

ENDANGERING WOMEN FOR PROFIT

How Facebook and Google sell ad space for dangerous medical misinformation about so-called abortion “reversals”



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The Center for Countering Digital Hate is a non-profit NGO that seeks to disrupt the architecture of online hate and misinformation.

Digital technology has changed forever the way we communicate, build relationships, share knowledge, set social standards, and negotiate and assert our societies' values.

Digital spaces have been colonized and their unique dynamics exploited by malignant actors that instrumentalize hate and misinformation. These movements are opportunistic, agile, and confident in exerting influence and persuading people.

Over time these malignant actors, advocating diverse causes - from hatred of women to racial and religious intolerance to science-denial - have formed a digital Counter-Enlightenment. The disinformation they spread to bolster their causes has socialized the offline world for the worse.

The Center's work combines both analysis and active disruption of these networks. CCDH's solutions seek to increase the economic, political, and social costs of all parts of the infrastructure - the actors, systems, and culture - that support and profit from hate and misinformation.

1 Introduction

Facebook and Google, two of the wealthiest companies in the world, take money for ads that promote an unproven and unsafe medical procedure - so-called abortion “reversal”. Clinical studies show this procedure is dangerous, potentially causing severe hemorrhaging. In every case these ads violate the platforms’ own standards.

Facebook ads for so-called abortion “reversal” deliberately target women and girls as young as 13 and have been shown to Facebook users up to 18.4 million times.

Google places misleading and dangerous ads for so-called abortion “reversal” on 83% of searches for abortions. These ads can be seen by any user, regardless of their age, and sometimes carried deceptive headlines like “find abortion clinic near me”.

Our analysis of data on Facebook’s Ad Library shows that these ads were shown to children aged 13-17 over 700,000 times. This is despite the company’s policy that ads “targeted to minors must not promote products, services or content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.”

So-called abortion “reversal” is not approved by health authorities such as the FDA. A 2019 study to test its effectiveness was abruptly halted when several participants experienced “dangerous hemorrhaging.” Facebook prohibits ads that promote the sale or use of “unsafe substances, products or supplements, as determined by Facebook in its sole discretion”, and Google prohibits ads for “non-government approved products that are marketed in a way that implies that they’re safe or effective.”

This report demonstrates that Facebook and Google are once again failing to enforce their own rules protecting women and girls from dangerous medical misinformation, just as we shown them to be failing on vaccine misinformation and antisemitism.

Big Tech must act now to safeguard women’s and children’s’ health:

1. Platforms need to enforce their policies, and stop showing paid ads for misleading health claims or unsafe products.
2. Platforms should stop accepting ads from organizations that repeatedly violate their rules.
3. Revenues Google and Facebook made from these ads should be donated to women’s health organizations.

Profiting from those who put people at harm is unacceptable. Facebook and Google’s executives talk a lot about human rights, yet as we can see, these executives turn a blind eye to women’s and girls’ safety when there is a buck to be made.

Imran Ahmed
CEO, CCDH

2 Executive Summary

So-called abortion “reversal” is an unproven and potentially unsafe procedure

1. So-called abortion “reversal” or “abortion pill reversal” (APR) is an unproven and potentially unsafe procedure that purports to “reverse” a medical abortion.
2. Clinical trials for so-called abortion “reversal” ended when some participants were hospitalized with “dangerous hemorrhaging.”

Facebook accepted up to \$140,667 to advertise so-called abortion “reversal”

3. Facebook’s Ad Library shows that it accepted between \$115,400 and \$140,667 for 92 ads promoting or endorsing so-called abortion “reversal” since January 2020. According to Facebook’s analytics, these ads received up to 18.4 million views.
4. Facebook approved ads making unsupported claims that so-called abortion is effective “reversal”, either by statements such as “abortion pill reversal is possible” or by featuring anecdotes from women who claim to have “reversed” abortions.
5. 98% of these Facebook ads promote websites claiming so-called abortion “reversal” is “effective”, despite lacking scientific evidence for this claim.
6. The anti-abortion group Heartbeat International placed ads promoting the use of so-called abortion “reversal” in Kenya to a US audience.

Facebook ads for so-called abortion “reversal” were shown to minors 700,000 times

7. 75% of ads for so-called abortion “reversal” were shown to children between the ages of 13 and 17, receiving 709,870 impressions in total from minors alone.
8. Facebook approved these ads despite its policies stating that “ads targeted to minors must not promote products, services or content that are inappropriate, illegal or unsafe, or that exploit, mislead or exert undue pressure on the age groups targeted.”

83% of Google searches for abortions carry ads for so-called abortion “reversal”

9. Up to 83% of Google searches for abortions resulted in at least one promoted ad for so-called abortion “reversal”, 94% of which claim the procedure is effective.
10. Some Google ads carried misleading titles such as “find abortion clinic near me”, while others failed to carry disclaimers warning the advertiser does not offer abortions as required by Google’s own ad policies.

Recommendations

11. Platforms must enforce their existing policies and stop accepting ads for so-called abortion “reversal” now and in perpetuity.
12. Facebook and Google should remove advertising privileges from organizations that have repeatedly violated terms-of-use to promote harmful medical misinformation.
13. Facebook and Google should donate revenues from ads for so-called abortion “reversal” to organizations providing science-based care for women.

