

Appendix: Table 1. Thematic ad groups and expanded keywords

| Ad groups                         | Top representative keywords  |
|-----------------------------------|--|
| (alphabetically sorted)           | <i>Note: sorted first by number of ad clicks, and then number of ad impressions.</i>   |
| Auditory hallucination            | Hearing voices; hearing whispers; hallucination; my son is hearing voices; god talking to me; voices in my head; hallucinating; auditory hallucination; is it normal to hear voices in your head; why do I hear voices; hearing voices schizophrenia; is it normal to hear voices in your head; where do voices come from; my daughter is hearing voices; I hear voices others can't; hearing whispers in my mind; radio talking to me; psychosis hearing things; talking to voices; hearing whispers treatment; voices no one else hears; subconscious voices   |
| Bipolar disorder signs & symptoms | Symptoms for bipolar; what is bipolar disorder; signs for bipolar disorder; bipolar disorder symptoms; bipolar disorder; what is bipolar disease; bipolar condition symptoms; signs of bipolar; how do you know if your bipolar; what is bipolar behavior; bipolar; what are the symptoms of bipolar; symptoms bipolar; symptoms for bipolar disorder; signs bipolar; symptom of bipolar disorder; bipolar disorder symptom; what is bipolar disorder symptoms; symptoms of bipolar disease; mental illness bipolar symptoms; bipolar disease symptoms   |
| Cognitive symptoms                | Hard to focus; runaway thoughts; help for racing thoughts; racing thoughts at night; mind racing; disorganized speech; foggy feeling in head; anxious mind; treatment for racing thoughts; foggy mind; runaway mind; cloudy head symptoms; mind racing symptoms; racing thoughts cure; foggy head feeling; help with brain fog; can't think fast   |
| Delusions/suspicion               | Mind control; delusion; illuminati; suspicion; delusion; conspiracy; mind reading; control thoughts; paranoid; suspicious; idea of reference; paranoia; conspiracy theory; mind reader; truman show; out of body experience; delusions of grandeur; minds eye; read my mind; nihilistic delusion; crazy thoughts; irrational fear; waking dream; intrusive thoughts; deja vu   |
| Development of schizophrenia      | Developing schizophrenia; how schizophrenia develops; schizophrenia development; can you develop schizophrenia; development of schizophrenia;  |
| Mental health treatment           | help for mentally ill; mental disorder treatment; mental illness help websites; help with mental illness; help for people with mental illness; help for adults with mental illness; help for those with mental illness; mental health treatment centers; help for someone with mental illness; where can you get help for mental illness; help for mental illness; mental illness help hotline; community mental health center; psychiatric help; where to get help for mental illness; where to go for psychiatric help; I need psychiatric help; help for the mentally ill; mental illness help; mental health centers near me; getting help for someone with mental illness |

|                                       |   |
|---------------------------------------|---|
| Mental illness/psychosis test         | Mental illness test; mental disorders symptoms test; mental health test; psychosis test; do I have a mental illness test; mental disorders test; schizophrenia online quiz; psychosis quiz; mental illness quiz; schizophrenia online test; I have a mental illness; test your mental health; mental health test; mental condition test; schizophrenia test; mental illness test; mental illness quiz; mental disability test; mental state test; schizophrenia test  |
| New York City mental health resources | Mental health services NYC; NYC mental health help; free mental health services NYC; NYC mental health support; NYC mental health resources; NYC mental illness help; Mental health crisis NYC; teen mental health NYC; NYC mental illness support; find NYC therapist; NYC mental illness resources; help for mental health NYC; student mental health NYC; help for serious mental illness NYC; teen mental health crisis NYC; mental health evaluation NYC; find psychosis help NYC; psychosis services NYC  |
| Psychosis signs and symptoms          | Depression psychosis symptoms; acute psychosis symptoms; symptom of psychosis; severe psychosis symptoms; psychosis symptoms signs; symptoms of psychotic; psychosis symptoms; nervous breakdown signs; early psychosis symptoms; signs psychosis; psychosis symptoms; depressive psychosis symptoms; schizophrenia psychosis symptoms; nervous breakdown; psychosis depression symptoms; symptoms of acute psychosis; psychosis symptoms and signs; psychosis symptoms and signs; early onset psychosis symptoms; chronic psychosis symptoms; signs symptoms of psychosis; signs of psychosis; signs and symptoms of psychosis                           |
| Psychosis treatment/help              | Support for psychosis; psychosis new treatment; psychotic treatment; medicine for psychosis; best treatment for psychosis; can psychosis be treated; psychosis treatments; how to recover from psychosis; psychotic break treatment; psychosis symptoms treatment; help for mentally ill; psychosis support group; psychotic treatment; substance induced psychosis treatment; psychosis research; psychosis recovery; treating psychosis; treatments for psychosis; recovering from psychosis  |
| Schizophrenia signs and symptoms      | Symptoms for schizophrenia; what is the symptoms of schizophrenia; signs of schizophrenia; schizophrenia symptoms; symptoms schizophrenia; schizophrenia signs; symptoms of schizophrenia; signs and symptoms for schizophrenia; signs schizophrenia; information on schizophrenia; what is schizophrenia symptoms; schizophrenics symptoms; symptoms of schizophrenia; signs of schizophrenia in adults; symptoms of paranoid schizophrenia; paranoid schizophrenia symptoms; sign of schizophrenia; beginning signs of schizophrenia; schizophrenia signs symptoms; catatonic schizophrenia symptoms; prodromal symptoms; the symptoms of schizophrenia |
| Schizophrenia type                    | Schizophrenia catatonic type; types schizophrenia; schizophrenia type; schizophrenia paranoid type; paranoid type schizophrenia   |
| Special powers                        | Speaking to spirits; communicating with demons; am I god; I can read minds; communicating with aliens; am I an alien; I have psychic powers; I am an alien; I can mind read; I am psychic; grandiose thinking; I have special powers; am I telepathic; how to know if you're psychic; I can communicate with animals; am I a sorcerer; I am telepathic; I am a sorcerer; I am king of the world; I am immortal; I am a mind reader; I am the messiah; I am the chosen   |

