

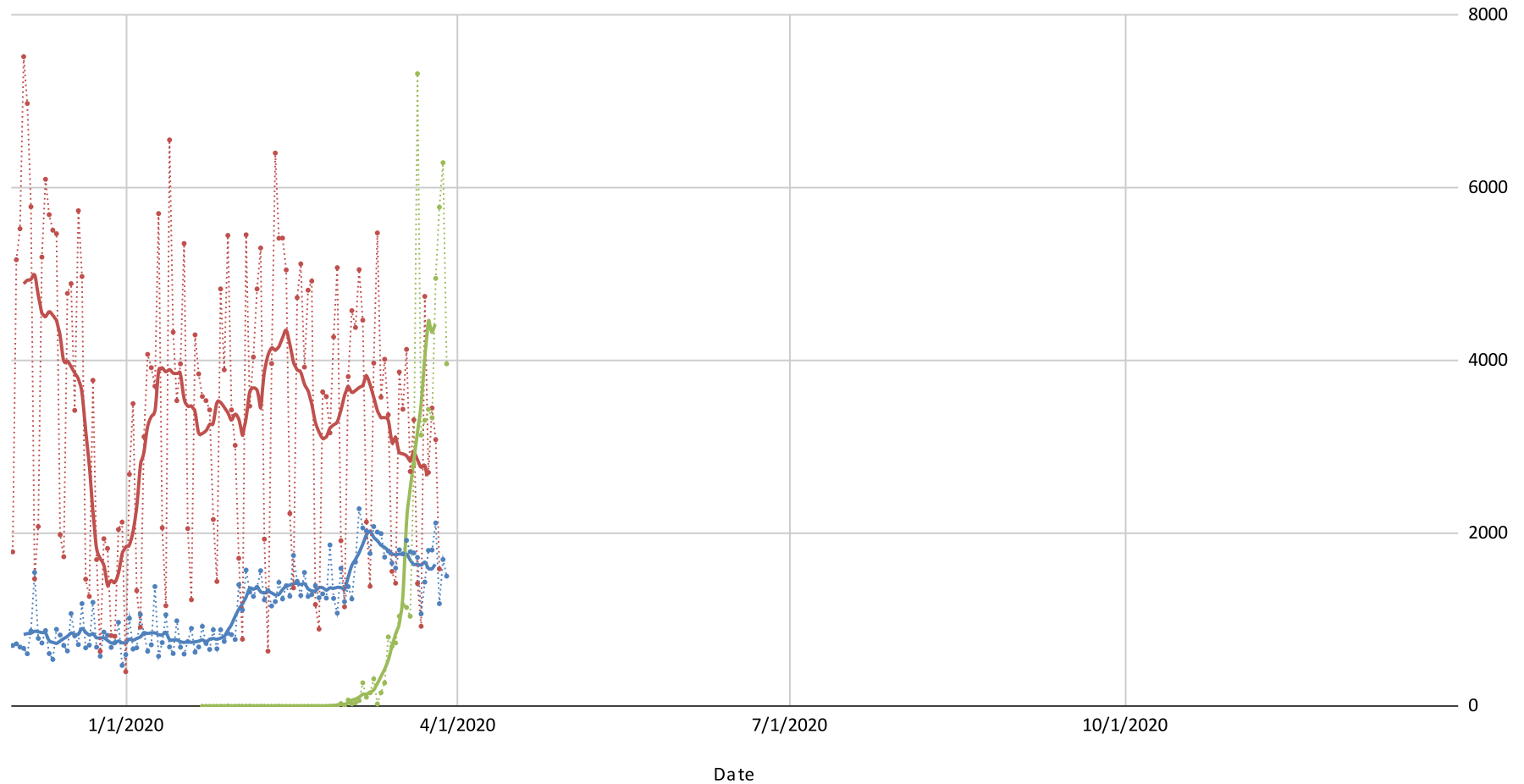
DE

Germany

Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

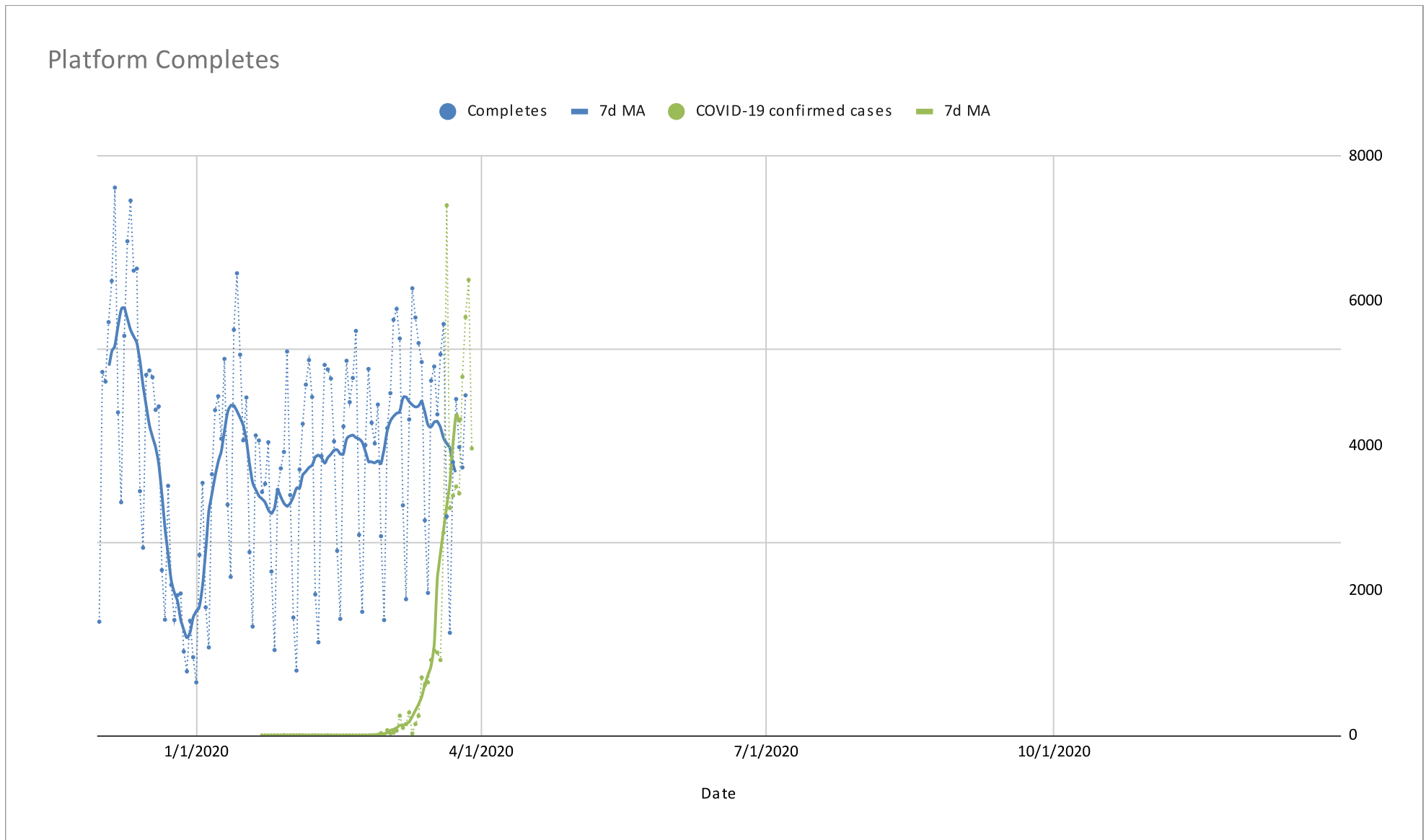
Programmatic Entries & Respondents from Invites

● Programmatic Supply Entries — 7d MA ● Respondents (from Invites) — 7d MA ● COVID-19 confirmed cases — 7d MA



