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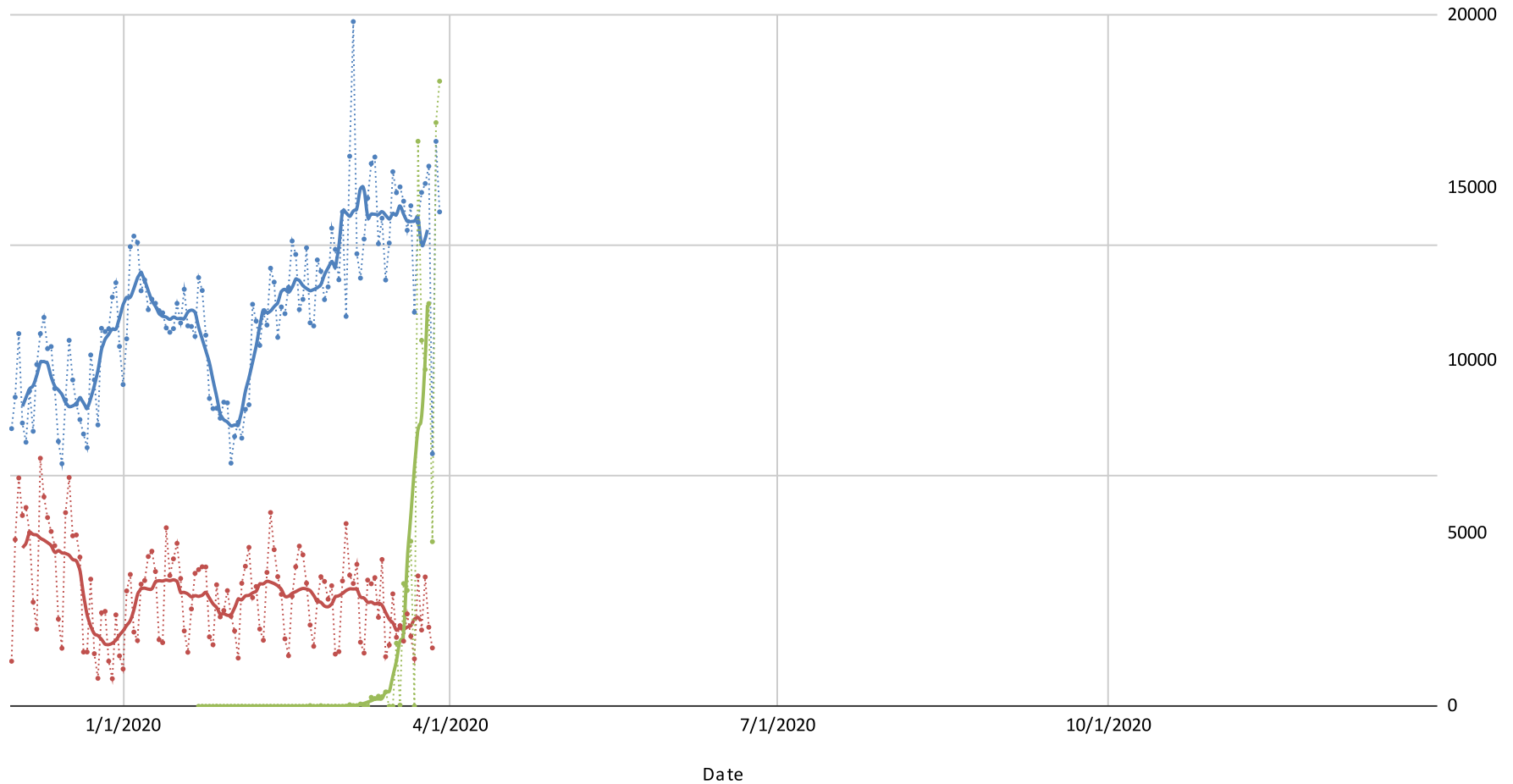
Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Programmatic Entries & Respondents from Invites

