

FIG. 1

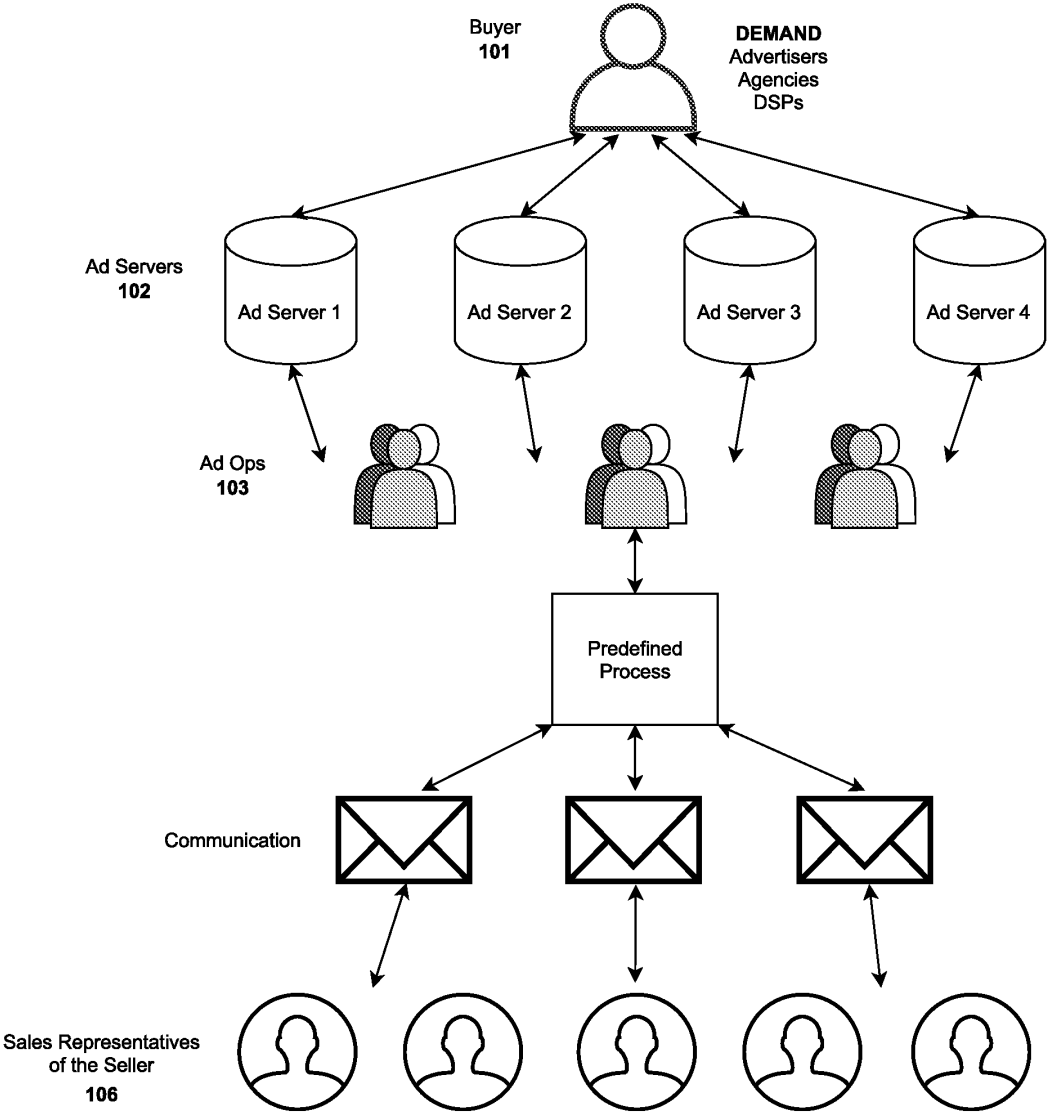


FIG. 2