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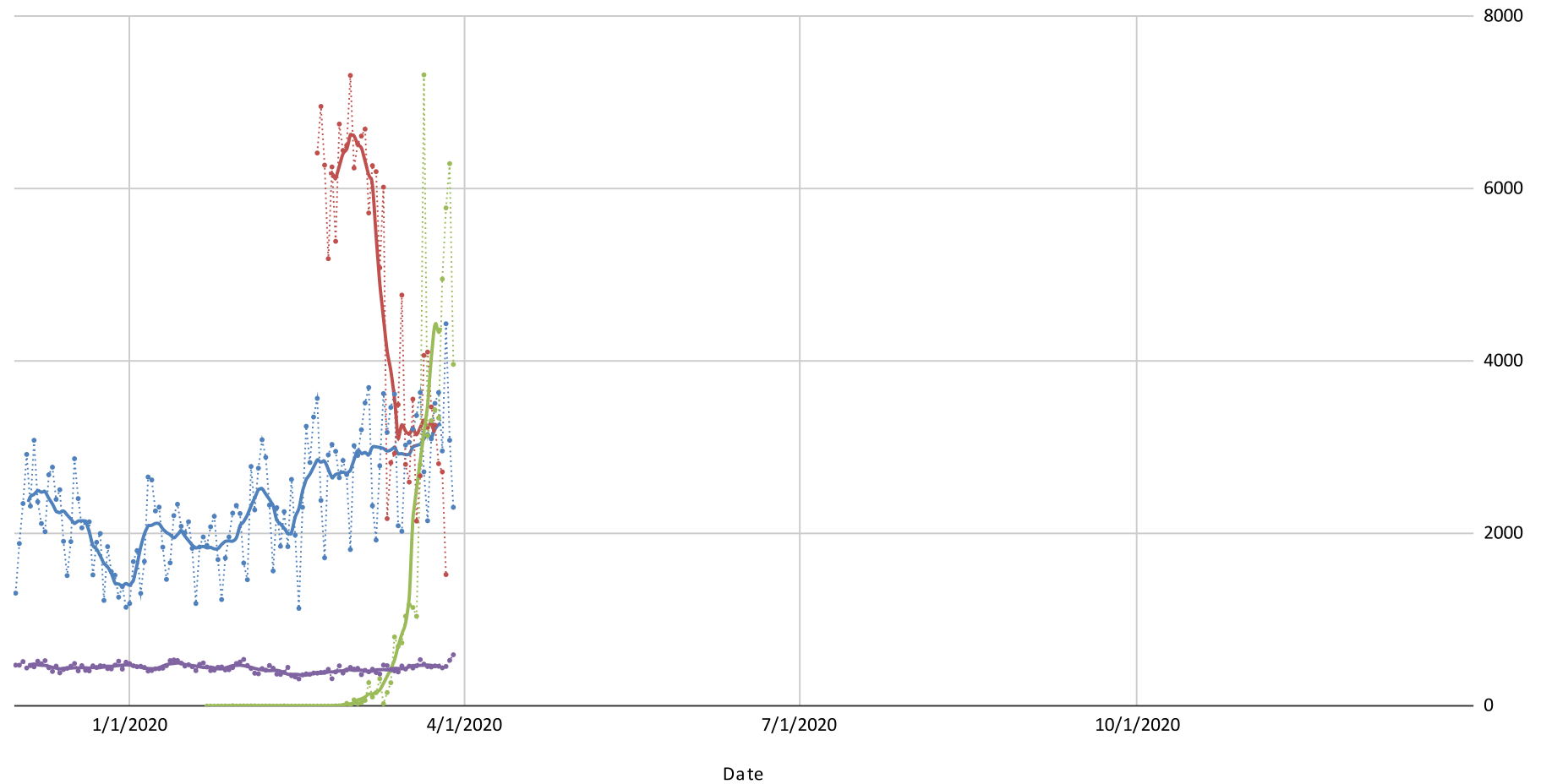


