**Supplemental Information**

**Supplemental Table 1. Banner Performance Metrics for Topics by City--Impressions/Clicks (CTR-Click through Rate)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Phase I****5/22/17 – 7/30/17**  | **Phase II****8/1/17 – 9/30/17** | **TOTALS** |
| **TOPIC** | **San Antonio, TX** | **Buffalo, NY** | **Portland, OR** | **Cincinnati, OH** | **Wash, DC** | **Sacra-mento, CA** | **Birming-ham, AL** | **Miami, FL** | **St. Louis, MO** |  |
| **Diabetes** | 501,678/1,455(0.29%) | 753,020/2,167(0.29%) | 650,953/1,737(0.27%) | 508,879/1,463(0.29%) | 756,786/2,127(0.28%) | 319,681/904 (0.28%) | 320,571/868 (0.27%) | 293,230/875 (0.30%) | 293,097/525 (0.18%) | 4,397,895/12,121(0.27%) |
| **Heart Disease** | 505,602/1,399(0.28%) | -- | 654,335/1,787(0.27%) | 507,096/1,447(0.29%) | 757,511/2,149(0.28%) | 325,019/902 (0.28%) | 318,990/879 (0.28%) | 294,802/804 (0.27%) | 293,741/416 (0.14%) | 3,657,096/9,783(0.26%) |
| **Kidney Disease** | 501,483/1,405(0.28%) | 650,912/1,719(0.26%) | 651,294/1,715(0.26%) | 510,019/1,433(0.28%) | 752,545/2,034(0.27%) | -- | -- | -- | -- | 3,066,253/8,306(0.27%) |
| **Crohn’s Disease** | 300,553/ 827(0.28%) | 653,244/1,821(0.28%) | 350,679/1,032(0.29%) | 305,844/877(0.29%) | -- | -- | -- | -- | -- | 1,610,320/4,557(0.29%) |
| **Alzheimer’s Disease**  | 300,569/ 829(0.28%) | 600,842/1,668(0.28%) | 450,755/1,521(0.34%) | 302,389/792(0.26%) | -- | 316,484/872 (0.28%) | -- | 299,576/879 (0.29%) | 293,018/544 (0.19%) | 2,563,633/7,105(0.27%) |
| **Asthma** | 501,340/1,448(0.29%) | -- | -- | 509,207/1,477(0.29%) | -- | -- | -- | -- | -- | 1,010,547/2,925(0.29%) |
| **COPD** | 351,224/1,167(0.33%) | -- | -- | 358,416/1,041(0.29%) | -- | -- | -- | -- | -- | 709,640/2,208(0.31%) |
| **Pulmonary Sarcoidosis** | -- | -- | -- | 228,062/623(0.27%) | -- | -- | -- | -- | -- | 228,062/623(0.27%) |
| **Lupus** | -- | -- | -- | -- | -- | -- | 323,384/905 (0.28%) | 294,201/852 (0.29%) | 293,063/637 (0.22%) | 910,648/2,394(0.26%) |
| **General Concepts** | -- | -- | -- | -- | -- | 248,059/689 (0.28%) | 257,337/676(0.28%) | 245,808/681 (0.28%) | 248,044/394 (0.16%) | 999,248/2,440(0.25%) |

**Supplemental Table 2. Facebook Performance Metrics for Topics by Market—Impressions/Clicks (CTR-Click through Rate)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Phase I****5/22/17 – 7/30/17**  | **Phase II****8/1/17 – 9/30/17** | **TOTALS** |
| **TOPIC** | **San Antonio, TX** | **Buffalo, NY** | **Portland, OR** | **Cincinnati, OH** | **Wash, DC** | **Sacra-mento, CA** | **Birming-ham, AL** | **Miami, FL** | **St. Louis, OH** |  |
| **Diabetes** | 684,628/20,441(2.99%) | 204,604/5,384(2.63%) | 204,746/4,013(1.96%) | 252,007/5,523(2.19%) | 71,204/2,274(3.19%) | 124,174/1,927(1.55%)  | 129,328/2,255 (1.74%) | 248,369/5,394(2.17%) | 138,165/2,234(1.62%) | 2,057,225/49,445(2.23%) |
| **Heart Disease** | 431,645/8,727(2.02%) | -- | 248,689/3,507(1.41%) | 333,484/5,396(1.62%) | 93,802/2,732(2.91%) | 158,103/1,977(1.25%) | 152,232/2,709(1.78%) | 316,880/6,510(2.05%) | 194,436/2,795(1.44%) | 1,929,271/34,353(1.81%) |
| **Kidney Disease** | 183,812/3,901(2.12%) | 105,571/1,942(1.84%) | 136,984/1,845(1.35%) | 143,571/2,194(1.53%) | 41,278/1,024(2.48%) | -- | -- | -- | -- | 611,216/10,906(1.86%) |
| **Crohn’s Disease** | 54,810/753(1.37%) | 50,794/518(1.02%) | 77,565/677(0.87%) | 90,688/936(1.03%) | -- | -- | -- | -- | -- | 273,857/2,884(1.07%) |
| **Alzheimer’s** | 124,111/2,930(2.36%) | 54,630/1,332(2.44%) | 104,063/1,574(1.51%) | 98,978/1,455(1.47%) | -- | 142,213/1,815(1.28%) | -- | 139,091/2,171(1.56%) | 193,571/2,963(1.53%) | 856,657/14,240(1.74%) |
| **Asthma** | 109,234/2,913(2.67%) | -- | -- | 82,197/1,174(1.43%) | -- | -- | -- | -- | -- | 191,431/4,087(2.05%) |
| **COPD** | 66,412/2,121(3.19%) | -- | -- | 53,158/1,246(2.34%) | -- | -- | -- | -- | -- | 119,570/3,367(2.77%) |
| **Lupus** | -- | -- | -- | -- | -- | -- | 62,402/434(0.70%) | 127,795/845(0.66%) | 139,764/1,098(0.79%) | 329,961/2,377(0.72%) |
| **General Concepts** | -- | -- | -- | -- | -- | 202,305/2,915(1.44%) | 222,298/4,118(1.85%) | 270,796/7,473(2.76%) | 242,712/3,917(1.61%) | 938,111/18,423(1.92%) |

**Supplemental Figures: Trials Today User Survey Data**

\*Percentages equal more than 100% due to multiple responses. accepted.