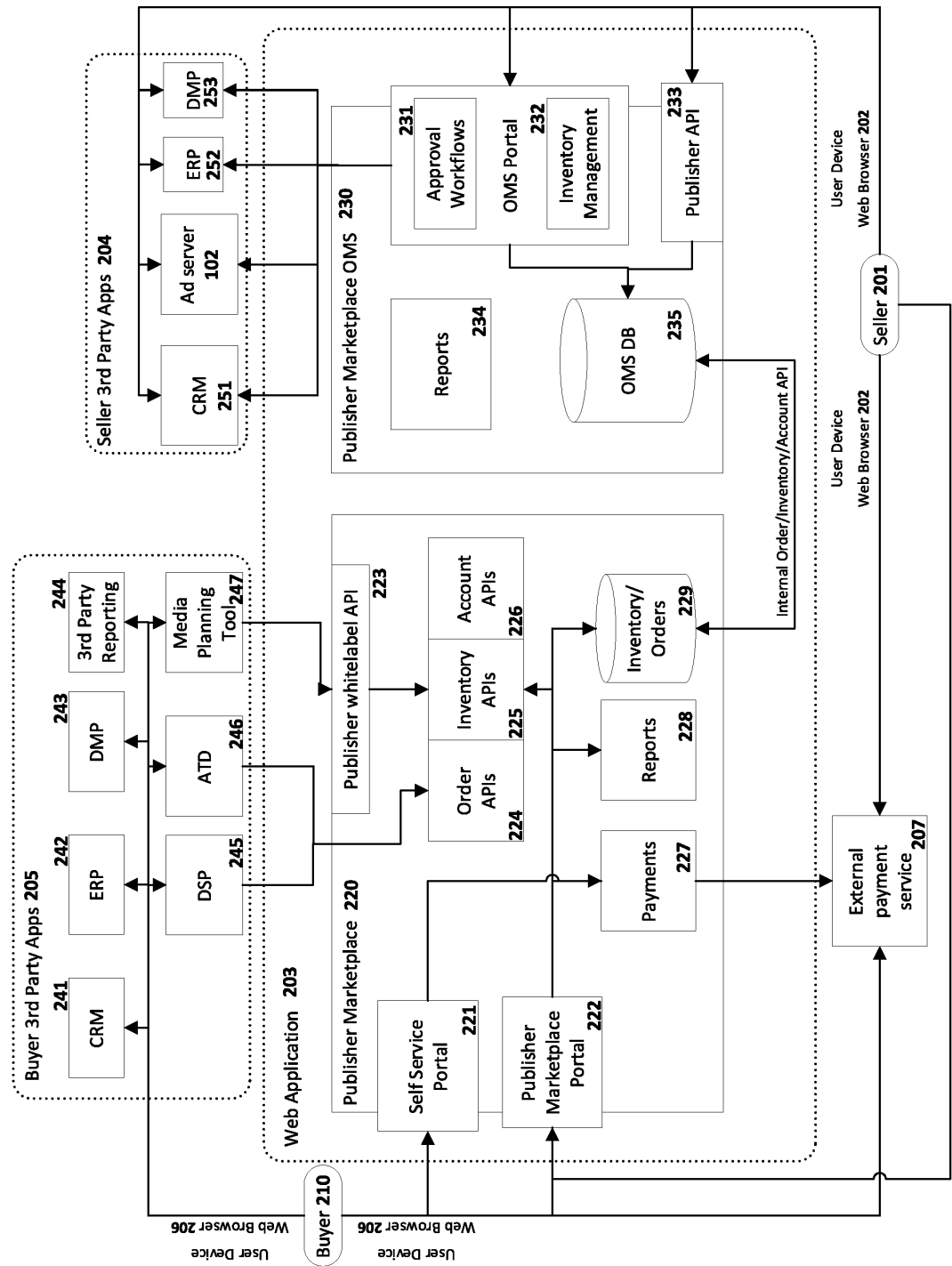


FIG. 3

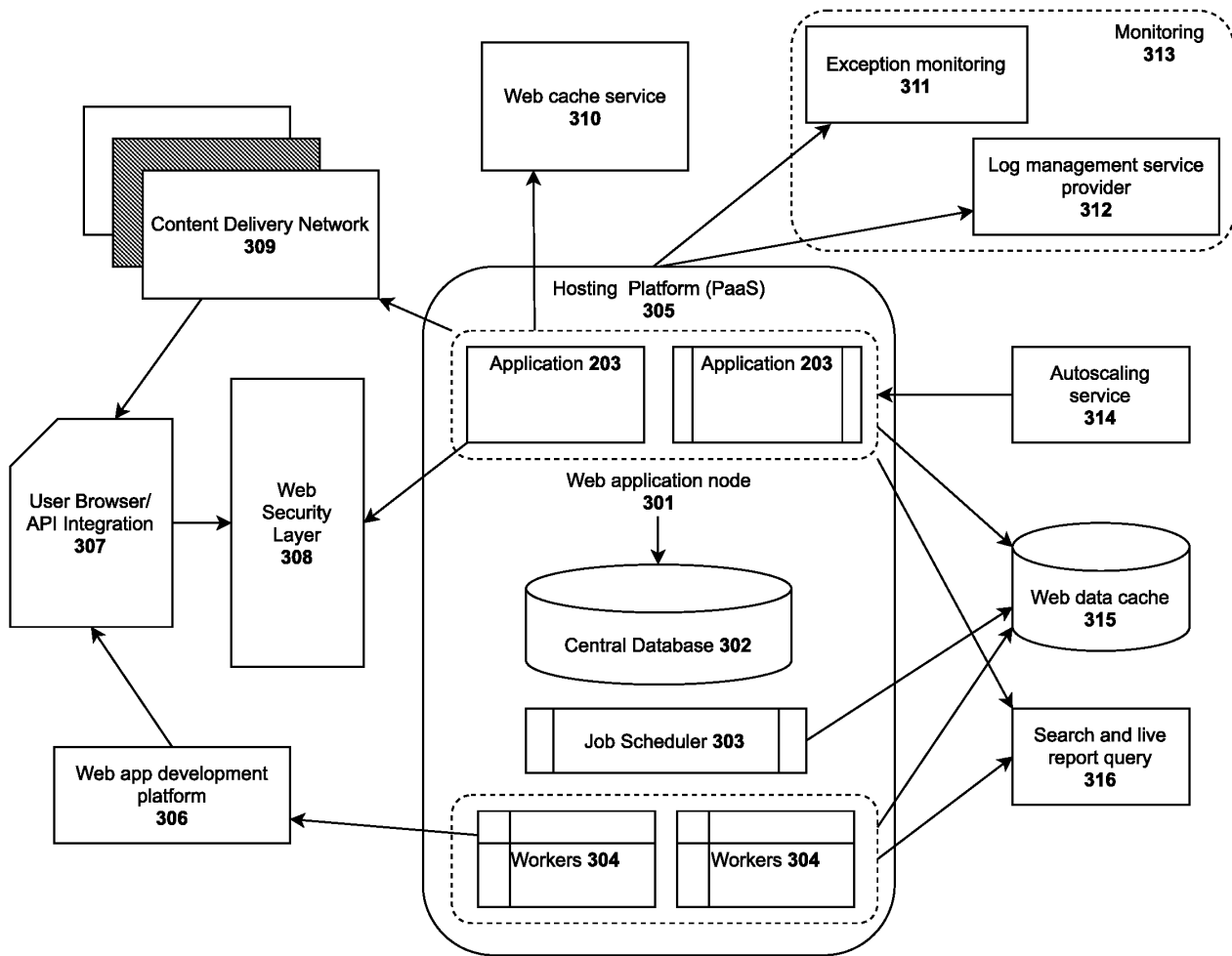
