

Click Theme	More Info	Convert Theme	More Info
Empathetic Messaging	Use ads that empathize with the consumer's condition and promise relief or improvement.	Web Form Accessibility	Ensure the information request form is easy to find and use for consumers seeking more details.
Patient Success Stories	Highlight real-life success stories or testimonials to build trust and hope.	Incentive for Form Submission	Offer access to an exclusive support community or informative content as an incentive.
Educational Content	Promote the educational value of the drug, including how it works and benefits.	Clear and Visible CTAs	Use clear, compelling CTAs like "Learn How [Drug Name] Can Help" near the form.
Interactive Symptom Checker	Include an interactive symptom checker in ads to engage and direct consumers.	Simplified Form Fields	Streamline the form to ask for minimal, essential information, respecting the user's time.
Understanding the Condition	Use ad content to educate about the condition and treatment options.	Trust Signals and Assurances	Display privacy policies and security badges prominently near the form to reassure users.
Benefits Over Features	Focus ads on the benefits of the treatment, rather than just the drug features.	Personalization After Submission	Personalize follow-up communications based on the information provided by the consumer.
FAQs and Myth Busting	Address common questions and myths about the condition or treatment in ads.	Multi-step Form with Progress	Use a multi-step form with a clear progress indicator for detailed information requests.
Direct to Video Content	Use video content in ads to explain the drug's benefits and patient stories.	Live Chat/Support Option	Provide a live chat or support option for consumers to ask questions directly on the landing page.
Condition Management Tips	Offer tips for managing the health condition alongside treatment information.	FAQs and Educational Resources	Include FAQs or additional resources near the form to educate and empower consumers.
Comparison with Other Treatments	Compare the drug to other treatments, emphasizing its unique advantages.	Feedback or Thank You Message	Display a thank-you message post-submission, offering next steps or further engagement options.
Accessibility Features	Ensure ads are accessible to all consumers, including those with disabilities.	Social Proof Near Form	Place testimonials or ratings near the form to reinforce the drug's efficacy and safety.