one; am I the chosen one; am I telepathic

Visual hallucinations

See demons; seeing things that are not there; seeing things; seeing ghosts; visual hallucination; seeing things that aren't there; seeing shadows; seeing demons; why am I seeing things; how to know if what I see is real; how to get help for seeing things that aren't real; things look surreal; hearing and seeing things that aren't there; seeing shadows that aren't there; seeing things mental illness test; psychosis see things that aren't there; see things that aren't there; seeing demons not real; seeing things psychosis test; how do I know if what I see is real; mind's eye seeing things; afraid and seeing things; seeing things help

What is schizophrenia

Information on schizophrenia; do I have schizophrenia; child schizophrenia; living with schizophrenia; schizophrenia disease; schizophrenia in teens; what is schizophrenia; schizophrenia illness; schizophrenia meaning; schizophrenia brain; life with schizophrenia; I have schizophrenia; severe schizophrenia; schizophrenia in teenagers; disorganized schizophrenia; acute schizophrenia; prognosis of schizophrenia; childhood schizophrenia; mild schizophrenia; borderline schizophrenia; traits of schizophrenia; I think I have schizophrenia; how can you tell if you have schizophrenia

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Appendix: Table 2. Number of impressions, clicks, click through rate by ad description line

| Description line                    | Impressions   | Clicks      | CTR          |
|-------------------------------------|---------------|-------------|--------------|
| You're Not Alone. We Can Help       | 152320        | 4043        | 1.77%        |
| Hard To Tell What Is Real?          | 18707         | 138         | .31%         |
| Getting Help Early Matters.         | 931           | 31          | 1.72%        |
| Like Others Can Read Your Mind?     | 2147          | 18          | .79%         |
| Getting Help Early Matters          | 1799          | 17          | .25%         |
| Feel Like People Are Watching You?  | 2142          | 14          | .16%         |
| Blank (No description line)         | 1852          | 11          | .24%         |
| If You're Not Sure, We Can Help.    | 348           | 11          | 1.45%        |
| Like Others Are Following You?      | 1524          | 10          | .09%         |
| Seeking Help Is A Sign Of Strength. | 332           | 5           | 1.24%        |
| Hard To Find Control?               | 1161          | 5           | .07%         |
| Talk To Someone. You're Not Alone.  | 133           | 4           | 1.55%        |
| Talk To Someone. We Can Help.       | 609           | 4           | 1.93%        |
| Recovery Is Possible. We Can Help.  | 531           | 4           | .29%         |
| Am I dead?                          | 508           | 3           | .59%         |
| Do You Have Special Powers?         | 40            | 3           | 4.17%        |
| Others Are Conspiring Against You?  | 553           | 3           | .54%         |
| It's Possible! We Can Help.         | 566           | 3           | .43%         |
| Feel Like Police Are Following You? | 612           | 2           | .04%         |
| Early Treatment Can Be A Lifesaver. | 206           | 2           | .23%         |
| Getting Help Early Saves Lives      | 88            | 2           | .76%         |
| Concerned About The Illuminati?     | 448           | 2           | .45%         |
| Hard To Tell What's Real?           | 494           | 2           | .40%         |
| Does Life Feel Like Deja Vu?        | 472           | 2           | .42%         |
| Could You Be Abducted By Aliens?    | 295           | 1           | .34%         |
| We Can Help With Troubling Beliefs. | 32            | 1           | 4.17%        |
| Troubling Thoughts? We Can Help.    | 11            | 1           | 6.25%        |
| Could You Be Abducted By UFOs?      | 322           | 1           | .31%         |
| Confusing Thoughts? We Can Help.    | 103           | 1           | .77%         |
| Get Help For Troubling Beliefs.     | 48            | 1           | 1.92%        |
| Life Feeling Like The Truman Show?  | 305           | 1           | .33%         |
| Could You Have It?                  | 172           | 1           | 1.25%        |
| Believe In Special Powers?          | 8             | 0           | .00%         |
| Not Sure What's Real? We Can Help.  | 25            | 0           | .00%         |
| Or A Mental Health Concern?         | 32            | 0           | .00%         |
| Grandiose Thoughts? We Can Help.    | 21            | 0           | .00%         |
| Concerned About Your Mental Health? | 8             | 0           | .00%         |
| Find Local Mental Health Support.   | 6             | 0           | .00%         |
| Struggling But Not Sure Why?        | 50            | 0           | .00%         |
| Feel Like FBI Is Watching You?      | 249           | 0           | .00%         |
| Getting Help Early Saves Lives.     | 269           | 0           | .00%         |
| Is Your House Bugged?               | 245           | 0           | .00%         |
| Having Confusing Thoughts?          | 14            | 0           | .00%         |
| Find Help For Troubling Beliefs.    | 18            | 0           | .00%         |
| Concerned About Delusion?           | 250           | 0           | .00%         |
| <b>Total</b>                        | <b>191313</b> | <b>4350</b> | <b>2.27%</b> |

