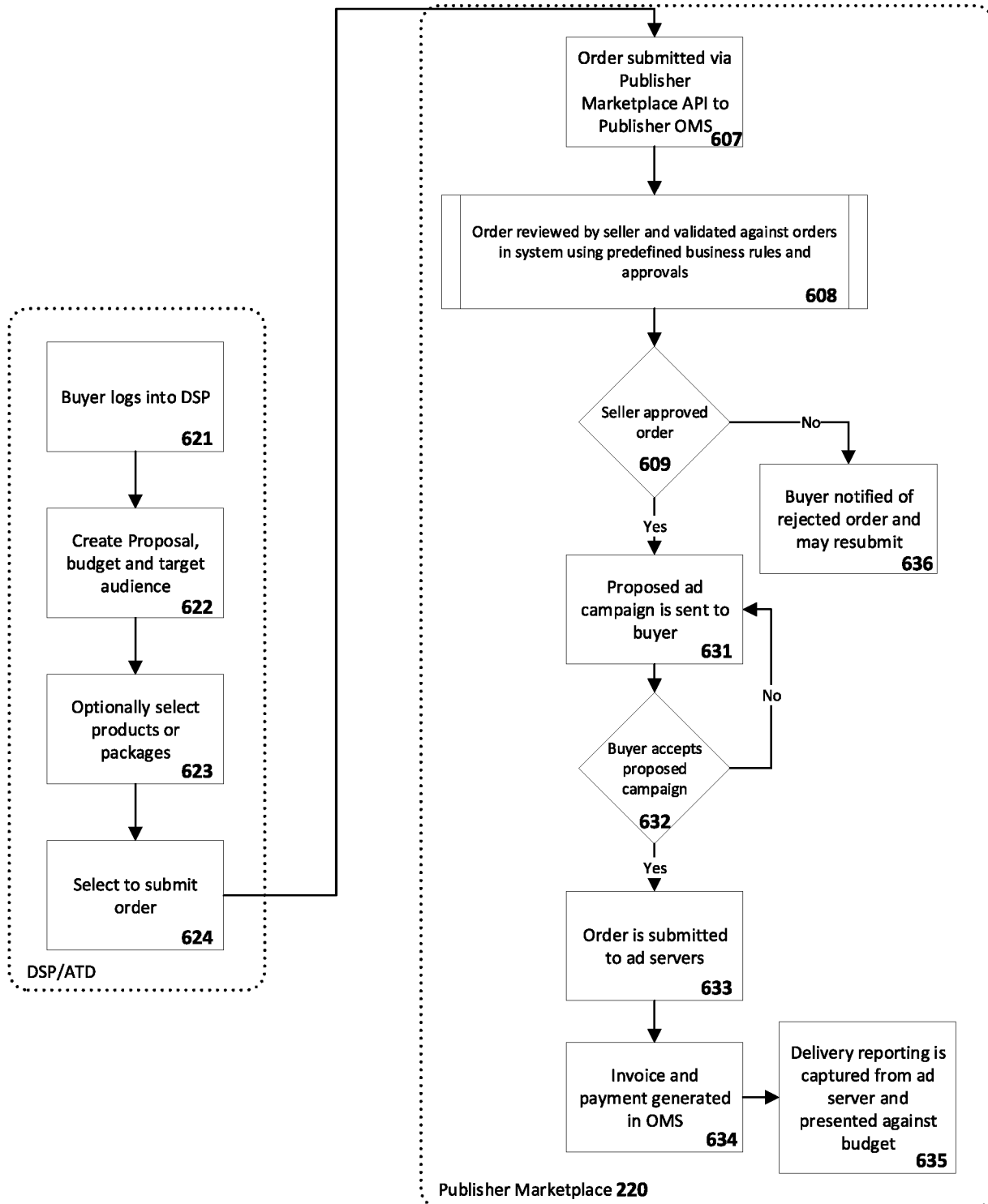