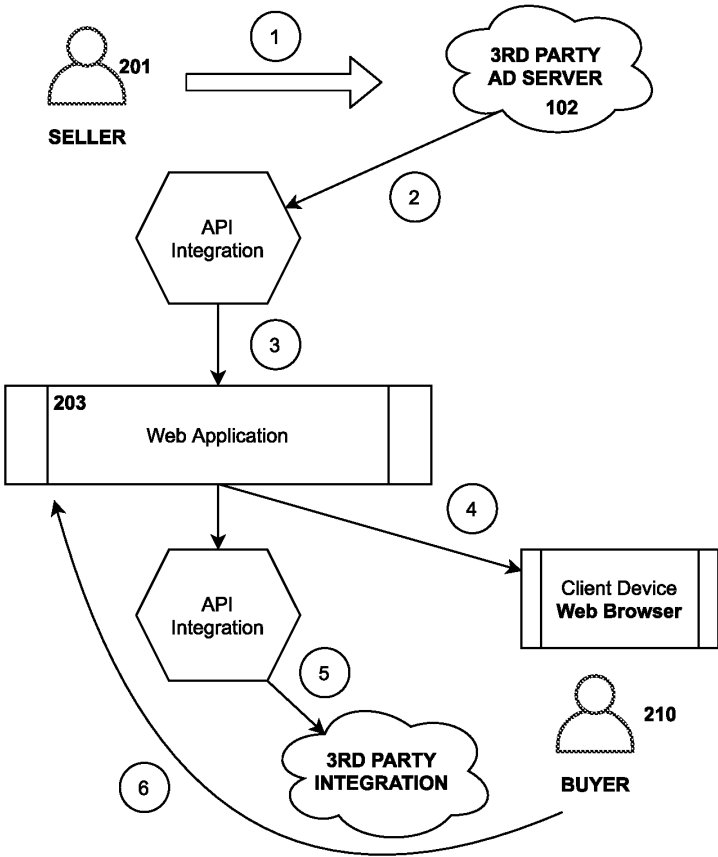
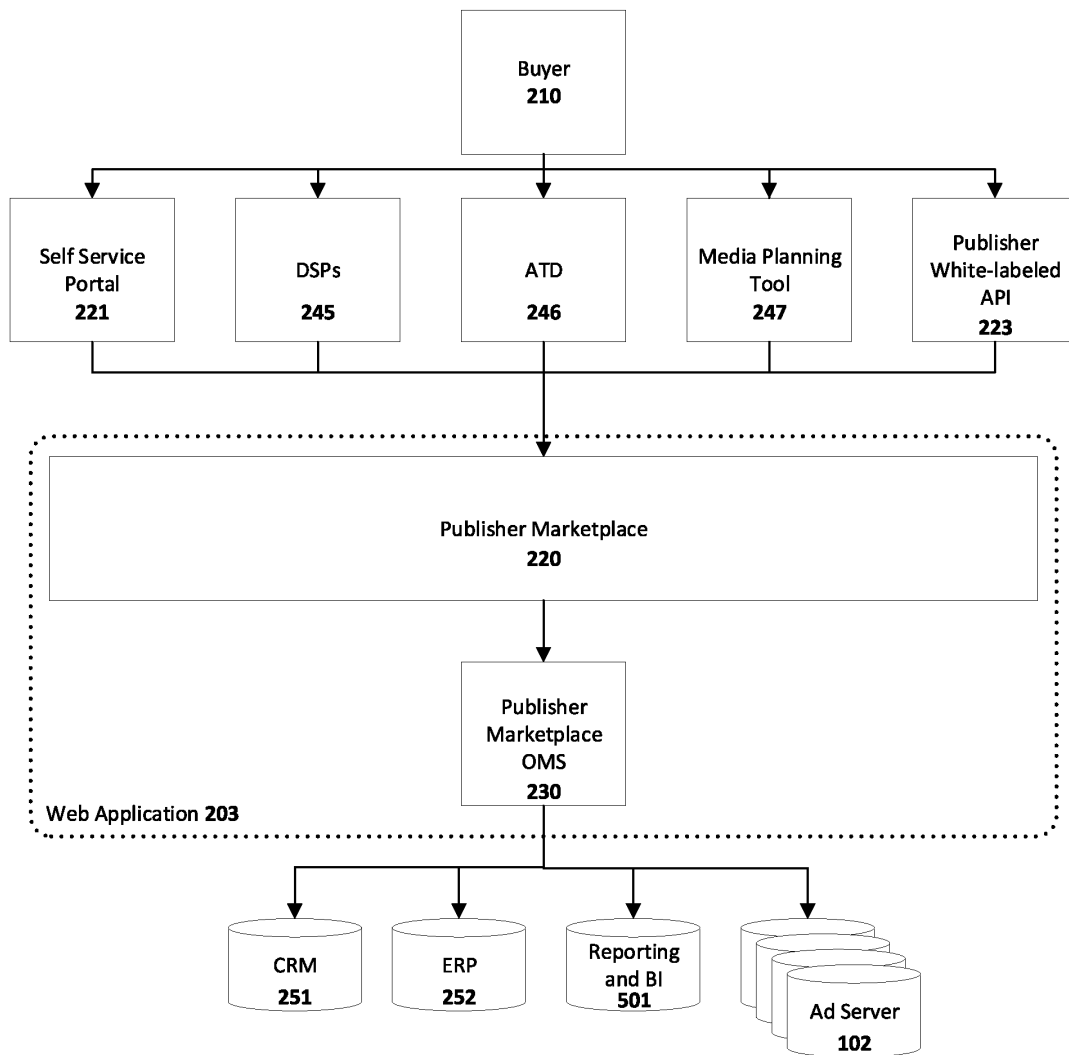


