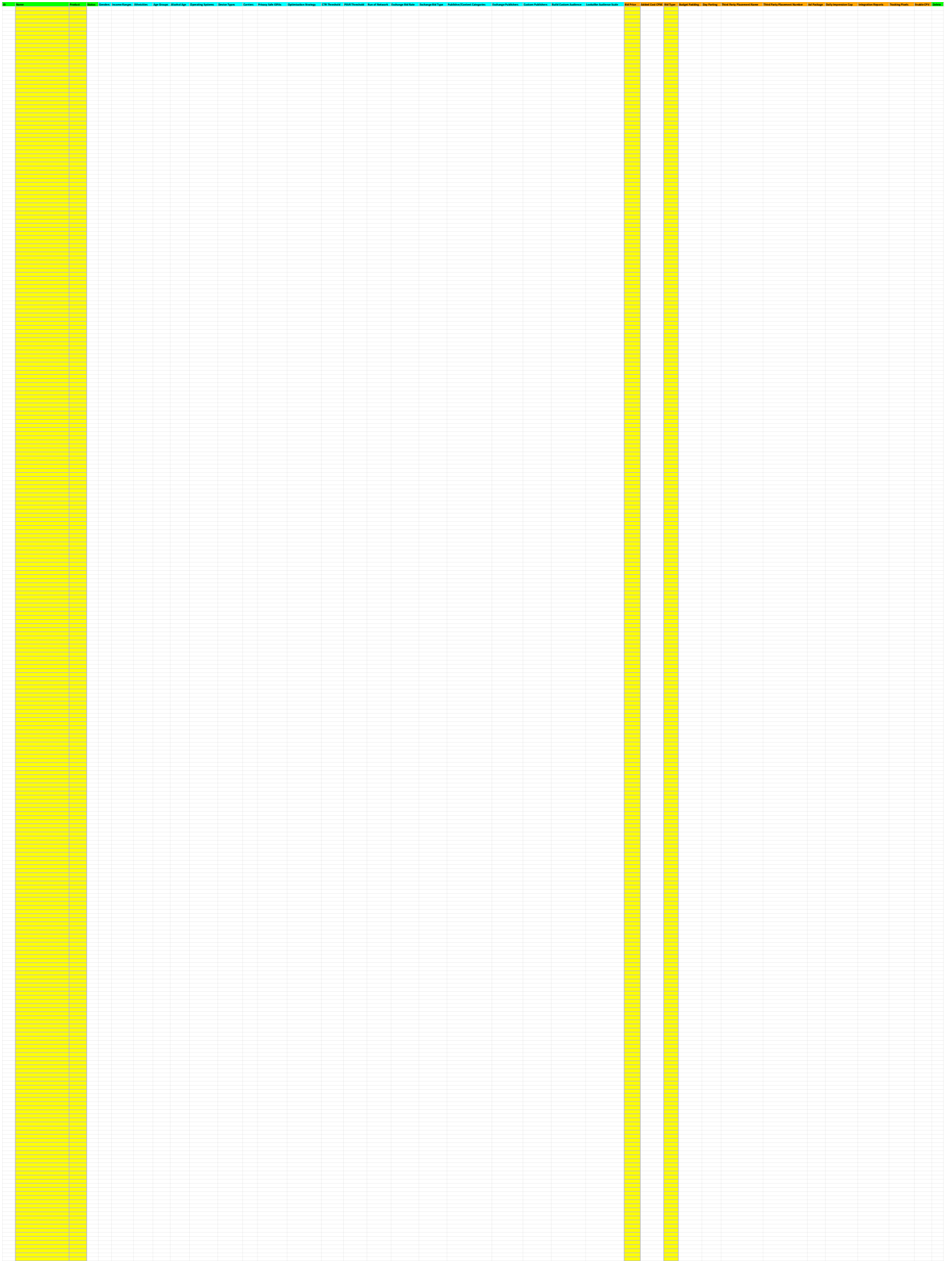
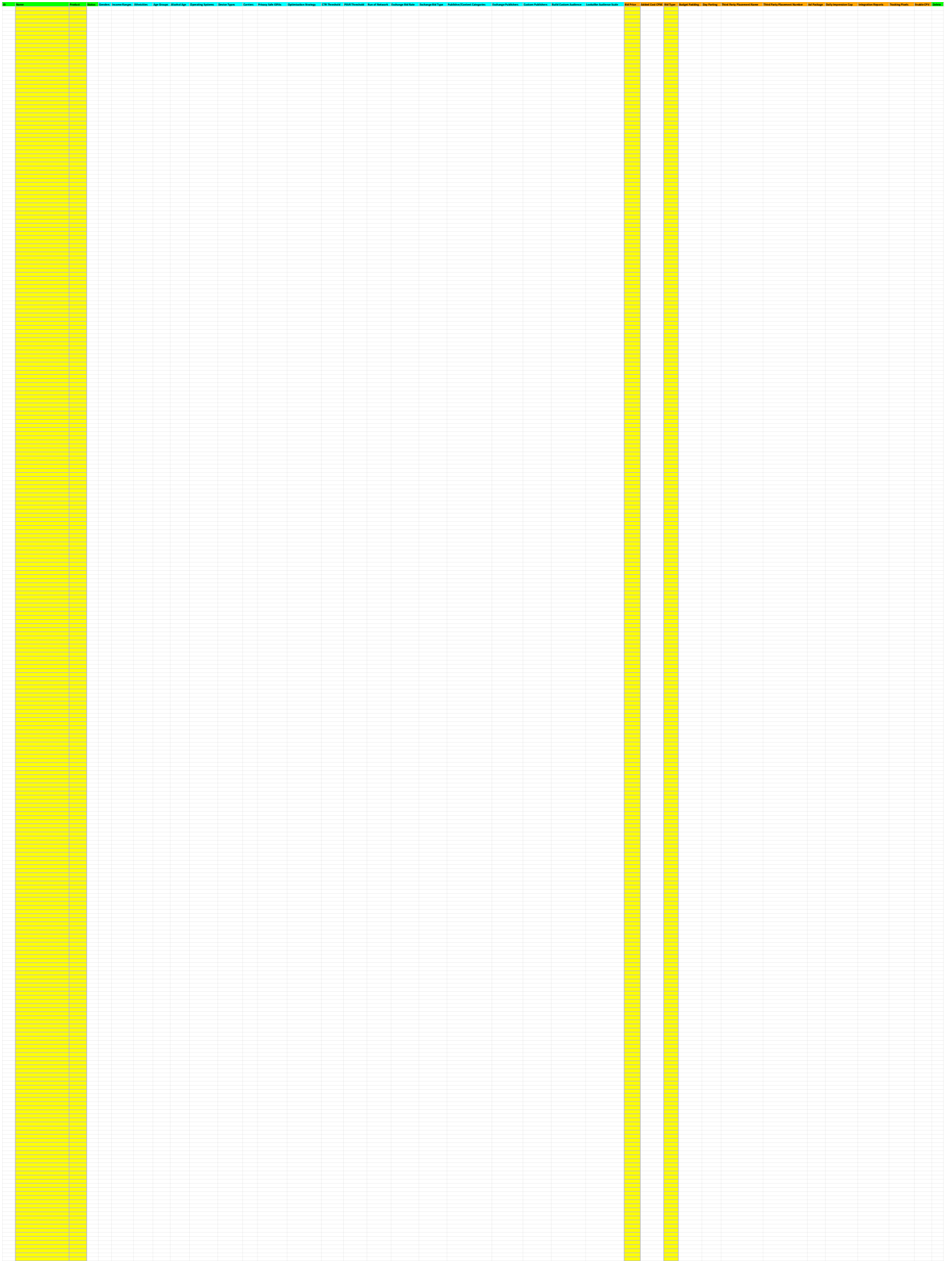


| How it Works                                                                                                                                                                                                              | Limitations                                                                                                                      | Product Definitions                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| This spreadsheet only handles one campaign at a time. So there should be                                                                                                                                                  | Text Banner creatives can only be created and edited via the Ads Manager                                                         | Audience: Targeting people based on                                                                                                                                       |
| Ad groups should be entered in the 'Ad Groups' sheet. If you're creating a new ad group, the ID column should be blank and the same ad group name should be used across the other sheets. Duplicate names cannot be used. | Existing lists (e.g. location filters, drive-to locations, etc.) cannot be appended to with bulk upload, only replaced entirely. | Geotargeting: Targeting people in real-time, while they are within selected states, DMAs, cities, zip codes, or in radial fences around specific addresses or coordinates |
| If you're updating an ad group, be sure to leave the id columns unchanged,                                                                                                                                                | HTML5 creatives can only be created and edited via the Ads Manager UI.                                                           |                                                                                                                                                                           |