3 So-called abortion “reversal” is an unproven and potentially unsafe procedure

So-called abortion “reversal” or “abortion pill reversal” (APR) is an unproven and potentially unsafe procedure that purports to “reverse” the effects of a medical abortion through the administration of high doses of the hormone progesterone.¹

A medical abortion, or medication abortion, is a safe and effective option to end a pregnancy, typically including the use of two medications in succession: mifepristone and misoprostol.² This regimen was first approved by the Food and Drug Administration (FDA) in 2000.³

Proponents of so-called abortion “reversal” claim, without medical evidence, that medical abortions can be “reversed” by following the first pill with high doses of progesterone and not taking the second pill.⁴

Experts from the American College of Obstetricians and Gynecologists have long warned that claims about so-called abortion “reversal” are “not based on science” and are based on “unproven, unethical research.” They have also condemned legislative mandates for so-called “reversal” as “dangerous to women’s health.”⁵

Writing in the *New England Journal of Medicine* in 2018, Dr. Daniel Grossman and Dr. Kari White cautioned that there is a “lack of medical evidence demonstrating the safety and efficacy of the treatment” and that “laws promoting it essentially encourage women to participate in an unmonitored research experiment.”⁶

In 2019, a study to test the effectiveness of so-called abortion “reversal” was suddenly halted when several participants experienced “dangerous hemorrhaging” that sent them to the hospital.⁷ While some states have legislated for so-called abortion “reversal” to be discussed in mandatory pre-abortion counselling, experts say that there have been no studies that show it is “effective or safe.”⁸

The American Medical Association has previously opposed state mandates where physicians must tell patients abortion is reversible, stating that so-called abortion “reversal” is “unsupported by the best, most reliable scientific evidence.”⁹

4 Facebook accepted up to \$140,667 to advertise so-called abortion “reversal”

Facebook’s Ad Library shows that it accepted between \$115,400 and \$140,667 for 92 ads promoting or endorsing so-called abortion “reversal” since January 2020. According to Facebook’s own analytics, these ads have been viewed by its users up to 18.4 million times.

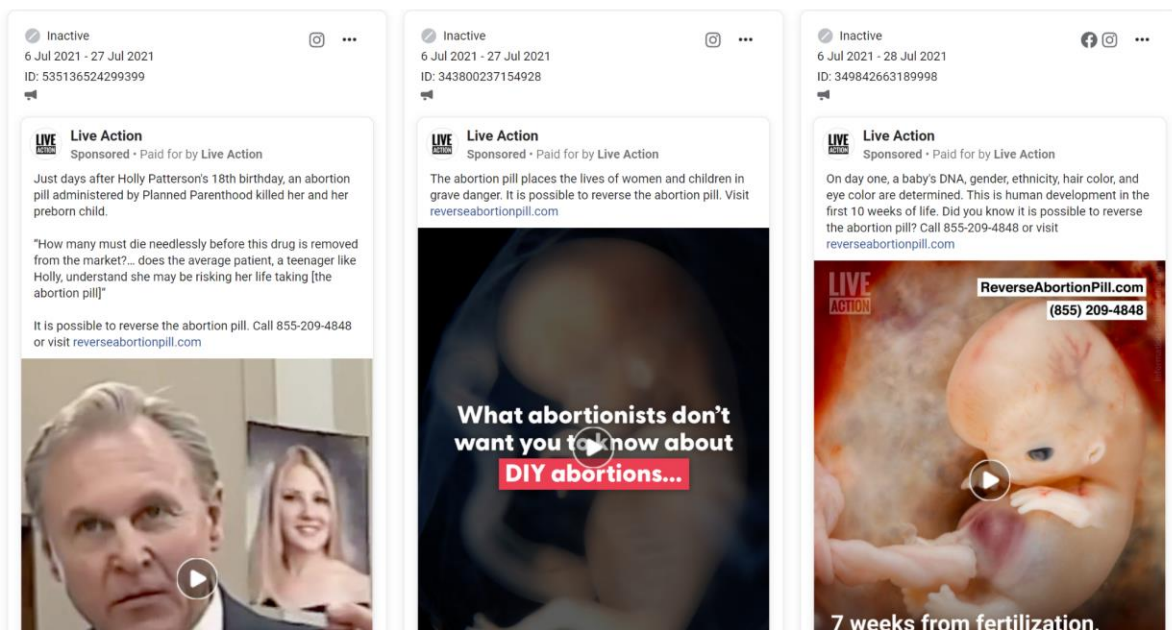
The ads falsely claim that so-called abortion “reversal” is effective, either by statements such as “it is possible to reverse the abortion pill” or by featuring testimonials from women who claim their abortions have been “reversed” by this treatment. None of the ads carried warnings about the lack of scientific evidence supporting so-called abortion “reversal.”

The US anti-abortion group Live Action was the largest purchaser of ads for so-called abortion “reversal.”¹⁰ Ads from Facebook Pages associated with the group and its founder Lila Rose represented 98% of the ads in our sample. The remaining two ads were posted by Heartbeat International, one of which advertised the use of “reversal” in Kenya.

Analytics taken from Facebook’s Ad Library show that the ads were viewed up to 18.4 million times in total, and had a potential reach of 88 million. The largest demographic for most ads was women aged 25-34, although a number of ads also targeted older women, men and even children as young as 13.

The most recent ad ran until September 8 and was posted by the anti-abortion group Live Action. The ad prioritized targeting women in Texas and was viewed up to 700,000 times.¹¹

A full list of these ads along with their associated analytics and links to entries in Facebook’s Ad Library are detailed in an appendix at the end of this report.



Facebook Ad Library search results for “reverse abortion pill” yields numerous ads promoting so-called abortion “reversal.”¹²

5 Facebook ads promote sites claiming abortion “reversal” is “effective”

Nearly all the ads in our sample promoted websites that promise so-called abortion “reversal” is an “effective process”, despite lacking scientific evidence for this claim.

