

## Data Sharing Statement

<b>Article Info</b>	<a href="http://dx.doi.org/10.21037/mhealth-20-64">http://dx.doi.org/10.21037/mhealth-20-64</a>	
<b>Item</b>	<b>Question</b>	<b>Authors' Response (place "-" if not applicable)</b>
1	Would you like to share data collected for your study to others?	Yes, selected data can be made available
2	If not, would you like to share the reason for your decision?	-
3	What data in particular will be shared?	Aggregate data collected by ad website operators
4	Any other documents will be share? Such as study protocol, statistical analysis plan, informed consent form, clinical study report, analytic code.	No
5	When will data availability begin?	After publication of manuscript
6	When will data availability end?	5 years after publication date
7	To whom will you share the data?	Requestors affiliated with CDC, university, local or state health department,
8	For what type of analysis or purpose?	Analysis of advertising metrics
9	How or where can the data/ documents be obtained?	By request, from corresponding author
10	Any other restrictions?	Only aggregate data on ad performance metrics (impressions, clicks, spend) will be shared, no participant-level screener data