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

US   **United States**

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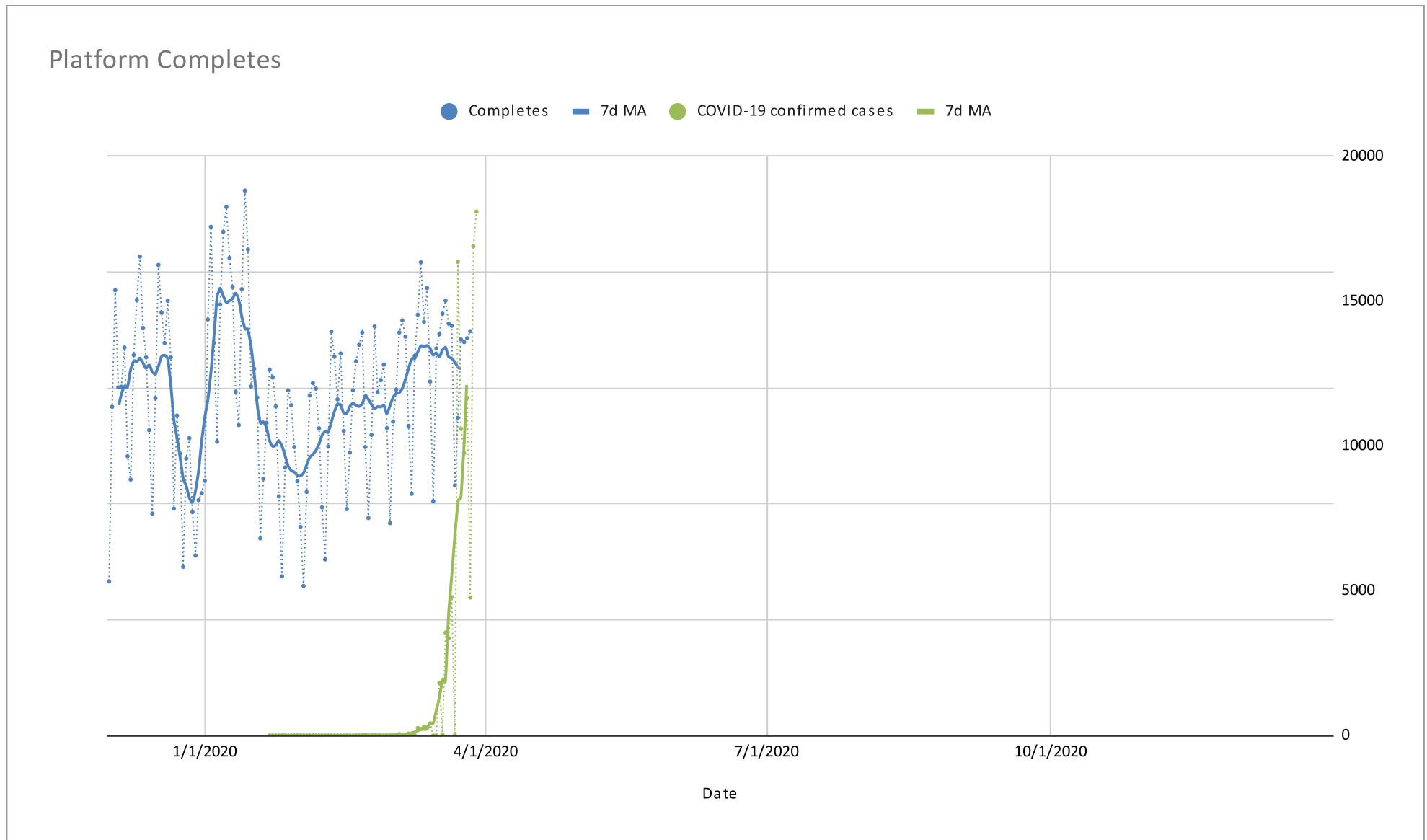COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Platform Completes