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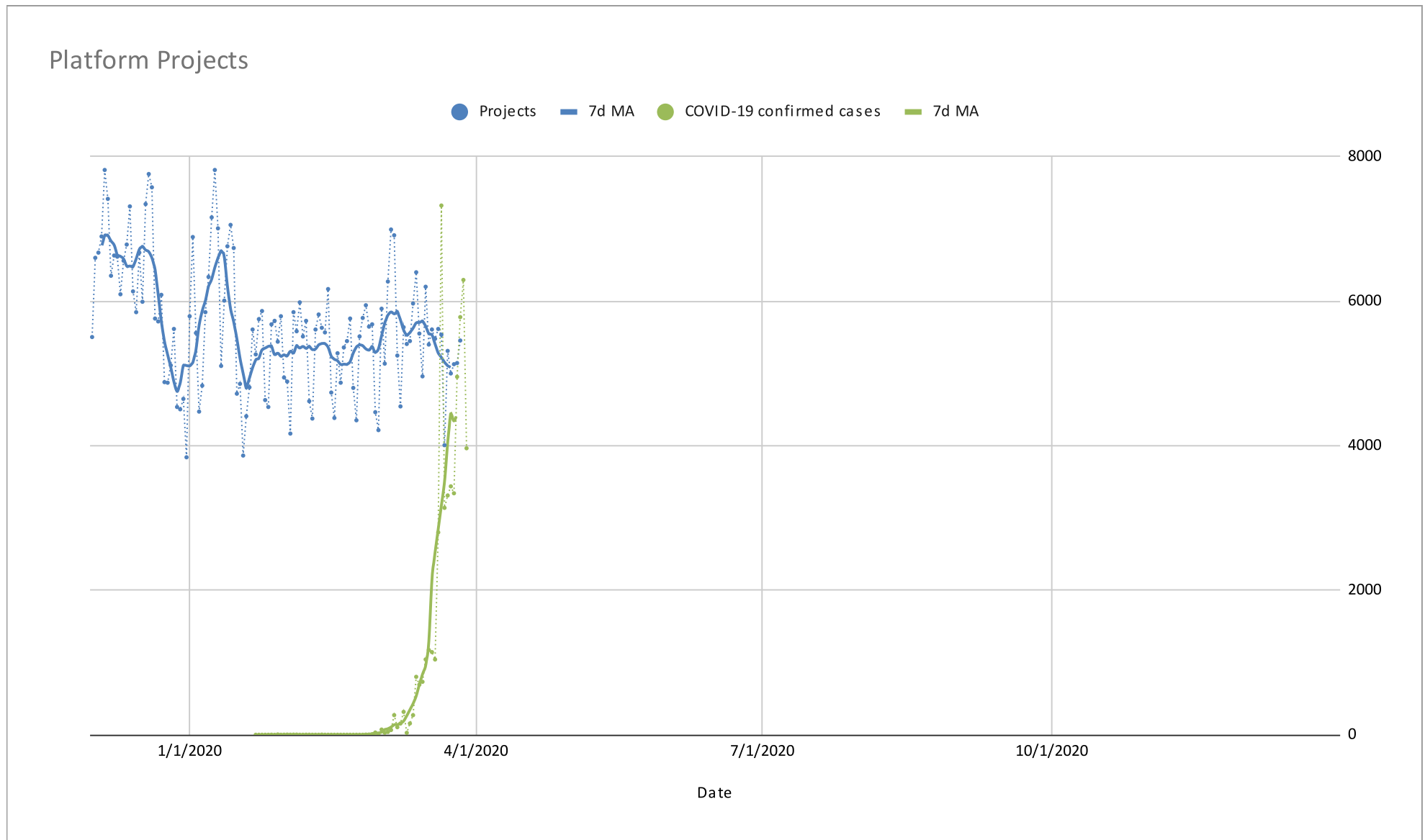
Conversion Rate, Dropout Rate, and Invite Response Rate

● Programmatic Conversion Rate — 7d MA ● Cobra response rate — 7d MA ● COVID-19 confirmed cases — 7d MA ● Dropout Rate — 7d MA