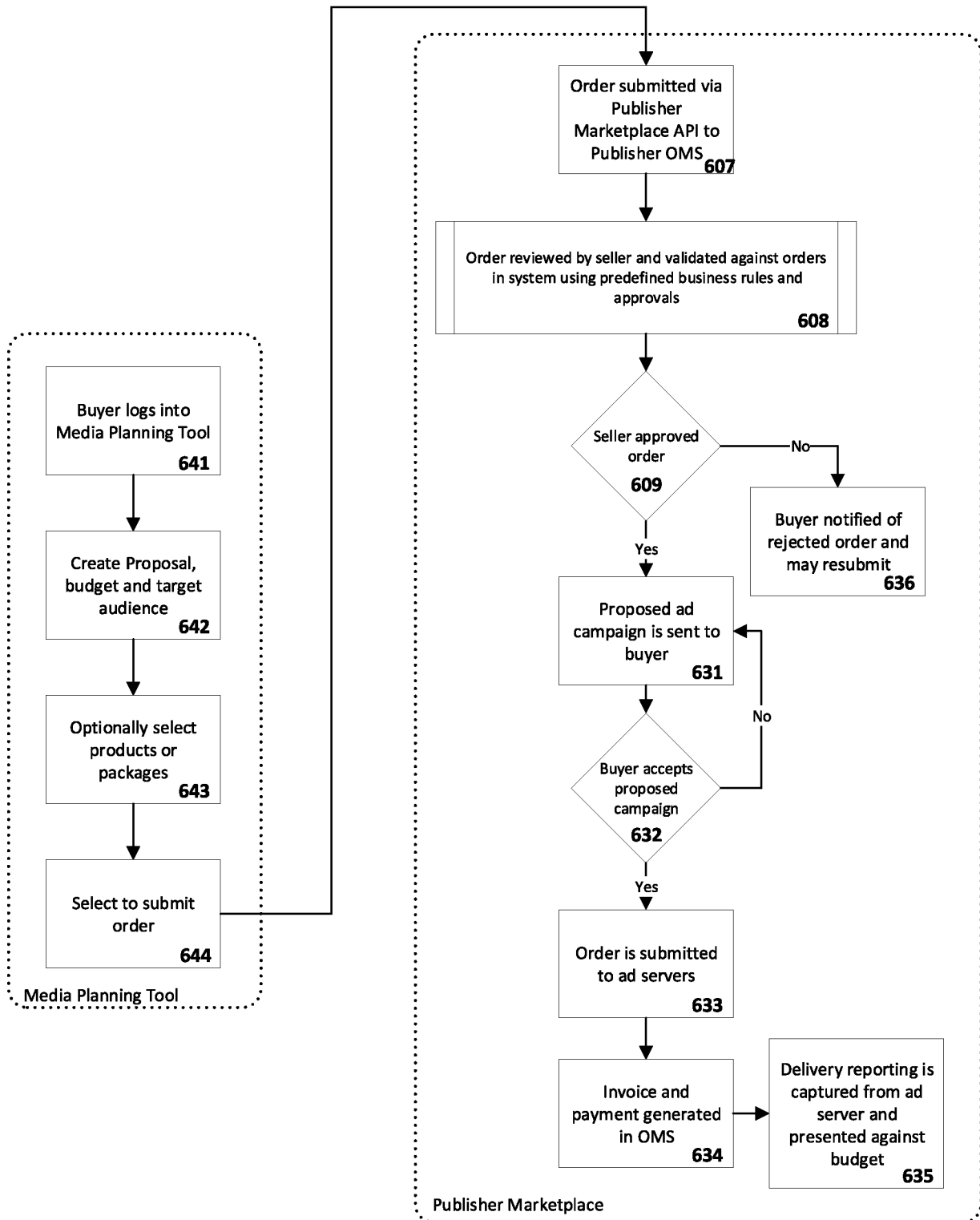