FIG. 4



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FIG. 5

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FIG. 6A

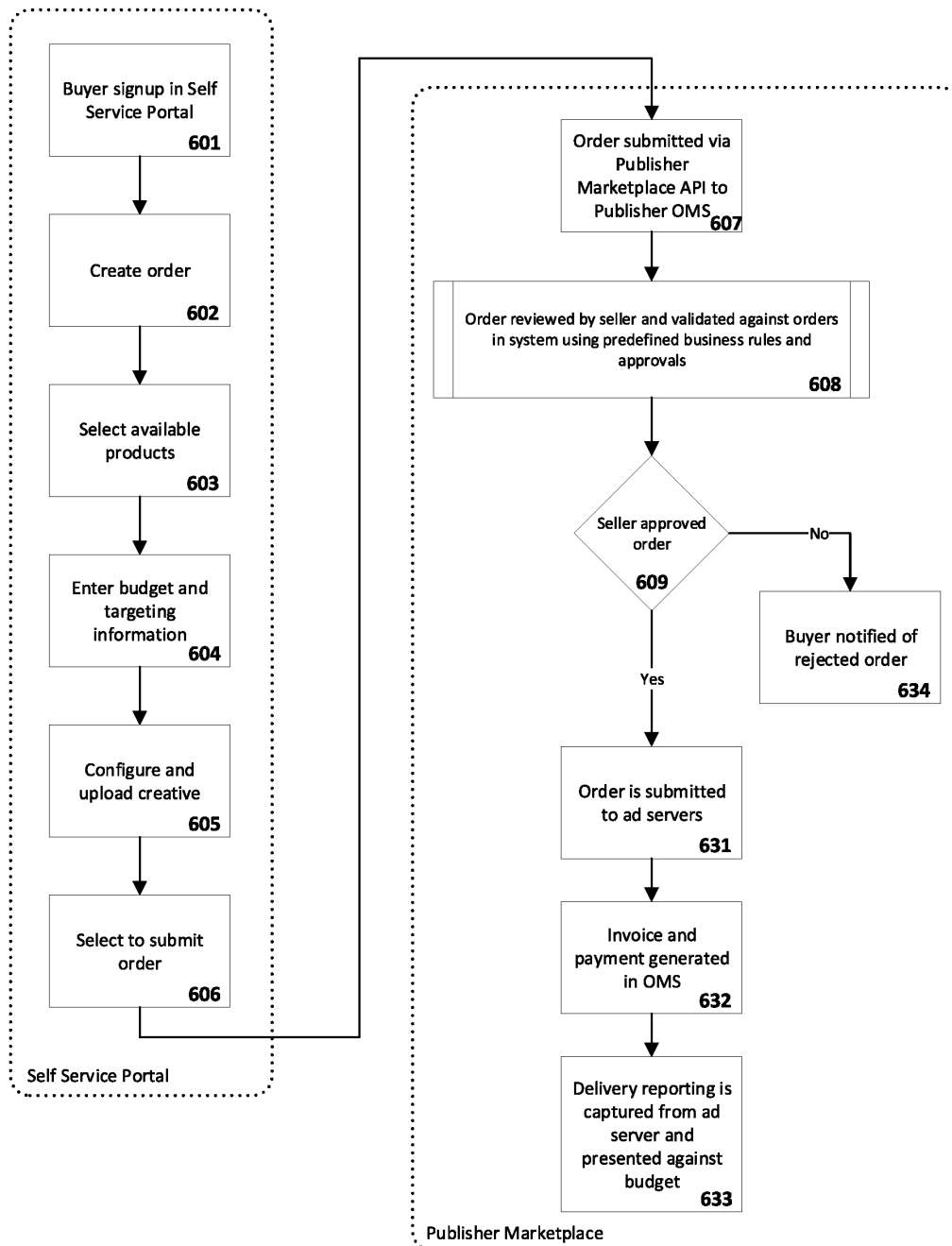
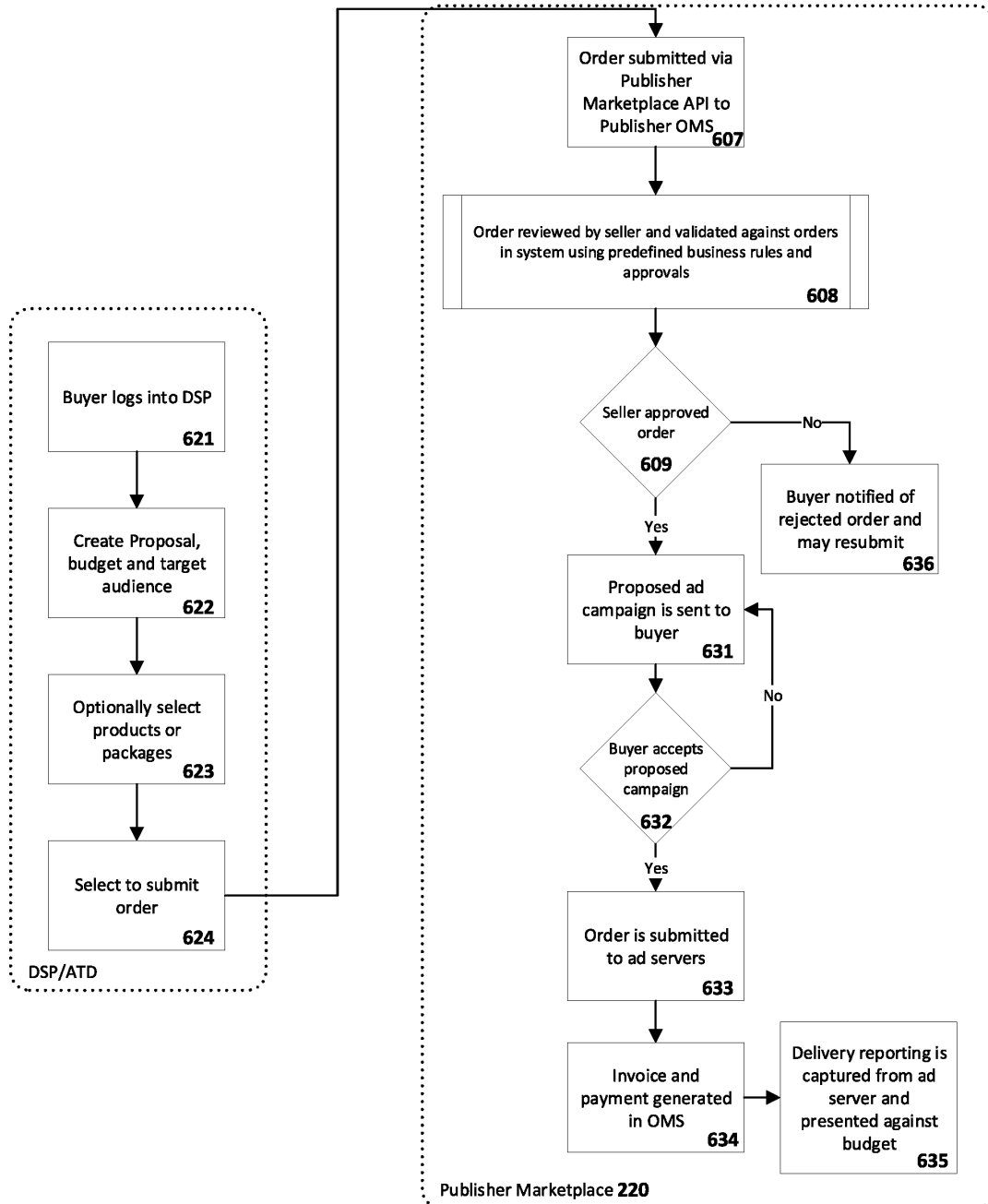