Completes ● ─ 7d MA ● COVID-19 confirmed cases ─ 7d MA

Date

US | **United States**

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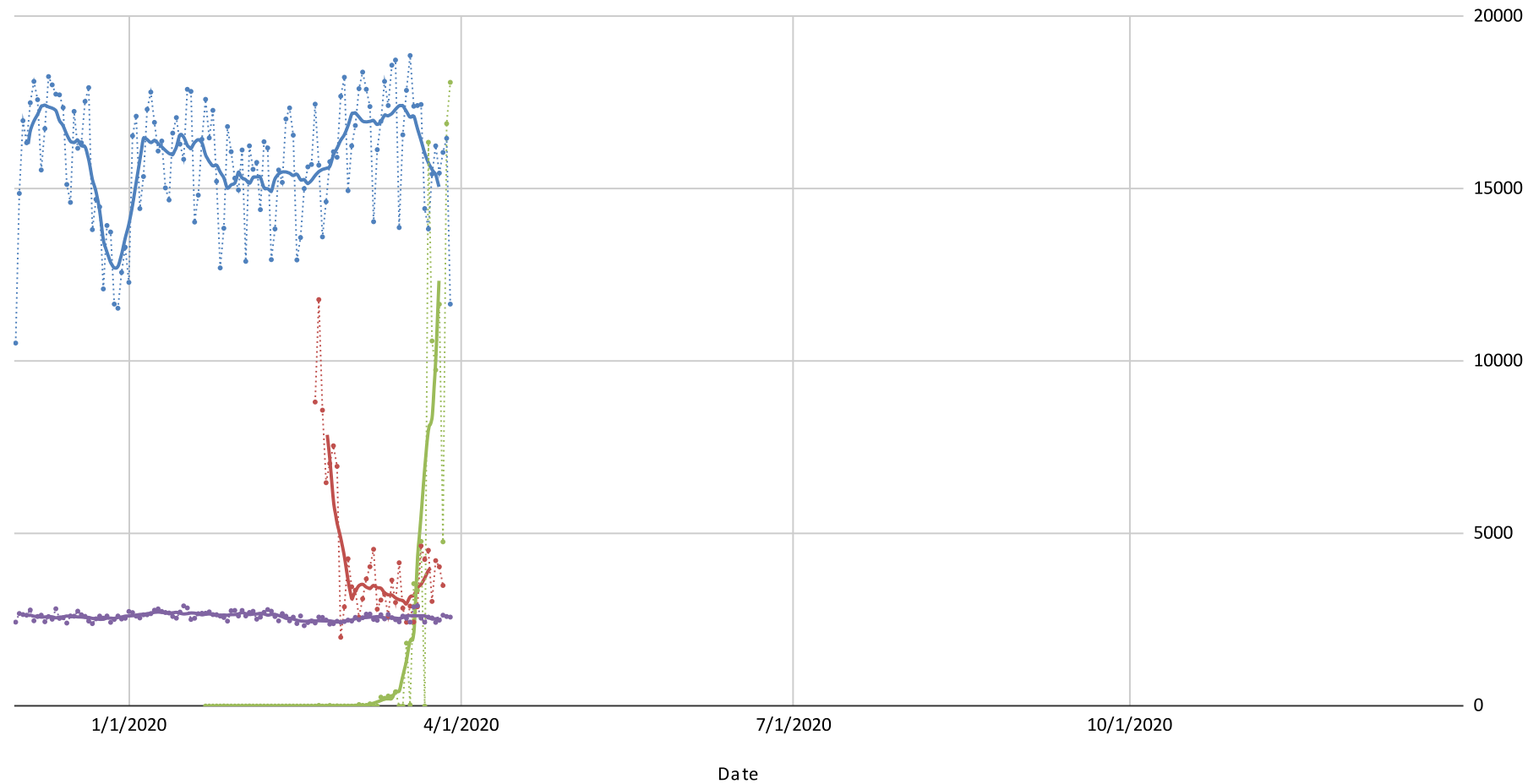COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.
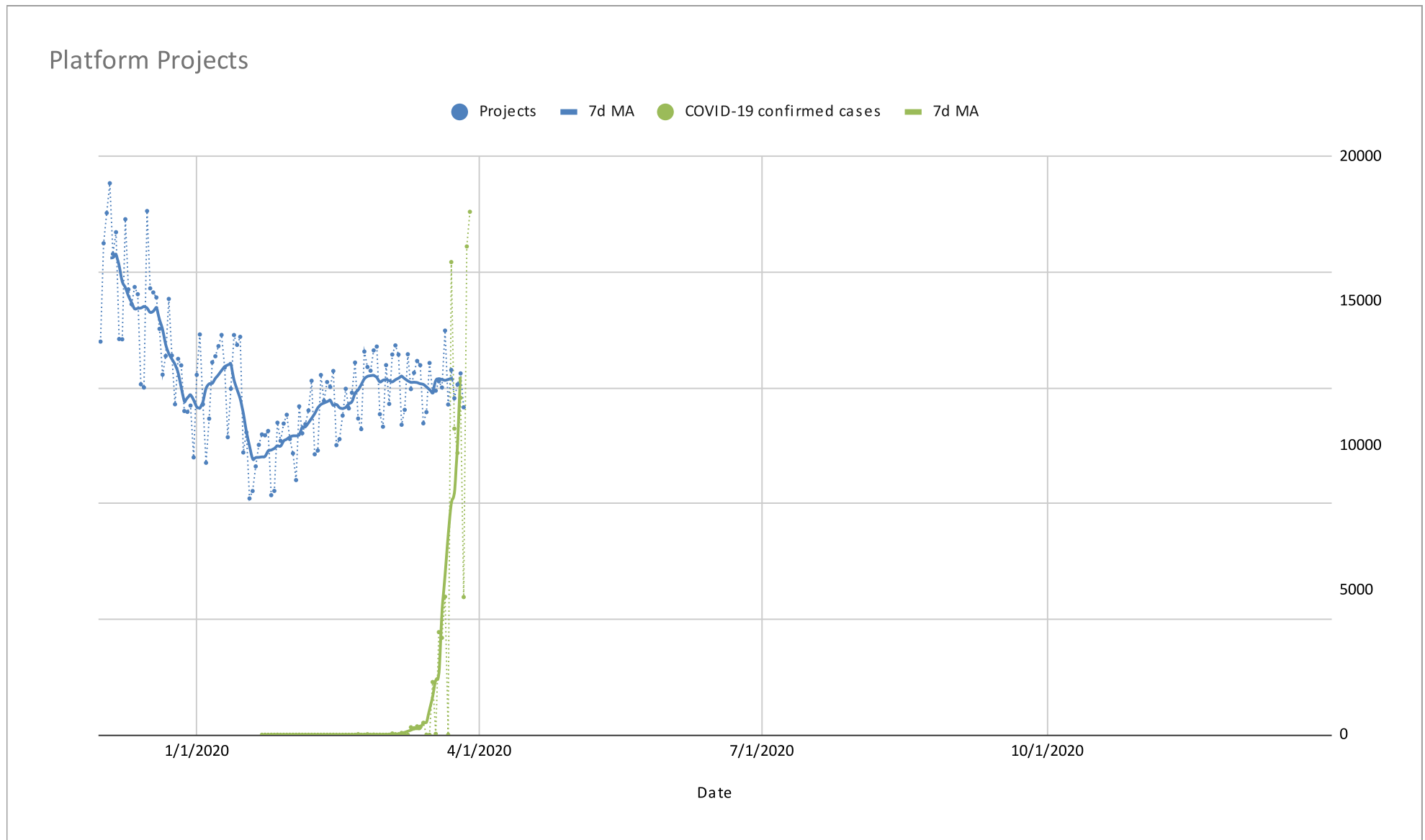