FIG. 6B



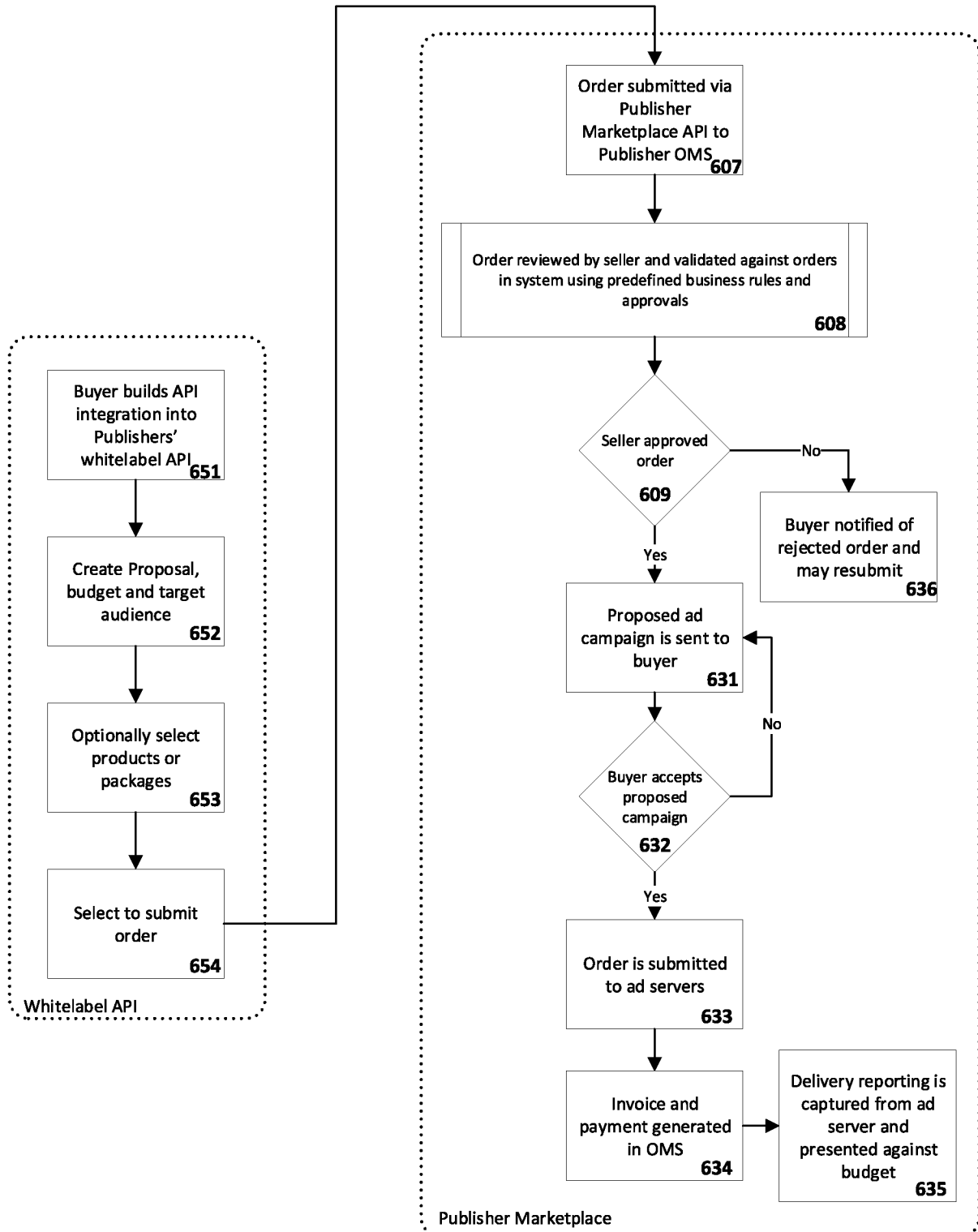
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FIG. 6C