FIG. 6B



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FIG. 6C

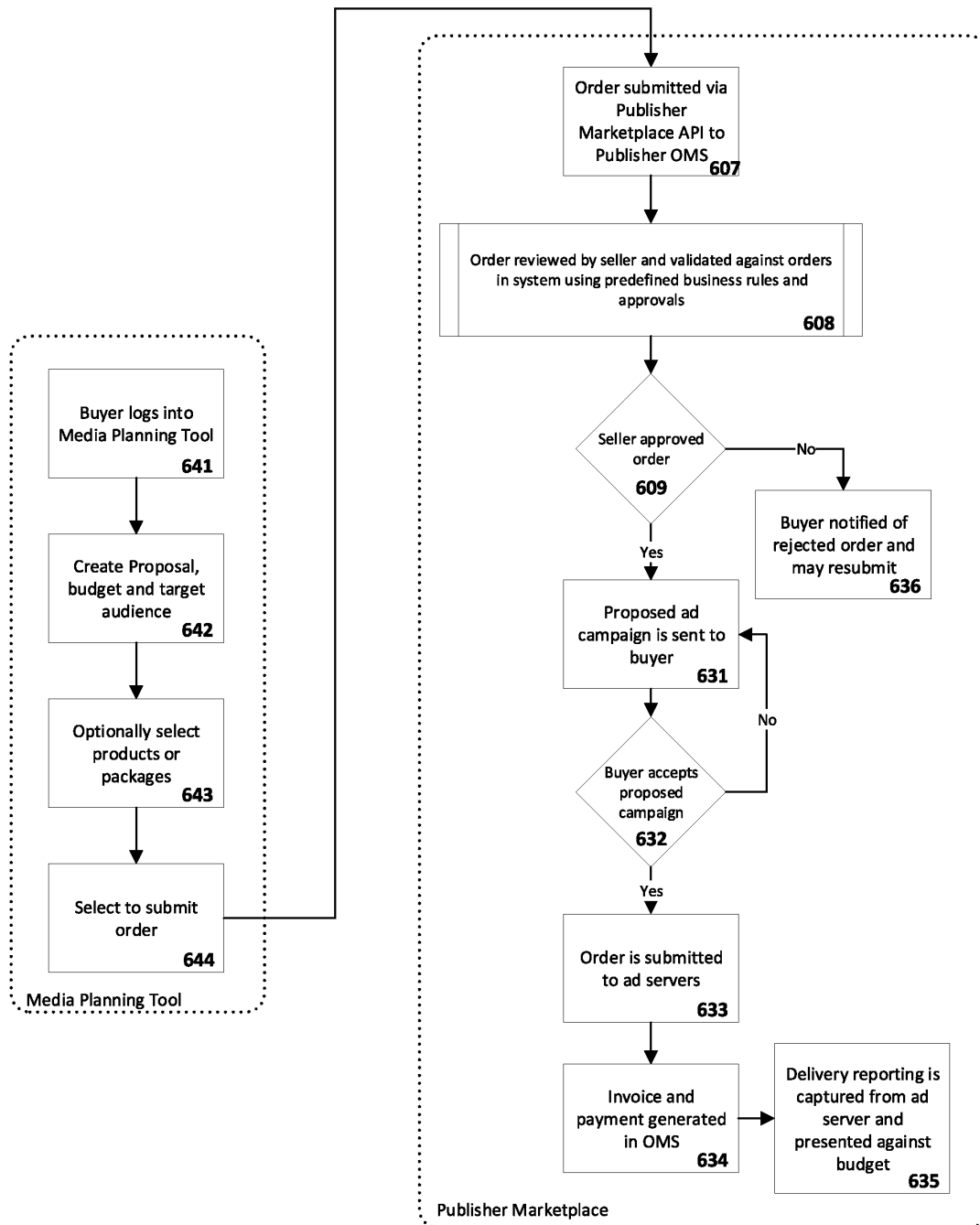


FIG. 6D

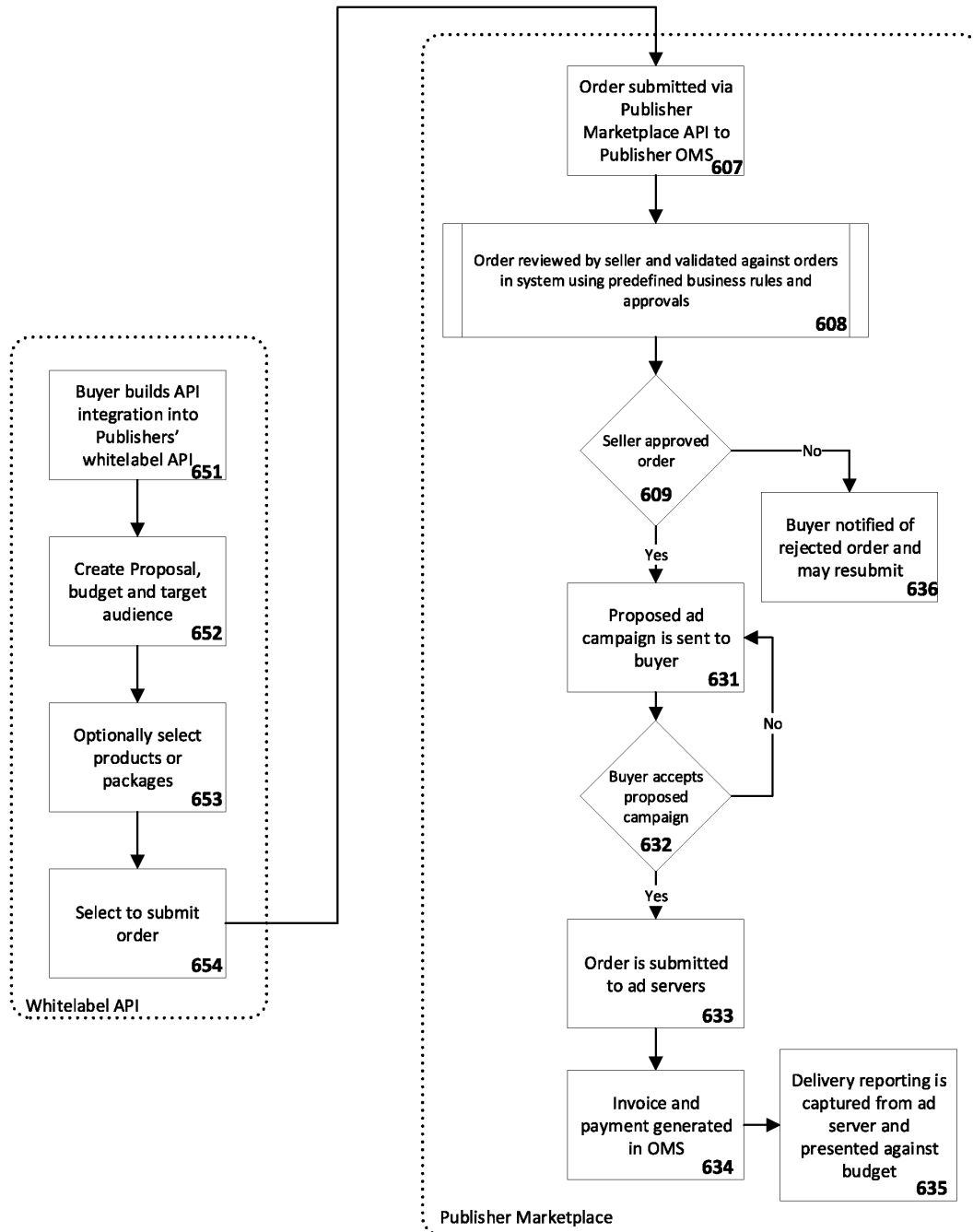


FIG. 7

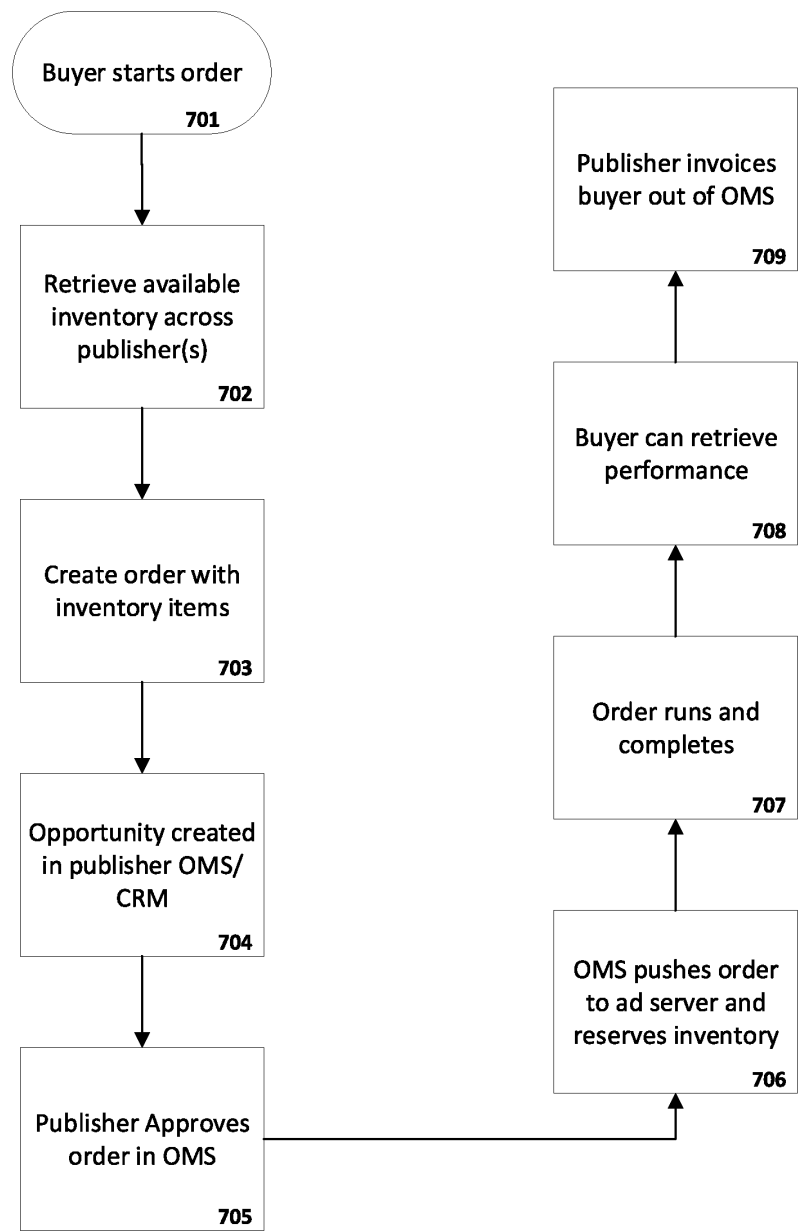


FIG. 8

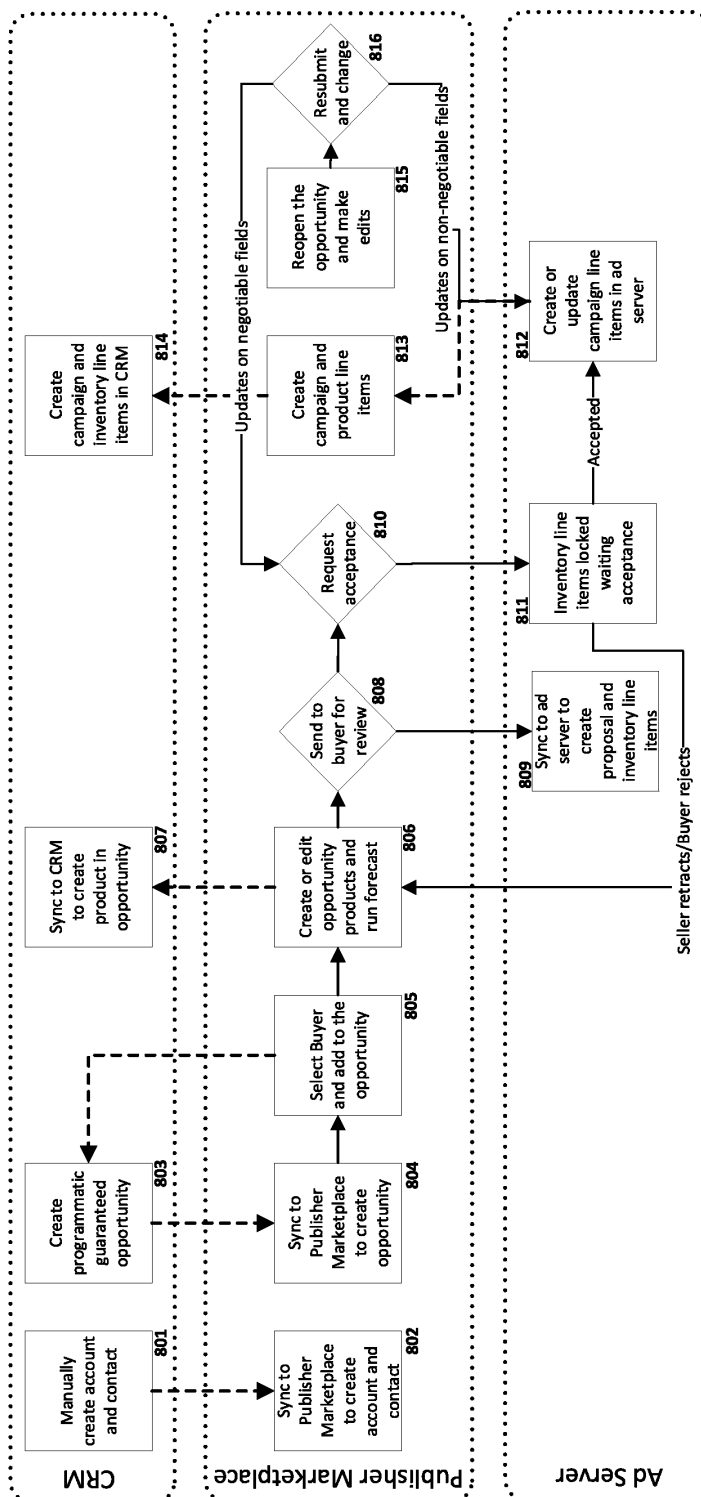