These ads, which represent 98 percent of our sample, advertise the websites reverseabortionpill.com and abortionpillreversal.com, which are part of the “Abortion Pill Rescue Network” operated by anti-abortion group Heartbeat International.¹³

Both sites claim “there is an effective process called abortion pill reversal” on their landing pages. This is counter to warnings from experts, including the American College of Obstetricians and Gynecologists, that the promotion of so-called abortion “reversal” is “not based on science” and is based on “unproven, unethical research.”¹⁴

The websites, which also offer Spanish-language options, carry Frequently Asked Questions sections that claim “progesterone, used in the reversal process, has been safely used in pregnancy for over 50 years.”¹⁵ In contrast, experts have warned that so-called abortion “reversal” is “dangerous to women’s health.”¹⁶

The sites also state that “spotting or bleeding is common during the reversal treatment. It is important and safe to continue the progesterone even if you experience spotting or bleeding unless directed otherwise.”¹⁷ One previous study of so-called abortion “reversal” was halted when participants experienced “dangerous hemorrhaging that sent them to the hospital.”¹⁸

Facebook is clear that its advertising standards apply to “an ad’s associated landing page” as well as the content of the ad itself.¹⁹



Abortion Pill Rescue websites, operated by Heartbeat International, feature a live-chat box, a 24/7 hotline and claim “it may not be too late to save your pregnancy.”²⁰

6 Examples of Facebook ads for so-called abortion “reversal”

Ads in our sample made unsupported claims about the effectiveness of so-called abortion “reversal”, either by making statements such as “abortion pill reversal is possible” or by featuring anecdotal testimonials from women who claim to have “reversed” abortions.

Ads assert “abortion pill reversal is possible”

Without medical evidence or disclaimers, ads claim that “abortion pill reversal is possible” and direct viewers to the Abortion Pill Rescue website and hotline.

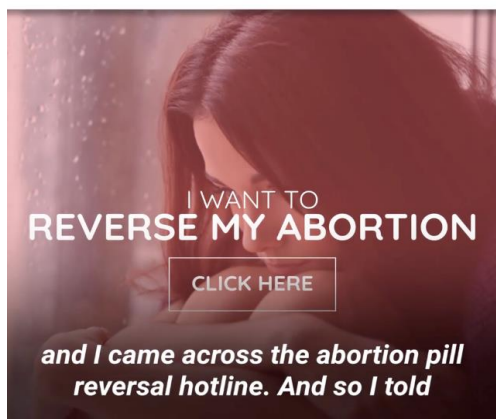
This ad claims a woman who regretted her medical abortion visited reverseabortionpill.com and was “able to save her baby with the help of a trained doctor.”²¹



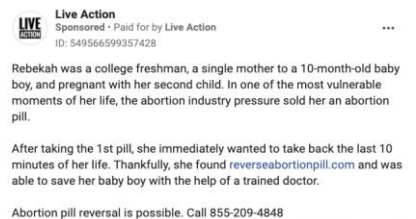
Pregnant and abandoned by her boyfriend, Sarah took the abortion pill. She immediately wanted to take back the last 30 seconds.

Thankfully she found reverseabortionpill.com and was able to reverse the impact of the abortion pill with the help of pro-life doctors:

“Our life has been changed in such a great way through having him join our family. And seeing him interact with his siblings just fills my heart so full.”



REVERSEABORTIONPILL.COM
Pregnant At 26 And Abandoned By Her Boyfriend, Sarah Took The Abortion Pill. This Is What... [Learn More](#)



REVERSEABORTIONPILL.COM
Pregnant At 19, Rebekah Shares Her Abortion Pill Experience [Learn More](#)
Reverse The Abortion Pill: 855-209-4848

Testimonials depict reversal “successes”

In the absence of scientific evidence that so-called abortion “reversal” is safe or effective, many ads rely on anecdotal testimonials instead.

In this testimonial video advertised by Lila Rose, the president of anti-abortion group Live Action, a woman named Sarah details her regret about seeking a medical abortion and apparent success in using reverseabortionpill.com to “reverse” her abortion.

Live Action spent more than \$20,000 to promote these ads through Rose’s page, gaining 1.4 million combined impressions.²²

Promoting abortion “reversal” in Kenya

Heartbeat International advertised an apparent “success” for the organization’s Abortion Pill Rescue Network (APRN) in Kenya.

The ad features a supposed testimony for the APRN, which says “we did a scan today and the baby is doing well no damage has been done.”²³

Though this ad was targeted to a US audience, Heartbeat International claims to have “971 affiliate locations outside of the United States.”²⁴

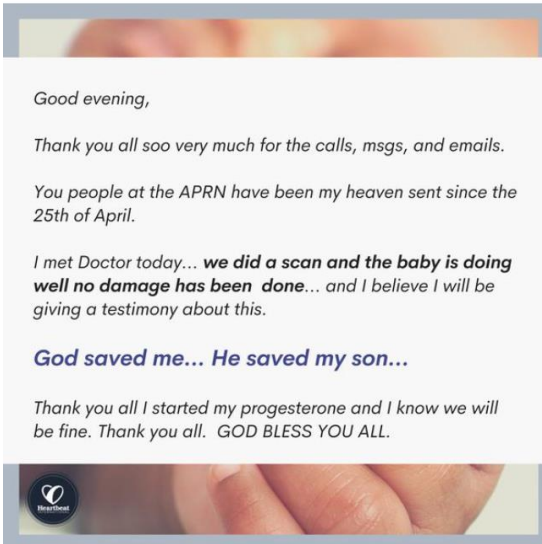


Heartbeat International
Sponsored • Paid for by Lauren Faith Bell
ID: 1164185960590150

BREAKING: Heartbeat’s Abortion Pill Rescue Network saves a life in Nairobi, Kenya!

