# PNI

**Reddit**

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|---|---|---|---|---|---|
| Screenshot | | | | | |
| Copy | Don't invite unwanted guests into your home this holiday season. Check our *Privacy Not Included Guide for the season's top tech. | Don't invite unwanted guests into your home this holiday season. Check our *Privacy Not Included Guide for the season's top tech. | Don't invite unwanted guests into your home this holiday season. Check our *Privacy Not Included Guide for the season's top tech. | We've added the season's hottest connected tech to our *Privacy Not Included guide. Make sure the items on your wishlist aren't on our naughty list. | We've added the season's hottest connected tech to our *Privacy Not Included guide. Make sure the items on your wishlist aren't on our naughty list. |
| Target | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing |
| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany |
| Date | 11/21/22 - 12/24/22 | | | | |
| Budget | | | $5,126.95 | | |

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| Screenshot | | | |
| Copy | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. | |
| Target | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | |
| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | |
| Date | 11/21/22 - 12/24/22 | | |
| Budget | $3,765.95 | | |

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| Copy | Knock the kids' socks off with a device that won't spy on them this holiday. Hit up our *Privacy Not Included guide. | Knock the kids' socks off with a device that won't spy on them this holiday. Hit up our *Privacy Not Included guide. | Knock the kids' socks off with a device that won't spy on them this holiday. Hit up our *Privacy Not Included guide. |
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| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany |
| Date | 11/21/22 - 12/24/22 | | |
| Budget | | $4,988.31 | |

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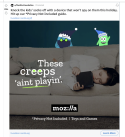
| Screenshot | | | | |  |
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| Date | 11/21/22 - 12/24/22 | | | | |
| Budget | | | $5,039.41 | | |

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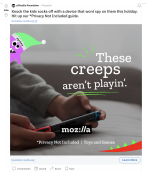
| Screenshot | | |  | | |
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Elderscrollsonline, Morrowind, Skyrim, Skyrimmods, Lastofus, Witcher, Witcher3, Thewitcher3, Thrustmaster, Rainbow6, Trigun, Turtlebeach, Twitch, Ubisoft, Unifi, Unity, Unity3d, Unity2d, Unrealengine, Uplay, Warcraft3, Watercooling, Wow, Xboxone, Xboxseriesx, Xbox, Xbox360 | | |
| Traget 3 | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | Interest Target:<br>Fitness & Exercise - Healthy Living<br><br>Community List:<br>wearables, gearfit, GalaxyWatch, decentralandwearables, Futurology, technology, gadgets, AndroidWear, apple, 3Dprinting, WearOS, skyrimmods, tech | |
| Traget 4 | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | Interest Targeting:<br>Consumer Electronics - Technology & Computing | |
| Location | US | US | US | US | |
| Date | 11/22/22 - 12/9/22 | | | | |
| Budget | | | | 363.66 | |
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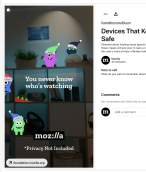
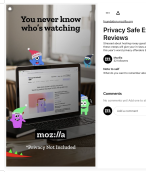
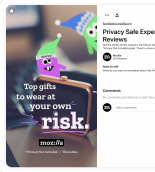
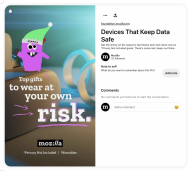
| **Pinterest** | | | | | |
| Screenshot | |  |  |  |  |
| Copy | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. |
| Headline | Privacy Not Included Devices | Privacy Not Included Devices | Privacy Not Included Devices | Devices That Keep Data Safe | Devices That Keep Data Safe |
| Target | Target: General Wearables | Target: General Wearables | Target: General Wearables | Target: General Wearables | Target: General Wearables |
| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany |
| Date | 11/22/22 - 12/24/22 | | | | |
| Budget | | | $1,915.11 | | |
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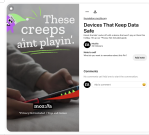
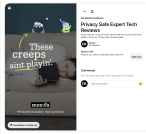
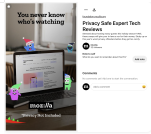
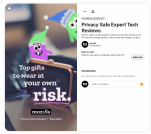
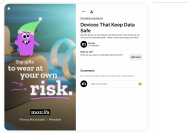
| Screenshot |  |  |  |  |  |
| Copy | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Stressed about hosting nosey guests this holiday season? Well, these creeps will give your in-laws a run for their money. Study up on this year's worst privacy offenders before they get too comfy. | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. | Get the skinny on the season's top fitness tech and check out our *Privacy Not Included guide. There's some real creeps out there. |
| Headline | Privacy Not Included Devices | Privacy Not Included Devices | Privacy Not Included Devices | Devices That Keep Data Safe | Devices That Keep Data Safe |
| Target 1 | Interests: Wearable Devices | Interests: Wearable Devices | Interests: Wearable Devices | Interests: Wearable Devices | Interests: Wearable Devices |
| Target 2 | Keywords: wearable baby blanket<br>wearable baby blankets<br>wearable milk pump<br>wearable breast pump | Keywords: wearable baby blanket<br>wearable baby blankets<br>wearable milk pump<br>wearable breast pump | Keywords: wearable baby blanket<br>wearable baby blankets<br>wearable milk pump<br>wearable breast pump | Keywords: wearable baby blanket<br>wearable baby blankets<br>wearable milk pump<br>wearable breast pump | Keywords: wearable baby blanket<br>wearable baby blankets<br>wearable milk pump<br>wearable breast pump |
| Target 3 | Interests: Sport > Fitness and Exercises | Interests: Sport > Fitness and Exercises | Interests: Sport > Fitness and Exercises | Interests: Sport > Fitness and Exercises | Interests: Sport > Fitness and Exercises |
| Target 4 | Interests: Electronics | Interests: Electronics | Interests: Electronics | Interests: Electronics | Interests: Electronics |
| Target 5 | Interests: Parenting | Interests: Parenting | Interests: Parenting | Interests: Parenting | Interests: Parenting |
| Target 6 | Interests: Cameras and Accessories, Computers Tablets and Accessories, Home Theater | Interests: Cameras and Accessories, Computers Tablets and Accessories, Home Theater | Interests: Cameras and Accessories, Computers Tablets and Accessories, Home Theater | Interests: Cameras and Accessories, Computers Tablets and Accessories, Home Theater | Interests: Cameras and Accessories, Computers Tablets and Accessories, Home Theater |
| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany |
| Date | 11/22/22 - 12/24/22 | | | | |
| Budget | | | $10,020.16 | | |
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| | | | | | |
| **Google** | | | | | |