FIG. 9A

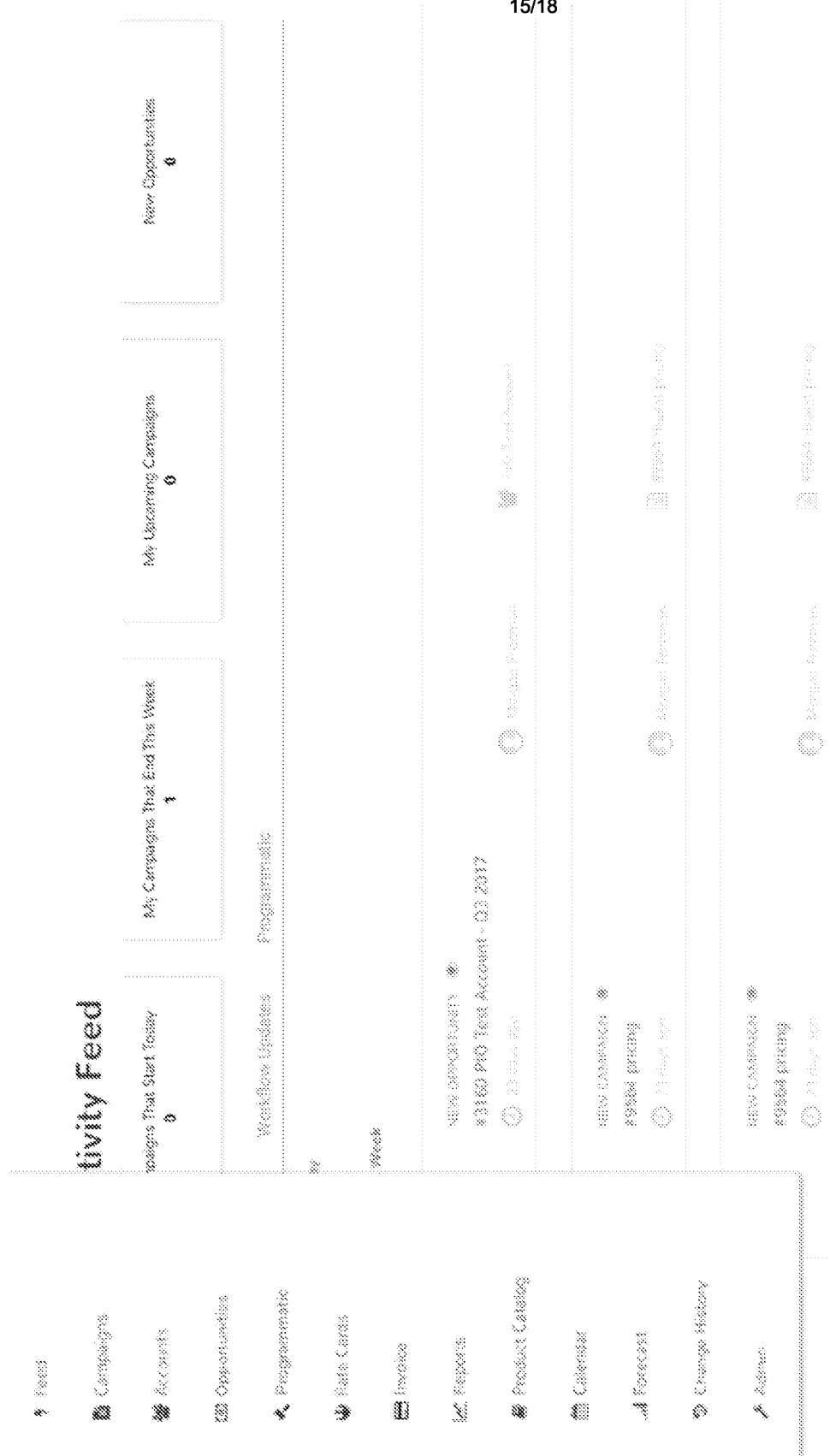
Proposal to Buyer	
Buyer Organization Name	Amount
Sample Buyer	\$10,000.00
Proposal Title	Quantity
2021 Campaign	2000
Close Date	Sales representative
2/1/2021	John Smith
Stage	Sales planner
In Negotiation	Sally Adams
Probability	Trafficker
80%	Bob Black
Campaign URL	
publishermarketplace.io/2021campaign.html	

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	1zfej23-2fj2jf32jf-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	



Programmatic

Opportunities

Campaigns

Filter

Search

Customize

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

1235678

Budget

\$10,000

E.O. Imps

100,000

Currency

USD

Next

FIG. 10C

[illegible]

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