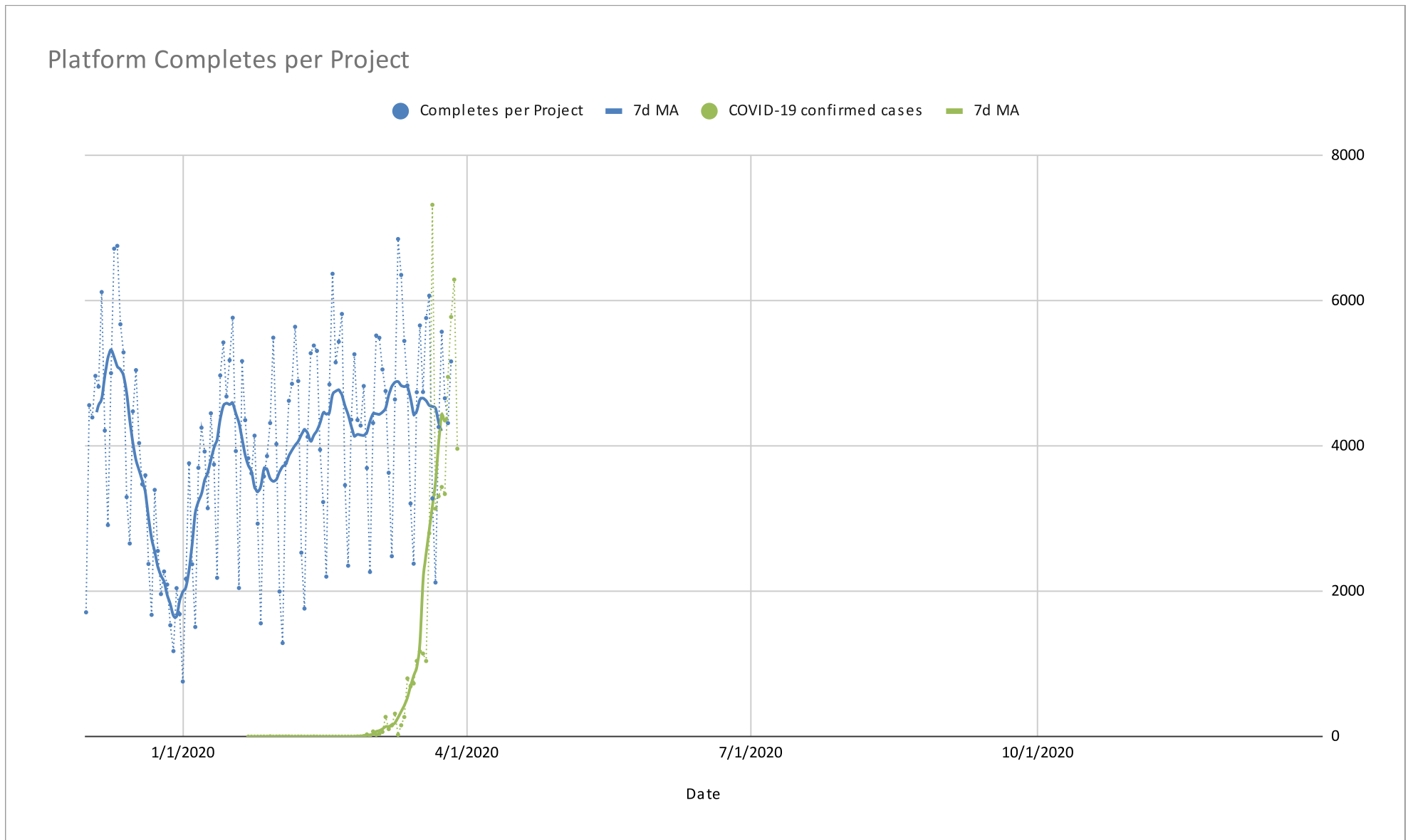
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Email Invites Sent and Number of Respondents (Starts)

● Respondents (from Invites) — 7d MA ● Email Invites Sent — 7d MA ● COVID-19 confirmed cases — 7d MA

