**CCM Therapy Facebook Ad Components and Example Ad**

Note: Ad text, videos, and headline options will be dynamically optimized (mixed and matched automatically by Facebook) to maximize performance. A yellow highlight indicates insert a value, or that the component is option.

**Ad example and definition of components:**

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CTA ad text

Primary ad text

Headline option

Video option

**Video options (always one of these):**

Social media video: Version 1

Patient testimonials: Bob, Lois, Dave

Physician testimonials: Dr. Mattioni, Dr. D’Souza **Primary ad text options (always one of these):**

About 6.5 million Americans have heart failure. A breakthrough treatment may be appropriate for many of them.

A heart attack can lead to heart failure. CCM therapy is a breakthrough treatment that may help many people with heart failure feel better.

Heart attack survivors may have heart failure. CCM therapy is a breakthrough treatment that may help many people with heart failure feel better.

CCM therapy is a breakthrough treatment proven to improve quality of life for certain types of heart failure patients.

CCM therapy is a breakthrough treatment that may help many people with heart failure feel better.

CCM therapy may be an option for people that aren’t adequately responding to heart failure medications.

CCM therapy is FDA-approved and implanted in a minimally invasive procedure.

CCM therapy is an FDA-approved treatment for heart failure. It may be appropriate for many people with heart failure.

CCM therapy delivers pulses of energy to the heart and is designed to improve the heart’s contraction for certain types of people with heart failure.

Heart failure medications aren’t always enough to manage symptoms. CCM therapy works differently than medications to help certain types of people with heart failure feel better.

CCM therapy works differently than medications to help certain types of people with heart failure feel better.

CCM therapy has been evaluated in numerous clinical studies, including several randomized controlled trials.

Medicare and many commercial insurers now cover CCM therapy for heart failure.

Heart failure symptoms can get worse over time. Discuss CCM therapy with a cardiologist in [city/area name].

Cardiologists in [city/area name] are now using CCM therapy, a breakthrough treatment for heart failure.

Find a cardiologist in [city/area name] to learn more about CCM Therapy.

Discuss CCM therapy with a cardiologist in [city/area name].

**CTA ad text (always one of these):**

To learn more: [www.CCM.Impulse-Dynamics.com](http://www.CCM.Impulse-Dynamics.com)[/contact][/critera]

For risks: [www.CCM.Impulse-Dynamics.com/patient-saftey](http://www.CCM.Impulse-Dynamics.com/patient-saftey)

Find a cardiologist: [www.CCM.Impulse-Dynamics.com](http://www.CCM.Impulse-Dynamics.com)[/contact][/critera]

For risks: [www.CCM.Impulse-Dynamics.com/patient-saftey](http://www.CCM.Impulse-Dynamics.com/patient-saftey)

For cardiologists in [city/area name]: [www.CCM.Impulse-Dynamics.com](http://www.CCM.Impulse-Dynamics.com)[/contact][/critera]

For risks: [www.CCM.Impulse-Dynamics.com/patient-saftey](http://www.CCM.Impulse-Dynamics.com/patient-saftey)

**Headline options (always one of these):**

New FDA-Approved Heart Failure Treatment Now Available

New Heart Failure Treatment Available

Get the Facts on CCM Therapy

FDA-Approved Treatment

Minimally Invasive Treatment

Medicare Covers CCM Therapy

Many Commercial Insurers Cover CCM Therapy

CCM Therapy Works Differently Than Medications

Cardiologists In [City/Area Name] Are Using CCM Therapy

Cardiologists In [City/Area Name] Using Breakthrough Treatment

Find A Cardiologist In [City/Area Name]

Discuss CCM therapy with a cardiologist in [City/Area Name]