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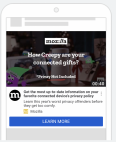
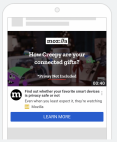
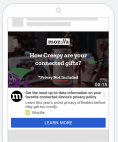
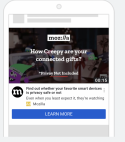
| Screenshot |  |  |  |  |
| Video Link | https://www.youtube.com/watch?v=BzLuUxg5oak | https://www.youtube.com/watch?v=BzLuUxg5oak | https://www.youtube.com/watch?v=BzLuUxg5oak | https://www.youtube.com/watch?v=BzLuUxg5oak |
| Description | Learn this year's worst privacy offenders before they get too comfy. | Even when you least expect it, they're watching | Learn this year's worst privacy offenders before they get too comfy. | Even when you least expect it, they're watching |
| Long Headline | Get the most up-to-date information on your favorite connected device's privacy policy | Find out whether your favorite smart devices is privacy safe or not | Get the most up-to-date information on your favorite connected device's privacy policy | Find out whether your favorite smart devices is privacy safe or not |
| Short Headline | Tech Reviews | Tech Reviews | Tech Reviews | Tech Reviews |
| Target 1 | Parental status: Parent<br>InMarket Audience: Internet Privacy | Parental status: Parent<br>InMarket Audience: Internet Privacy | Parental status: Parent<br>InMarket Audience: Internet Privacy | Parental status: Parent<br>InMarket Audience: Internet Privacy |
| Target 2 | InMarket Audience: Parental Control Software | InMarket Audience: Parental Control Software | InMarket Audience: Parental Control Software | InMarket Audience: Parental Control Software |
| Target 3 | InMarket Audience: Fitness Technology Products | InMarket Audience: Fitness Technology Products | InMarket Audience: Fitness Technology Products | InMarket Audience: Fitness Technology Products |
| Target 4 | People who visit sites similar to:<br>https://gizmodo.com/<br>https://www.theverge.com/ | People who visit sites similar to:<br>https://gizmodo.com/<br>https://www.theverge.com/ | People who visit sites similar to:<br>https://gizmodo.com/<br>https://www.theverge.com/ | People who visit sites similar to:<br>https://gizmodo.com/<br>https://www.theverge.com/ |
| Target 5 | Affinity Audiences:<br>Technophiles<br><br>Inmarket Audience:<br>New Technology Products | Affinity Audiences:<br>Technophiles<br><br>Inmarket Audience:<br>New Technology Products | Affinity Audiences:<br>Technophiles<br><br>Inmarket Audience:<br>New Technology Products | Affinity Audiences:<br>Technophiles<br><br>Inmarket Audience:<br>New Technology Products |
| Target 6 | People who visit sites similar to:<br>https://www.nerdfitness.com/<br>https://breakingmuscle.com/<br>https://blog.myfitnesspal.com/<br>https://www.wellandgood.com/<br>https://www.runtastic.com/blog/en/<br>https://www.mindbodygreen.com/<br>https://www.girlsgonestrong.com/<br>https://www.acefitness.org/resources/everyone/blog/<br>https://www.kaylaitsines.com/<br>https://chuzefitness.com/ | People who visit sites similar to:<br>https://www.nerdfitness.com/<br>https://breakingmuscle.com/<br>https://blog.myfitnesspal.com/<br>https://www.wellandgood.com/<br>https://www.runtastic.com/blog/en/<br>https://www.mindbodygreen.com/<br>https://www.girlsgonestrong.com/<br>https://www.acefitness.org/resources/everyone/blog/<br>https://www.kaylaitsines.com/<br>https://chuzefitness.com/ | People who visit sites similar to:<br>https://www.nerdfitness.com/<br>https://breakingmuscle.com/<br>https://blog.myfitnesspal.com/<br>https://www.wellandgood.com/<br>https://www.runtastic.com/blog/en/<br>https://www.mindbodygreen.com/<br>https://www.girlsgonestrong.com/<br>https://www.acefitness.org/resources/everyone/blog/<br>https://www.kaylaitsines.com/<br>https://chuzefitness.com/ | People who visit sites similar to:<br>https://www.nerdfitness.com/<br>https://breakingmuscle.com/<br>https://blog.myfitnesspal.com/<br>https://www.wellandgood.com/<br>https://www.runtastic.com/blog/en/<br>https://www.mindbodygreen.com/<br>https://www.girlsgonestrong.com/<br>https://www.acefitness.org/resources/everyone/blog/<br>https://www.kaylaitsines.com/<br>https://chuzefitness.com/ |
