**CCM Therapy Google Search Ad Copy**

**APPROACH:**

In combination with local Facebook ads, local Google search ads will be shown to people searching for terms related to heart failure. The search ads will drive traffic to the same website used for the Facebook ads. A variety of text options for each search ad element will be tested to determine the highest performing combination of ad text, which is likely to vary by market.   
  
An example ad, the ad elements, and proposed text options for each element are below.

**EXAMPLE GOOGLE SEARCH AD AND ELEMENTS:**

Depending on the viewer’s device and Google’s advertising algorithm, the ad may not always include every text option entered for the element. Some shortening may also occur in some formats. The order of text options within the elements may also change automatically based on the algorithms predicted performance. Not all ads will display every potential element.

Display path of URL

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Headlines

Sitelink extensions

Descriptions

Callout extensions

**PROPOSED TEXT OPTIONS FOR EACH ELEMENT:**

**Headlines:** separated by “|” character, 2-3 options at a time **(30 characters max each)**

Always one of these:

* Heart Failure?
* Heart Attack?
* Heart Attack Survivor?
* Heart Failure Issues?
* Weak Heart?
* Heart Failure
* Weakening Heart
* Frustrated with Heart Failure?
* Heart Failure Symptoms
* Heart Attack Recovery?

Always one of these:

* New Treatment
* Breakthrough Treatment
* FDA-Approved Treatment
* Medicare Covers CCM Therapy
* CCM Therapy Treats Symptoms
* CCM Therapy is FDA-Approved
* Treatment Improves Symptoms
* Treatment Helps Symptoms
* CCM Therapy Isn’t a Medication
* Minimally Invasive Treatment

*Almost always* one of these:

* Available In [City/Area Name]
* Is It Right For You?
* See If CCM Therapy Is For You
* Is CCM Therapy Right For You?
* Find a [City/Area Name] Doctor
* Find a Doctor for CCM Therapy
* Local Doctors Use CCM Therapy

**Display path of URL:** 1 option at a time **(does not need to match exact website URL, no caps)**

Always one of these:

* [ccm.impulse-dynamics.com](http://www.ccm.impulse-dynamics.com)
* [ccm.impulse-dynamics.com/criteria](http://www.ccm.impulse-dynamics.com/critiera)
* [ccm.impulse-dynamics.com/treatment](http://www.ccm.impulse-dynamics.com/treatment)
* [ccm.impulse-dynamics.com/](http://www.ccm.impulse-dynamics.com/)[city/area name]
* [ccm.impulse-dynamics.com/patients](http://www.ccm.impulse-dynamics.com/patients)
* [ccm.impulse-dynamics.com/medicare](http://www.ccm.impulse-dynamics.com/covered-by-medicare)
* [ccm.impulse-dynamics.com/insurance](http://www.ccm.impulse-dynamics.com/covered-by-medicare)

**Descriptions:** 1-2 options at a time **(90 characters max)**

Always one of these:

* Doctors near you are treating heart failure with CCM therapy.
* Doctors in [City/Area Name] are using CCM therapy to treat heart failure.
* CCM therapy is FDA-approved and implanted in a minimally invasive procedure.
* CCM therapy is proven to improve quality of life for certain heart failure patients.
* Heart attack survivors may have heart failure. CCM therapy can treat heart failure.
* A heart attack can lead to heart failure. CCM therapy can treat heart failure.
* CCM therapy delivers pulses of energy to the heart and can improve symptoms.
* Heart attack survivors may have a weakened heart, or heart failure.
* CCM therapy is a breakthrough treatment for heart failure.
* CCM therapy can help treat heart failure symptoms for many people.
* CCM therapy can help many heart failure patients feel better.
* Heart failure medications aren’t always enough to manage symptoms.
* CCM therapy is an FDA-approved heart failure treatment.
* CCM therapy works differently than medications to treat heart failure symptoms.
* CCM therapy is an FDA-approved treatment for heart failure.
* CCM therapy may be appropriate for many people with heart failure.
* CCM therapy is not another medication for heart failure.
* CCM therapy is covered by Medicare and many commercial insurers.

*Sometimes* one of these:

* See if CCM therapy is right for you.
* Find a cardiologist near you that offers CCM therapy.
* Find a [City/Area Name] cardiologist that offers CCM therapy.
* Learn if CCM therapy is right for you.
* Learn more about how CCM therapy can help improve heart failure symptoms.
* Find a local cardiologist now.

**Callout extensions:** 0-4 options **(25 characters max)**

*Sometimes* 0-4 of these:

* New Treatment
* Offered Locally
* FDA-Approved
* Medicare Covers
* Not a Medication
* Minimally Invasive

**Sitelink extensions to specific site pages or the main page:** 0-4 options **(25 characters max)**

*Sometimes* 0-4 of these:

* Is It Right For Me?
* What Are The Risks?
* How Does It Work?
* CCM Therapy
* Insurance
* Medicare
* Find a Doctor
* Local Cardiologists
* [City/Area Name] Cardiologists
* Learn More
* Contact
* Criteria
* Contact Us