We just received this note from a grateful mom filled with renewed hope and joy at the chance to choose life for her baby again!

APRN continues to spread around the globe giving women a second...



HEARTBEATINTERNATIONAL.ORG
Home
Heartbeat International - Holding Each Life Precious

[Learn More](#)



Live Action
Sponsored • Paid for by Live Action
ID: 2588167954810821

The abortion pill places the lives of women and children in grave danger. It is possible to reverse the abortion pill. Visit reverseabortionpill.com



REVERSEABORTIONPILL.COM
What Planned Parenthood Doesn't Want You To Know

[Learn More](#)

Misinformation about the safety of abortion

This ad placed by Live Action supports its promotion of so-called abortion “reversal” by falsely claiming that “the abortion pill places the lives of women and children in grave danger.”

The video graphically portrays a dramatized medical abortion and promotes so-called abortion “reversal”, linking to an article on reverseabortionpill.com titled “What Planned Parenthood Doesn’t Want You To Know.”²⁵

7 Facebook ads for abortion “reversal” shown to minors over 700,000 times

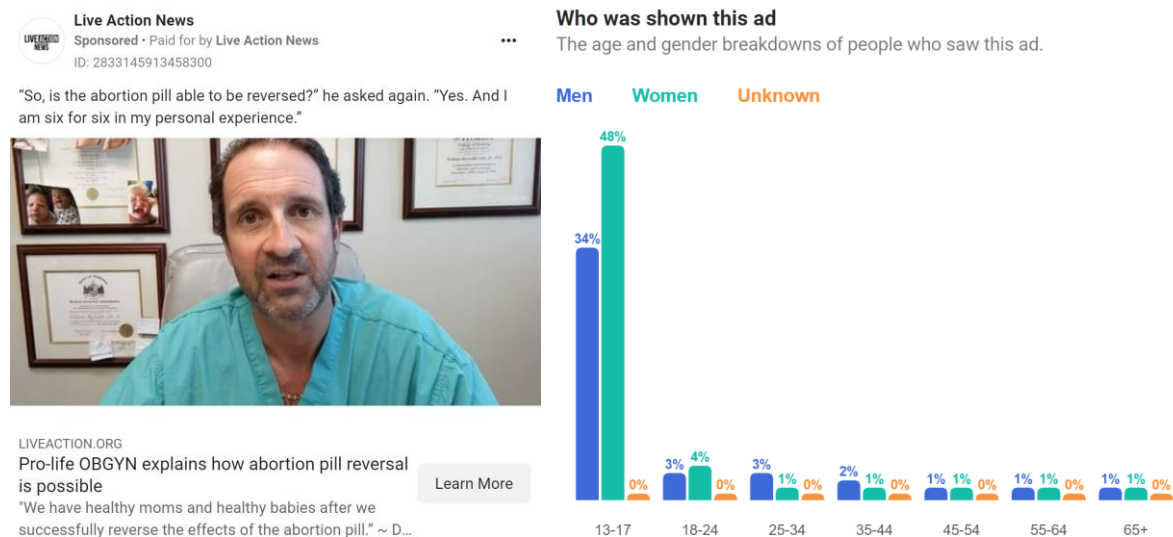
Three-quarters of ads in this study were shown to children between the ages of 13 and 17. According to Facebook’s own analytics, ads promoting so-called abortion “reversal” received up to 709,870 impressions from minors alone.

The ads targeted at minors carry messages including “it is possible to reverse the abortion pill” and “#AbortionPillKills” as well as testimonials for so-called abortion “reversal.” One ad placed by Live Action targeted minors for 82% of its impressions.²⁶

Facebook promoted these ads despite its policies stating that “ads targeted to minors must not promote products, services or content that are inappropriate, illegal or unsafe, or that exploit, mislead or exert undue pressure on the age groups targeted.”²⁷

Live Action placed ads overwhelmingly targeting minors

This ad placed by Live Action overwhelmingly targeted minors aged as young as 13. Various iterations of the ad were viewed by minors over 110,000 times, in one case targeting minors with 82% of the ad’s views.²⁸ The ad links to an anecdote from a “pro-life OBGYN” who claims “I have successfully reversed the effect of the abortion pill.”²⁹



Testimonial ads with #AbortionPillKills hashtag were targeted at teens

This testimonial ad featuring Rebekah Hogan ran in August through October 2020, in a campaign that Live Action purchased for up to \$9,000.³⁰

In the video, Hogan describes her experience with so-called abortion “reversal” and endorses abortionpillreversal.com. The caption contains the hashtag #AbortionPillKills.

This ad with Hogan was removed in March 2021 for violating Facebook’s policies. In its March iteration, 74% of the people who were shown one of the ads were girls between the ages of 13 and 17.³¹

However, Facebook approved this content to run a second time without the hashtag #AbortionPillKills in April 2021 in at least six ads that reached up to 54,000 minors.³²



Seeing the beauty of human life in the womb changes everything.

If you've recently taken the abortion pill, it may be possible to reverse its effects and save your baby. Call 855-209-4848 or visit reverseabortionpill.com



Rebekah was a college freshman, a single mother to a 10-month-old baby boy, and pregnant with her second child. In one of the most vulnerable times in her life, the abortion industry pressure sold her an abortion pill.