| The budget information is split between the 'Ad Groups' sheet and the 'Time                                                                                                                                               |                                                                                                                                  |                                                                                                                                                                           |
| If the upload is not successful, errors will be listed on the furthest column on                                                                                                                                          |                                                                                                                                  |                                                                                                                                                                           |

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| Project ID | Project Name                  | Manager   | Status      | Start Date | End Date   | Budget    | Actual Cost | Progress (%) | Risk Level | Dependencies                                | Notes                               |
|------------|-------------------------------|-----------|-------------|------------|------------|-----------|-------------|--------------|------------|---------------------------------------------|-------------------------------------|
| P001       | Website Redesign              | J. Doe    | In Progress | 2023-01-15 | 2023-06-30 | \$120,000 | \$85,000    | 70%          | Medium     | UI/UX Design, Content Writing               | Client feedback incorporated.       |
| P002       | Mobile App Development        | A. Smith  | On Hold     | 2023-02-01 | 2023-08-15 | \$95,000  | \$10,000    | 10%          | High       | Backend API, Frontend Dev                   | Waiting for funding approval.       |
| P003       | Marketing Campaign Q3         | S. Lee    | Completed   | 2023-07-01 | 2023-09-30 | \$45,000  | \$45,000    | 100%         | Low        | Creative Development, Media Buying          | Exceeded expectations.              |
| P004       | Internal Tool Integration     | M. Kim    | Planning    | 2023-09-01 | 2023-11-30 | \$30,000  | \$0         | 0%           | Medium     | Requirement Gathering, Vendor Selection     | Initial discovery phase.            |
| P005       | Customer Portal V2            | R. Garcia | In Progress | 2023-03-10 | 2023-07-31 | \$70,000  | \$55,000    | 80%          | Medium     | Database Migration, Frontend Dev            | Minor bugs being resolved.          |
| P006       | HR System Upgrade             | L. Brown  | On Hold     | 2023-04-01 | 2023-10-31 | \$110,000 | \$20,000    | 15%          | High       | Vendor Evaluation, Data Migration           | Complexity higher than anticipated. |
| P007       | Product Feature X Development | K. White  | In Progress | 2023-05-01 | 2023-09-30 | \$60,000  | \$40,000    | 65%          | Medium     | Backend Logic, UI Implementation            | Feature freeze approaching.         |
| P008       | Cloud Migration Phase 1       | D. Black  | Completed   | 2022-11-01 | 2023-04-30 | \$80,000  | \$80,000    | 100%         | Medium     | Infrastructure Setup, Application Migration | Successful launch.                  |
| P009       | Compliance Audit Q4           | N. Green  | Planning    | 2023-10-01 | 2023-12-31 | \$25,000  | \$0         | 0%           | Low        | Scope Definition, Resource Allocation       | Annual requirement.                 |
| P010       | New Market Research (APAC)    | H. Blue   | In Progress | 2023-06-01 | 2023-08-31 | \$35,000  | \$25,000    | 75%          | Medium     | Survey Design, Data Collection              | Key insights emerging.              |

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