| Target 7 | People who visit sites similar to:<br>https://www.whattoexpect.com/<br>https://www.lifewithmylittles.com/<br>https://alfinepparent.com/<br>https://simplefamilies.com/<br>https://www.techagekids.com/<br>https://www.modernmom.com/<br>http://www.storyofthislife.com/<br>https://www.mamavation.com/<br>https://mamaknowsitall.com/<br>https://247moms.com/<br>https://www.scarymommy.com/<br>https://pregnantchicken.com/<br>https://www.rookiemoms.com/<br>https://www.parents.com/<br>https://alphamom.com/<br>https://www.babycenter.com/<br>https://familyfocusblog.com/<br>https://toddlerapproved.com/ | People who visit sites similar to:<br>https://www.whattoexpect.com/<br>https://www.lifewithmylittles.com/<br>https://alfinepparent.com/<br>https://simplefamilies.com/<br>https://www.techagekids.com/<br>https://www.modernmom.com/<br>http://www.storyofthislife.com/<br>https://www.mamavation.com/<br>https://mamaknowsitall.com/<br>https://247moms.com/<br>https://www.scarymommy.com/<br>https://pregnantchicken.com/<br>https://www.rookiemoms.com/<br>https://www.parents.com/<br>https://alphamom.com/<br>https://www.babycenter.com/<br>https://familyfocusblog.com/<br>https://toddlerapproved.com/ | People who visit sites similar to:<br>https://www.whattoexpect.com/<br>https://www.lifewithmylittles.com/<br>https://alfinepparent.com/<br>https://simplefamilies.com/<br>https://www.techagekids.com/<br>https://www.modernmom.com/<br>http://www.storyofthislife.com/<br>https://www.mamavation.com/<br>https://mamaknowsitall.com/<br>https://247moms.com/<br>https://www.scarymommy.com/<br>https://pregnantchicken.com/<br>https://www.rookiemoms.com/<br>https://www.parents.com/<br>https://alphamom.com/<br>https://www.babycenter.com/<br>https://familyfocusblog.com/<br>https://toddlerapproved.com/ | People who visit sites similar to:<br>https://www.whattoexpect.com/<br>https://www.lifewithmylittles.com/<br>https://alfinepparent.com/<br>https://simplefamilies.com/<br>https://www.techagekids.com/<br>https://www.modernmom.com/<br>http://www.storyofthislife.com/<br>https://www.mamavation.com/<br>https://mamaknowsitall.com/<br>https://247moms.com/<br>https://www.scarymommy.com/<br>https://pregnantchicken.com/<br>https://www.rookiemoms.com/<br>https://www.parents.com/<br>https://alphamom.com/<br>https://www.babycenter.com/<br>https://familyfocusblog.com/<br>https://toddlerapproved.com/ |
| Target 8 | Affinity Audiences:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience<br>Internet Privacy | Affinity Audiences:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience<br>Internet Privacy | Affinity Audiences:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience<br>Internet Privacy | Affinity Audiences:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience<br>Internet Privacy |
| Target 9 | Affinity Audience:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience:<br>VPN IP<br>iOS VPN Services<br>VPNs<br>VPN Services<br>Android VPN App<br>Internet VPN Providers<br>Virtual Private Network<br>vpn-tools<br>VPN Software<br>VPN Service | Affinity Audience:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience:<br>VPN IP<br>iOS VPN Services<br>VPNs<br>VPN Services<br>Android VPN App<br>Internet VPN Providers<br>Virtual Private Network<br>vpn-tools<br>VPN Software<br>VPN Service | Affinity Audience:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience:<br>VPN IP<br>iOS VPN Services<br>VPNs<br>VPN Services<br>Android VPN App<br>Internet VPN Providers<br>Virtual Private Network<br>vpn-tools<br>VPN Software<br>VPN Service | Affinity Audience:<br>Swimming Enthusiasts<br>Weightlifters<br>Yoga Lovers<br>Racquetball Enthusiasts<br>Running Enthusiasts<br>Tennis Enthusiasts<br>Winter Sports Enthusiasts<br>Cycling Enthusiasts<br>Health & Fitness Buffs<br><br>InMarket Audience:<br>VPN IP<br>iOS VPN Services<br>VPNs<br>VPN Services<br>Android VPN App<br>Internet VPN Providers<br>Virtual Private Network<br>vpn-tools<br>VPN Software<br>VPN Service |
| Location | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany | USA, United Kingdom, Canada, and Germany |
| Date | 11/21/22 - 12/24/22 | | | |
| Budget | | | $25,300.47 | |