After taking the 1st pill and walking out of the abortion mill, she immediately wanted to take back the last 10 minutes of her life. Thankfully, she found abortionpillreversal.com and was able to save her baby boy with the help of a trained doctor. Spread this video to save a life.

Have you taken the abortion pill? It may not be too late to reverse the procedure: Call (877)-558-0333.

#AbortionPillKills



WWW.LIVEACTION.ORG

Pregnant At 19, Rebekah Shares Her Abortion Pill Experience

[Learn More](#)

Ads claiming “it may be possible to reverse” an abortion targeted at teens

Live Action spent up to \$30,000 on a series of seven ads with this video in June and July 2021. It depicts the gestational stages of early pregnancy and proclaims “it is possible to reverse the abortion pill” with a banner promoting the reverseabortionpill.com website.

Ads in this campaign attracted 175,000 impressions, 22% of which came from children aged 13 to 17.³³

8 83% of Google searches for abortions carry ads for abortion “reversal”

Up to 83% of Google searches for abortions carry at least one ad for so-called abortion “reversal”, based on a sample of 140 Google searches carried out across 14 US cities, including Dallas in Texas.

Our research collected 116 ads in total, all of which stated in information boxes provided by Google that they had been displayed based solely on the search terms used and the user’s current location.

94% of these ads claimed that so-called abortion “reversal” is effective, either by using phrases such as “effective process” or by promising that abortions could be “reversed”. All ads carried a phone number and website to promote further details on so-called treatment.

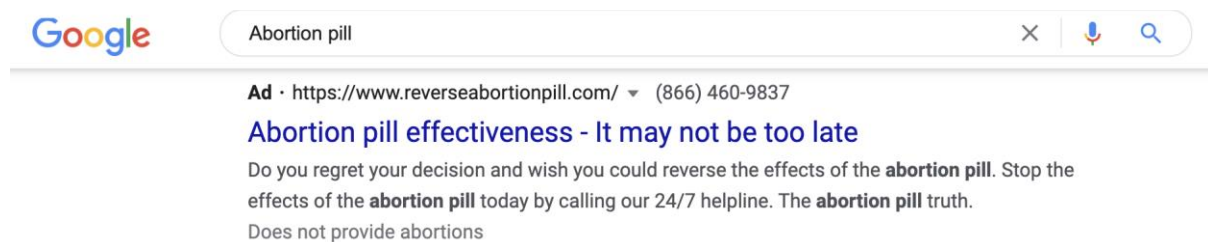
reverseabortionpill.com

This ad is based on:

- Your current search terms
- Google's estimation of your approximate current location



In 46% of cases, the ads asked users searching for abortion-related terms if they regretted their decision to take the first abortion pill and wanted to reverse it. This was often accompanied by the headline “it may not be too late.”



98% of the ads collected in this research were placed by prominent Ohio-based anti-abortion organization Heartbeat International and its Abortion Pill Rescue program.³⁴ Heartbeat International offers courses to its supporters and global affiliates on how to effectively market anti-abortion services online using Google ads.³⁵ The three remaining ads were placed by the organizations Loving Choices and Anchor of Hope.

Misleading headlines imply abortion-related services

A number of ads in our sample falsely implied that the advertiser might offer abortion-related services. 23% of ads used the phrase “find abortion clinic near me” in their title while 8% included the words “medicine used for abortion”.

Google Find abortion clinic near me

Ad · <https://www.reverseabortionpill.com/> (888) 406-8299

Find abortion clinic near me - Call Our 24/7 Helpline

Have You Taken the First Dose of the **Abortion** Pill? Contact Us and We Can Talk to You. There Is an Effective Process Called **Abortion** Pill Reversal. The **abortion** pill truth.

Does not provide abortions

Google Abortion pill near me

Ad · <https://www.reverseabortionpill.com/> (866) 460-9837

Medicine used for abortion - We May Be Able to Help

Do you regret your decision and wish you could reverse the effects of the **abortion pill**. Stop the effects of the **abortion pill** today by calling our 24/7 helpline. Reverse my **abortion**.

Does not provide abortions

While most ads in our sample carried disclaimers stating that the advertiser “does not provide abortions”, ads for so-called abortion “reversal” displayed on searches for the phrase “Planned Parenthood” did not.

This disclaimer was introduced in 2019 to prevent anti-abortion organizations from placing ads that risked misleading users into thinking that they offered abortion services.³⁶ Following this rule change, all Google ads displayed on abortion-related keywords are supposed to carry the disclaimer.³⁷

Google planned parenthood

Ad · <https://www.reverseabortionpill.com/> (888) 406-8299

Call our 24/7 hotline now | Find abortion clinic near me

Have You Taken the First Dose of the Abortion Pill? Contact Us and We Can Talk to You. There Is an Effective Process Called Abortion Pill Reversal. Reverse my abortion.

9 Recommendations

Throughout the Covid pandemic, our research has exposed how social media companies have time and again put profit ahead of people by allowing dangerous medical misinformation to spread unchecked online.

They have failed to act on user reports, failed to act on the Disinformation Dozen of leading anti-vaxxers - and have sometimes even promoted dangerous misinformation through the use of broken algorithms designed to keep users viewing content and ads at all costs.³⁸

This report reveals that social media companies are again putting profits ahead of people by accepting over \$130,000 to show millions of users ads that falsely claim that so-called abortion “reversal” is safe and effective.