Conversion Rate, Dropout Rate, and Invite Response Rate

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

US   **United States**

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.

Platform Projects

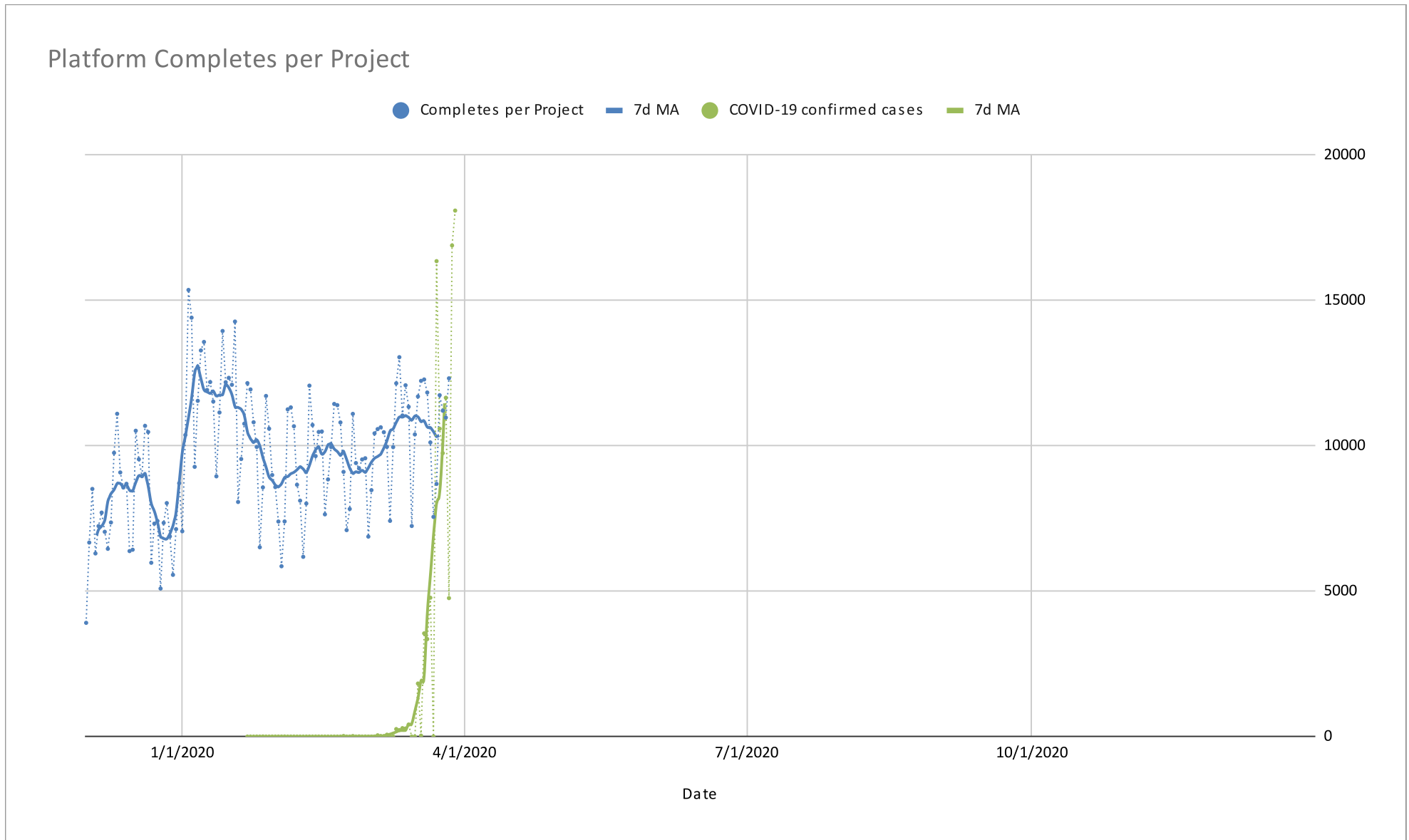Legend: Projects ● | 7d MA ━ | COVID-19 confirmed cases ● | 7d MA ━

US   **United States**

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.

Platform Completes per Project

Legend: Completes per Project — 7d MA — COVID-19 confirmed cases — 7d MA

US   **United States**   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.

Email Invites Sent and Number of Respondents (Starts)

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

Date