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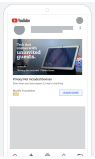
| Screenshot |  | | | | |
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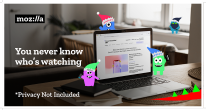
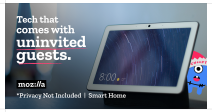
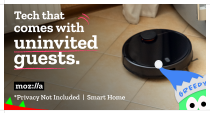
| Images | | |  |  |  |
| Headline 1 | Privacy Protection Devices | | | | |
| Headline 2 | Shop Spy Free Devices | | | | |
| Headline 3 | Spy Safe Expert Tech Reviews | | | | |
| Headline 4 | Privacy Not Included Devices | | | | |
| Headline 5 | Devices That Keep Data Safe | | | | |
| Long Headline 1 | Get the most up-to-date information on your favorite connected device's privacy policy | | | | |
| Long Headline 2 | Find out whether your favorite smart devices is privacy safe or not | | | | |
| Description 1 | Learn this year's worst privacy offenders. | | | | |
| Description 2 | Even when you least expect it, they're watching | | | | |
| Target | Demographics<br>Parents of Toddlers (1-3 years), Parents of Preschoolers (4-5 years), Parents of Grade-Schoolers (6-12 years), Parents of Teens (13-17 years)<br>People Interested In Policy Magazines, Gizmodo & Verge Custom Intent, Mom Blogs Custom Intent, Top Fitness Blogs Custom Intent | | | | |
| Location | USA | | | | |
| Date | 12/8/22 - 12/24/22 | | | | |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| Budget | $3,596.99 | | | | | | | | | | |