Social media companies are again complicit in spreading health misinformation. It is time for them to put people ahead of profits, listen to the experts and stop promoting so-called abortion “reversal” that endangers the women’s health.

Platforms must enforce their policies on ads containing misleading health claims

Facebook’s advertising policies already prohibit the paid promotion of “unsafe” products and “misleading” health claims.³⁹ Similarly, Google’s advertising policies prohibit “misleading information about products” and “non-government approved products that are marketed in a way that implies that they’re safe or effective.”⁴⁰

So-called abortion “reversal” is unproven and potentially unsafe, and to claim otherwise is misleading. Platforms must enforce their existing policies against misleading health claims or unsafe products and stop accepting ads for so-called abortion “reversal” now and in perpetuity.

Remove advertising privileges from organizations that break the rules

Organizations that have advertised so-called abortion “reversal” have repeatedly promoted an unproven and potentially unsafe procedure that endangers women’s health in breach of platform standards. Profiting from these ads was unethical. Platforms should remove advertising privileges from organizations that repeatedly violate terms-of-use to purchase ads to promote medical misinformation that may lead to serious harm.

Donate revenues from these ads to reproductive health charities

Misinformation has real life consequences, and in the case of so-called abortion “reversal” endangers users’ health. Google and Facebook’s revenues from these ads should be donated to women’s health organizations that provide science-based healthcare for women.

Platforms should highlight reliable, factual advice for users who saw misleading ads

Research shows that misinformation can have a long-lasting influence on those who are exposed to it. To address this, platforms must go further than just removing posts or ads and ensure users known to have been exposed to misinformation receive accurate information.

Facebook and Google know which users have been shown misleading ads about so-called abortion “reversal”. Both companies should ensure that they get to see accurate health information to correct this as soon as possible.

Google must fix its labelling for anti-abortion groups

Our research identified a number of ads for so-called abortion “reversal” that failed to carry disclaimers that the advertiser does not provide abortions. This is one of Google’s policies designed to prevent misleading ads about abortion - it must be enforced.⁴¹

Appendix: Facebook ads methodology

Through the Facebook Ad Library, CCDH researchers collected and recorded ads that promote so-called abortion “reversal”. The Facebook Ad Library provides the following analytics used in this study, as defined by Facebook:

1. Date posted: the period an advertisement was active on Facebook’s platforms.
2. Potential Reach: “An estimated size of the audience that’s eligible to see an ad.”
3. Impressions: “The number of times that an ad was on a screen.” Facebook presents this number as a range, with a lower and upper estimate.
4. Amount spent on the ad
5. Who was shown this ad: “The age and gender breakdowns of people who saw this ad.”
6. Where this ad was shown: “The regions where people who saw this ad are located.”

Using public data in the Ads Library, we identified 92 ads promoting so-called abortion “reversal”. Ads included in this study were purchased and placed between the period of January 1, 2020 and September 8, 2021. Ads that were removed for violation of policies or were posted before January 1, 2020 were excluded.

CCDH’s analysis focused on ads that contained language or video promoting so-called abortion “reversal”. Facebook has also accepted more ads about the abortion pill, legislation related to so-called abortion “reversal”, and a range of misinformation about abortion that are not included in this study.

The full dataset of Facebook ads is available on the following page. This dataset uses Facebook’s upper estimate of impressions for each ad, and accordingly ads are described as having “up to” this many impressions throughout the report.

This data is current as of September 10, 2021.

Appendix: Facebook ads dataset

Date	Facebook Page	Key Target	Ad URL	Value Low	Value High	Impressions	13-17 Impressions	Reach
01/01/2020	Heartbeat International	Women 65+	Link	\$100	\$100	9,000	0	N/A
02/05/2020	Heartbeat International	Women 65+	Link	\$100	\$100	2,000	0	1,000,000
23/07/2020	Live Action News	Women 13-17	Link	\$100	\$100	150,000	85,500	1,000,000
29/07/2020	Live Action	Women 65+	Link	\$2,000	\$2,500	400,000	4,000	1,000,000
29/07/2020	Live Action	Women 65+	Link	\$1,000	\$1,500	400,000	12,000	1,000,000
01/08/2020	Live Action	Women 65+	Link	\$2,000	\$2,500	600,000	6,000	1,000,000
03/08/2020	Live Action News	Women 13-17	Link	\$100	\$100	30,000	24,600	1,000,000
04/08/2020	Live Action	Women 65+	Link	\$300	\$399	150,000	4,500	1,000,000
05/08/2020	Live Action	Women 65+	Link	\$5,000	\$6,000	1,000,000	0	1,000,000
05/08/2020	Live Action	Women 65+	Link	\$2,500	\$3,000	1,000,000	10,000	1,000,000
18/08/2020	Live Action	Women 25-34	Link	\$100	\$199	35,000	700	1,000,000
19/08/2020	Live Action	Women 65+	Link	\$100	\$100	8,000	160	1,000,000
03/09/2020	Live Action	Women 65+	Link	\$100	\$100	25,000	250	1,000,000
03/09/2020	Live Action	Women 65+	Link	\$100	\$100	15,000	150	1,000,000
03/09/2020	Live Action	Men 65+	Link	\$100	\$100	2,000	280	1,000,000
02/10/2020	Live Action	Women 65+	Link	\$100	\$199	80,000	800	1,000,000
02/10/2020	Live Action	Women 65+	Link	\$100	\$199	70,000	700	1,000,000
05/03/2021	Live Action	Women 45-54	Link	\$6,000	\$7,000	1,000,000	20,000	1,000,000
19/03/2021	Live Action	Women 25-34	Link	\$1,000	\$1,500	350,000	38,500	1,000,000
19/03/2021	Live Action	Women 13-17	Link	\$100	\$100	1,000	440	1,000,000
19/03/2021	Live Action	Women 13-17	Link	\$100	\$100	2,000	920	1,000,000
22/03/2021	Live Action	Women 25-34	Link	\$2,000	\$2,500	400,000	20,000	1,000,000
22/03/2021	Live Action	Women 25-34	Link	\$500	\$599	50,000	9,000	1,000,000
22/03/2021	Live Action	Women 25-34	Link	\$1,500	\$2,000	175,000	17,500	1,000,000