**Note:** CTR: Click Through Rate

## Appendix: Figures 1 and 2

Figure 1. Campaign Landing Page

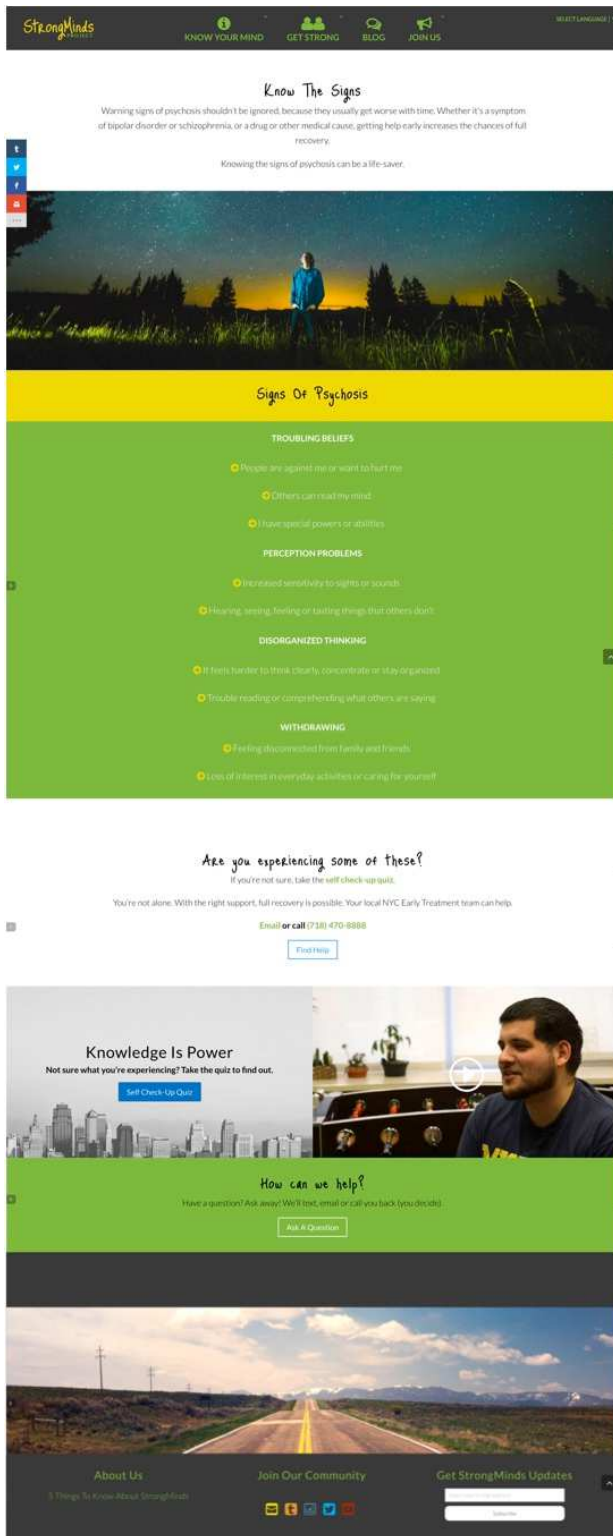


Figure 2. Sample Ads