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FIG. 6D



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FIG. 7

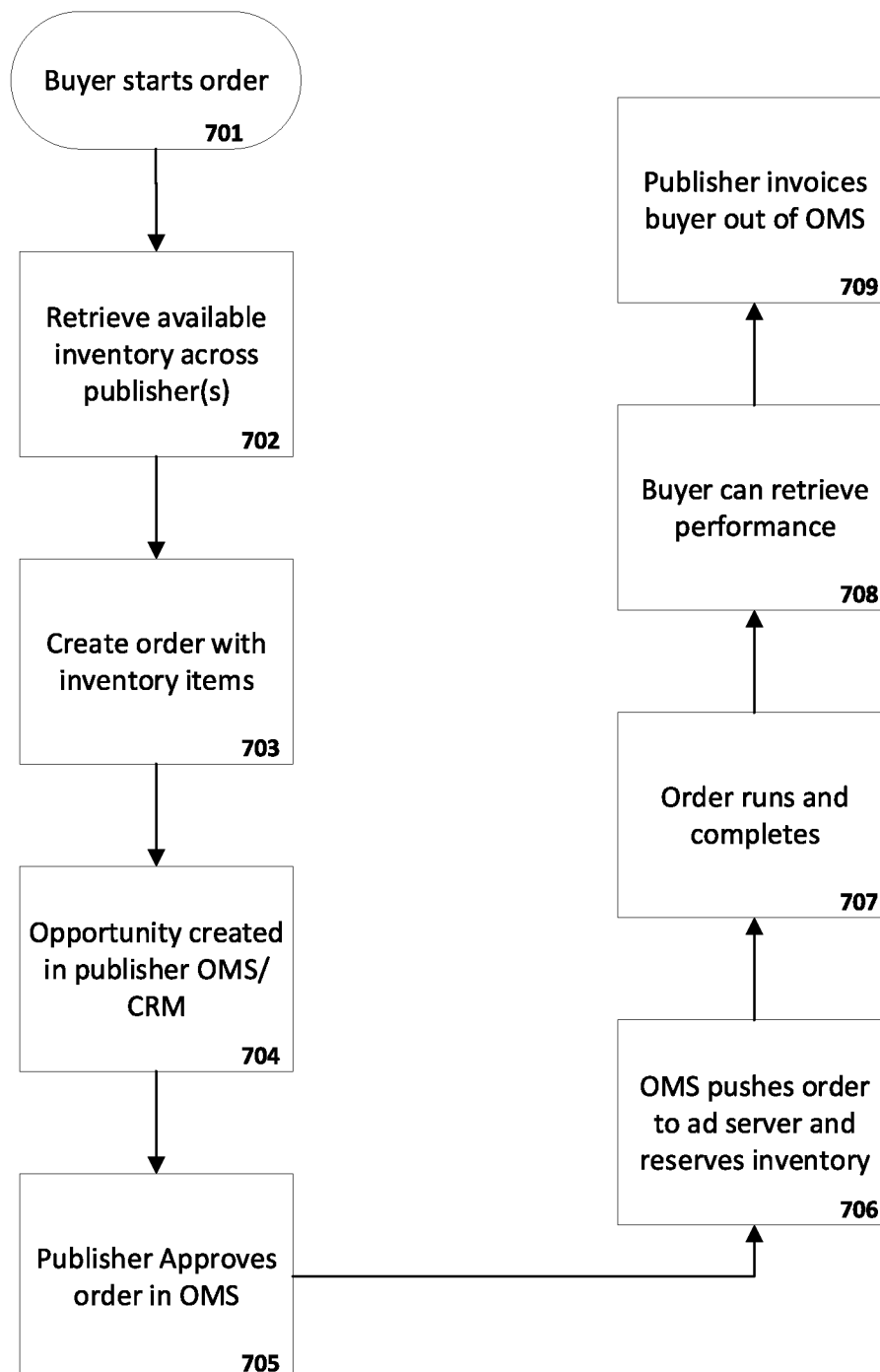


FIG. 9A**Proposal to Buyer****Buyer Organization Name**

Sample Buyer

Amount

\$10,000.00

Proposal Title

2021 Campaign

Quantity

2000

Close Date

2/1/2021

Sales representative

John Smith

Stage

In Negotiation

Sales planner

Sally Adams

Probability

80%

Trafficker

Bob Black

Campaign URL

publishermarketplace.io/2021campaign.html

FIG. 9B

2021 Campaign	
Campaign ID	Start Date
2021-sample-buyer-campaign1234	2/15/2021
Sales representative	End Date
John Smith	3/1/2021
Sales planner	Ad Server ID
Sally Adams	1zfij23-2fj2jf32jf-6336
Trafficker	Total value booked
Bob Black	\$0.00
Status	Total value planned
Partially Reviewed	\$10,000.00
Proposal URL	
publishermarketplace.io/2021proposal.html	
CRM Campaign URL	
mycrm.com/2021proposal.html	

FIG. 9C

2021 Campaign Inventory	
Campaign ID 2021-sample-buyer-campaign1234	Targeting ID Ffs-2838fj-23k3kkf0
Impressions to date John Smith	Ad Server ID 1zfij23-2fj2jf32jf-6336
Clicks to date Sally Adams	Geography North America
eCPM to date Bob Black	Platform Browser platform USA
eCPM to date Partially Reviewed	Forecast total 2000
Campaign URL publishermarketplace.io/2021campaign.html	Forecast available 2000
CRM Campaign URL mycrm.com/2021campaign.html	