23/03/2021	Live Action	Women 25-34	Link	\$1,000	\$1,500	300,000	33,000	1,000,000
26/03/2021	Live Action	Women 25-34	Link	\$300	\$399	60,000	5,400	1,000,000
26/03/2021	Live Action	Women 25-34	Link	\$1,000	\$1,500	175,000	8,750	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$100	7,000	140	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$199	25,000	1,750	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$199	35,000	5,250	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$100	3,000	240	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$300	\$399	25,000	2,500	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$100	5,000	650	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$199	40,000	7,200	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$199	45,000	2,250	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$100	4,000	480	1,000,000
03/04/2021	Live Action	Women 25-34	Link	\$100	\$100	1,000	310	1,000,000
04/04/2021	Live Action	Women 65+	Link	\$2,000	\$2,500	800,000	0	1,000,000
04/04/2021	Live Action	Men 55-64	Link	\$100	\$199	90,000	7,200	1,000,000
04/04/2021	Live Action	Women 65+	Link	\$1,500	\$2,000	900,000	0	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$1,000	\$1,500	80,000	4,000	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$2,500	\$3,000	400,000	12,000	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$2,000	\$2,500	300,000	21,000	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$4,000	\$4,500	300,000	30,000	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$1,000	\$1,500	250,000	17,500	1,000,000
06/04/2021	Live Action	Women 25-34	Link	\$3,000	\$3,500	700,000	35,000	1,000,000
16/04/2021	Live Action	Women 25-34	Link	\$1,500	\$2,000	80,000	4,800	1,000,000
22/04/2021	Live Action	Women 55-64	Link	\$300	\$399	80,000	1,600	1,000,000
29/04/2021	Live Action	Women 65+	Link	\$100	\$100	15,000	300	1,000,000
03/05/2021	Live Action	Women 65+	Link	\$300	\$399	125,000	3,750	1,000,000
03/05/2021	Live Action	Women 25-34	Link	\$3,000	\$3,500	700,000	14,000	1,000,000

15/05/2021	Live Action	Women 35-44	Link	\$2,500	\$3,000	250,000	5,000	1,000,000
21/05/2021	Lila Rose	Women 25-34	Link	\$5,000	\$6,000	350,000	0	1,000,000
21/05/2021	Live Action	Women 35-44	Link	\$2,500	\$3,000	175,000	0	1,000,000
21/05/2021	Live Action	Men 25-34	Link	\$1,500	\$2,000	125,000	0	500,000
25/05/2021	Live Action	Women 35-44	Link	\$300	\$399	20,000	0	1,000,000
26/05/2021	Lila Rose	Women 25-34	Link	\$4,500	\$5,000	300,000	0	1,000,000
26/05/2021	Live Action	Women 25-34	Link	\$3,500	\$4,000	250,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	40,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	40,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	40,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	40,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	45,000	0	1,000,000
27/05/2021	Live Action	Men, Women 25-35	Link	\$700	\$799	45,000	0	1,000,000
07/06/2021	Live Action	Women 65+	Link	\$200	\$299	50,000	500	1,000,000
07/06/2021	Live Action	Women 65+	Link	\$100	\$100	2,000	20	1,000,000
09/06/2021	Live Action	Women 55-64	Link	\$4,500	\$5,000	1,000,000	0	1,000,000
10/06/2021	Lila Rose	Women 25-34	Link	\$1,500	\$2,000	175,000	5,250	1,000,000
10/06/2021	Live Action	Men 25-34	Link	\$2,500	\$3,000	125,000	23,750	1,000,000
10/06/2021	Live Action	Men 25-34	Link	\$3,000	\$3,500	175,000	38,500	1,000,000
10/06/2021	Live Action	Men 25-34	Link	\$6,000	\$7,000	350,000	56,000	1,000,000
10/06/2021	Live Action	Men 25-34	Link	\$5,000	\$6,000	300,000	48,000	1,000,000
17/06/2021	Lila Rose	Women 25-34	Link	\$6,000	\$7,000	600,000	36,000	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$400	\$499	20,000	2,600	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$600	\$699	25,000	3,000	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$300	\$399	15,000	2,250	1,000,000
06/07/2021	Live Action	Women 65+	Link	\$1,000	\$1,500	400,000	0	1,000,000
06/07/2021	Live Action	Women 35-44	Link	\$100	\$199	6,000	840	500,000

