



**Leo**  
with the cute  
new outfit

We get you. We're also targeting you.



**Cancer**  
you're the expert  
on cute animals

We get you. We're also targeting you.




**Scorpio**  
this ad is in the  
cards for you

We get you. We're also targeting you.

**Gemini**  
with as many open  
tabs as life choices

We get you. We're also targeting you.




**Virgo**  
congrats on the  
engagement!

We get you. We're also targeting you.

**Copy:** You always want eyes on you, but do you *always* want eyes on you? Here's how this ad made it into your feed.

**Copy:** Your heart is big enough for the entire animal kingdom, and your IG feed is here to prove it. Wanna know how we know?

**Copy:** Your heart is mysterious, but your Tarot interest is not. At least not to online advertisers. Find out how you got this ad.

**Copy:** How did we know you couldn't decide? Simple. We bought your birthday. Wonder what else we could buy? Check it out.

**Copy:** Your wedding spreadsheet is going to be epic. How many ads are targeting you so far? See how companies like us found you.

**Targeting:** Leo + Jul/Aug bday + shopping

**Targeting:** Cancer + Jun/Jul bday + interest in animals

**Targeting:** Scorpio + Oct/Nov bday + interest in tarot cards

**Targeting:** Gemini + June bday + bday is next week

**Targeting:** Virgo + Aug/Sep bday + engaged

**Live Date:** 5/27/21

**Budget:** \$10K

**Geo:** USA