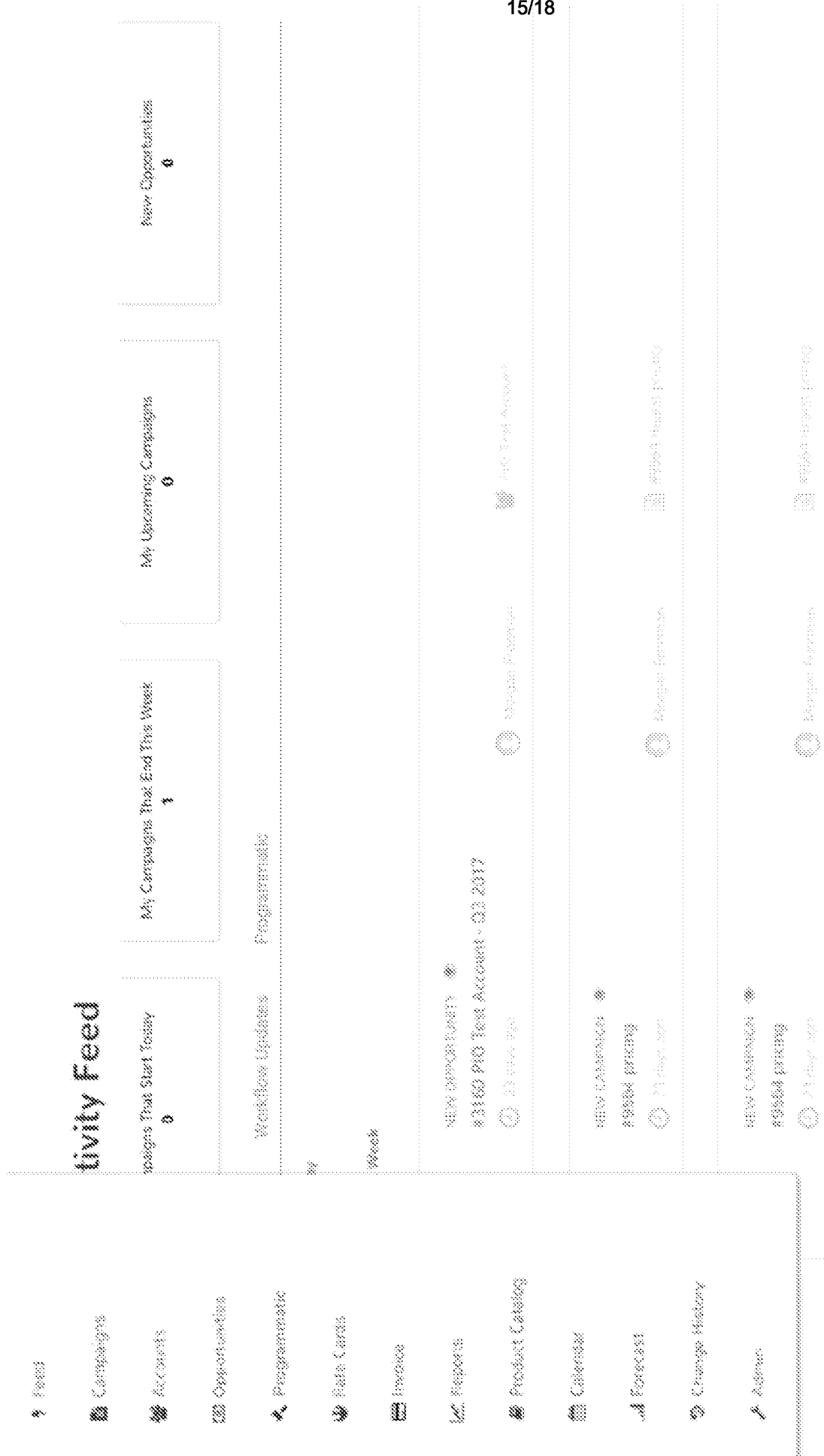


FIG. 10A

Programmatic

Opportunities Campaigns

Filter

Search

Source	Opportunity Name	Status	Buyer	Advertiser	Type	Budget	Probability
Ad Manager	Thanksgiving special promo	Awaiting buyer	Buyer 1	Advertiser 1	Programmatic Guaranteed	\$100.00	50%
Ad Manager	Thanksgiving special promo	Awaiting buyer	Buyer 2	Advertiser 2	Programmatic Guaranteed	\$100.00	50%

FIG. 10B

New Opportunity

Opportunity Name

Thanksgiving Special Promo

Opportunity Type

Programmatic Guaranteed

Buyer ID

12354678

Budget

\$10,000

Est. Imps

100,000

Currency

USD

Save

FIG. 10C

Advertiser: WWW/WB00000		Buyer: NB000000	Type: Programmatic Guaranteed
		Budget	\$10,000
		Est. Impressions	1,000,000
		Average rate	\$10.00
Details			
Line Item	Activity	Comments	Attachments
Opportunity Line Item Name			
Display Line Item 1	12/15/2017 PST - 12/30/2017 PST	CPM	100
Display Line Item 2	12/15/2017 PST - 12/30/2017 PST	CPM	100
Mobile App Line Item 1	12/15/2017 PST - 12/30/2017 PST	CPM	100
		Cost	Total Booked
		\$20.00	\$2.00 USD
		\$20.00	\$2.00 USD
		\$20.00	\$2.00 USD

FIG. 10D

Audience Lists

1st & 3rd Party

All Types

enthusiast

Segment Name	Price
Sports Enthusiast Lifestyle & Interests > Plays Sports	\$1.00
Travel Enthusiast Lifestyle & Interests > Travel Enthusiast	\$0.50
Do it Yourself Lifestyle & Interests > Do It Yourself	\$0.75
Food Enthusiast Lifestyle & Interests > Food Enthusiast	\$0.85

EXCLUDE

2 lists selected

Reach: 3.4K (uniques)
Other targeting: 12.5M
Excluded: 550K

FIG. 10E