06/07/2021	Live Action	Women 65+	Link	\$100	\$100	2,000	40	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$100	\$100	1,000	230	500,000
06/07/2021	Live Action	Men 25-34	Link	\$100	\$199	4,000	800	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$100	\$199	4,000	760	1,000,000
06/07/2021	Live Action	Men 25-34	Link	\$100	\$100	1,000	190	500,000
06/07/2021	Live Action	Men 25-34	Link	\$200	\$299	9,000	1,530	1,000,000
06/07/2021	Live Action	Women 25-34	Link	\$200	\$299	20,000	3,400	1,000,000
06/07/2021	Live Action	Women 25-34	Link	\$300	\$399	25,000	3,250	1,000,000
06/07/2021	Live Action	Women 25-34	Link	\$100	\$100	3,000	750	500,000
06/07/2021	Live Action	Women 25-34	Link	\$100	\$199	8,000	2,000	1,000,000
06/07/2021	Live Action	Women 35-44	Link	\$100	\$100	1,000	140	500,000
06/07/2021	Live Action	Women 65+	Link	\$300	\$399	150,000	0	1,000,000
06/07/2021	Live Action	Women 55-64	Link	\$5,000	\$6,000	1,000,000	0	1,000,000
01/09/2021	Live Action	Women 65+	Link	\$2,500	\$3,000	700,000	0	1,000,000
TOTAL				\$115,400	\$140,667	18,390,000	709,870	88,000,000

Appendix: Google ads methodology

Researchers collected ads for so-called abortion “reversal” appearing on Google searches for abortion-related terms. In total our researchers carried out searches for 10 phrases associated with seeking abortions across 14 US cities, amounting to 140 searches in total.

The searches were conducted across 14 US cities using a VPN and in one case a local computer. For each search, researchers checked the VPN’s location against the location recognized by Google itself.

For each ad we also recorded the information provided by Google in its “Why this ad?” drop-down menu that indicates what information an ad placement is based on.

All ads were collected from the first five search pages using the Google Chrome browser.

The ads were collected using a Google form and assessed in a spreadsheet. Information recorded through the form included: browser, search URL, search terms, search location, advertiser name, ad URL, information from “why this ad?” drop-down menu and a screenshot of the ad.

3 of the 10 terms used in our research (online abortion pill, abortion diy, abortion telemed) were suggested by Heartbeat International as specific keywords to target in Google ads for “abortion pill reversal.”⁴²

<u>Search terms</u>	<u>US Cities</u>
1. Abortion	1. Denver
2. Find abortion clinic near me	2. Salt Lake City
3. Abortion pill	3. Tampa
4. Unwanted pregnancy	4. Los Angeles
5. Abortion pill near me	5. New York
6. planned parenthood	6. New Jersey
7. abortion pill cost	7. Dallas
8. Abortion diy	8. Atlanta
9. online abortion pill	9. Santa Monica
10. abortion telemed	10. Miami
	11. Seattle
	12. Washington DC
	13. Chicago
	14. Philadelphia

The full dataset of Google Ads is available on the following page.

Appendix: Google ads dataset

Date	Advertiser Name	Search Terms	Search Location	Why this ad	Ad URL	Screenshot
11/08/2021	Heartbeat International	abortion	Atlanta	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Atlanta	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Atlanta	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Atlanta	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Atlanta	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion pill cost	Atlanta	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	online abortion pill	Atlanta	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	planned parenthood	Atlanta	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Chicago	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Dallas	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Dallas	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Dallas	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion diy	Dallas	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	Abortion pill near me	Dallas	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	planned parenthood	Dallas	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	online abortion pill	Dallas	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion telemed	Dallas	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion pill cost	Dallas	Search terms, Location	Link	Link

11/08/2021	Anchor of Hope	Abortion pill	Denver	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Denver	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	Abortion pill near me	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	online abortion pill	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion pill cost	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion telemed	Denver	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	planned parenthood	Denver	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Los Angeles	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Miami	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	New Jersey	Search terms, Location	Link	Link

11/08/2021	Heartbeat International	Find abortion clinic near me	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	New Jersey	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	New Jersey	Search terms, Location	Link	Link
10/08/2021	Heartbeat International	Abortion	New York	Search terms, Location	Link	Link
10/08/2021	Heartbeat International	Find abortion clinic near me	New York	Search terms, Location	Link	Link
10/08/2021	Heartbeat International	abortion pill	New York	Search terms, Location	Link	Link
10/08/2021	Heartbeat International	unwanted pregnancy	New York	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	New York	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	New York	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	New York	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	New York	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	New York	Search terms, Location	Link	Link
10/08/2021	Heartbeat International	online abortion pill	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill near me	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	find abortion clinic near me	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Philadelphia	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Salt Lake City	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Salt Lake City	Search terms, Location	Link	Link
11/08/2021	Loving Choices	abortion pill	Salt Lake City	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion diy	Salt Lake City	Search terms, Location	Link	Link

12/08/2021	Heartbeat International	planned parenthood	Salt Lake City	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion telemed	Salt Lake City	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion pill cost	Salt Lake City	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	Abortion pill near me	Salt Lake City	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Santa Monica	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion diy	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	planned parenthood	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill near me	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Seattle	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion	Tampa	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill	Tampa	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Tampa	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion diy	Tampa	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	Abortion pill near me	Tampa	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	planned parenthood	Tampa	Search terms, Location	Link	Link

12/08/2021	Heartbeat International	online abortion pill	Tampa	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion telemed	Tampa	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	abortion pill cost	Tampa	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion	Washington DC	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Find abortion clinic near me	Washington DC	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	Abortion pill	Washington DC	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	online abortion pill	Washington DC	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion telemed	Washington DC	Search terms, Location	Link	Link
11/08/2021	Heartbeat International	abortion pill cost	Washington DC	Search terms, Location	Link	Link
12/08/2021	Heartbeat International	Abortion pill near me	Washington DC	Search terms, Location	Link	Link
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