

Headlines (max. 30 characters)

(enter maximum 15 headlines)

Descriptions (max. 90 characters)

(enter maximum 4 descriptions, minimum 2)

CTA for RSAs

think of display URL which is the URL name the user sees, keep it short and then the actual target URL where you send the user to (e.g. specific campaign page)

Verify that media agency is using tracking links for this

GREEN HIGHLIGHT = indicates that the description or headline is pinned and will remain in situ, without any rotations. Non-green text are variable inputs that may or may not appear in the final ad.

Please note:

Legal requires the integration of "See IFU for risk info" in the pinned description line

It is optional to pin a headline as well

**VIAFORT Clinical Trial Paid Search Ads
Conditions & Deep Venous**

Investigational Vein Stent	26	Learn about a clinical study evaluating an investigational venous stent option.	79	Landing Page
Investigational Venous Stent	28	Clinical trial investigating a new venous stent option is enrolling now. Learn more today.	90	
Venous Investigational Stent	28	Learn about a clinical study evaluating a new venous stent option.	66	Display URL:
Vascular Stent Iliac Study	26	Suffering from deep venous disease? Learn about a venous stent research study.	78	www.goremedical.com/venous
Find a Study Location Near You	30			
Clinical Study Enrolling	24			Actual Target URL: https://www.goremedical.com/conditions-procedures/venous-disease

Disease Treatment

Investigational Vein Stent	26	Learn about a clinical study evaluating an investigational venous stent option.	79	Landing Page
Investigational Venous Stent	28	Clinical trial investigating a new venous stent option is enrolling now. Learn more today.	90	
Venous Investigational Stent	28	Learn about a clinical study evaluating a new venous stent option.	66	Display URL:
Find a Study Location Near You	30	Suffering from deep venous disease? Learn about a venous stent research study.	78	www.goremedical.com/venous
Clinical Study Enrolling	24			Actual Target URL: https://www.goremedical.com/conditions-procedures/venous-disease
	0			

Stent

Investigational Vein Stent	26	Learn about a clinical study evaluating an investigational venous stent option.	79	Landing Page
Iliofemoral Stent Venous Study	30	Clinical trial investigating a new venous stent option is enrolling now. Learn more today.	90	
Investigational Venous Stent	28	Learn about a clinical study evaluating a new venous stent option.	66	Display URL:
Venous Investigational Stent	28	Suffering from deep venous disease? Learn about a venous stent research study.	78	www.goremedical.com/venous
Find a Study Location Near You	30			
Clinical Study Enrolling	24			Actual Target URL: https://www.goremedical.com/conditions-procedures/venous-disease
Investigational Vein Stent	26			