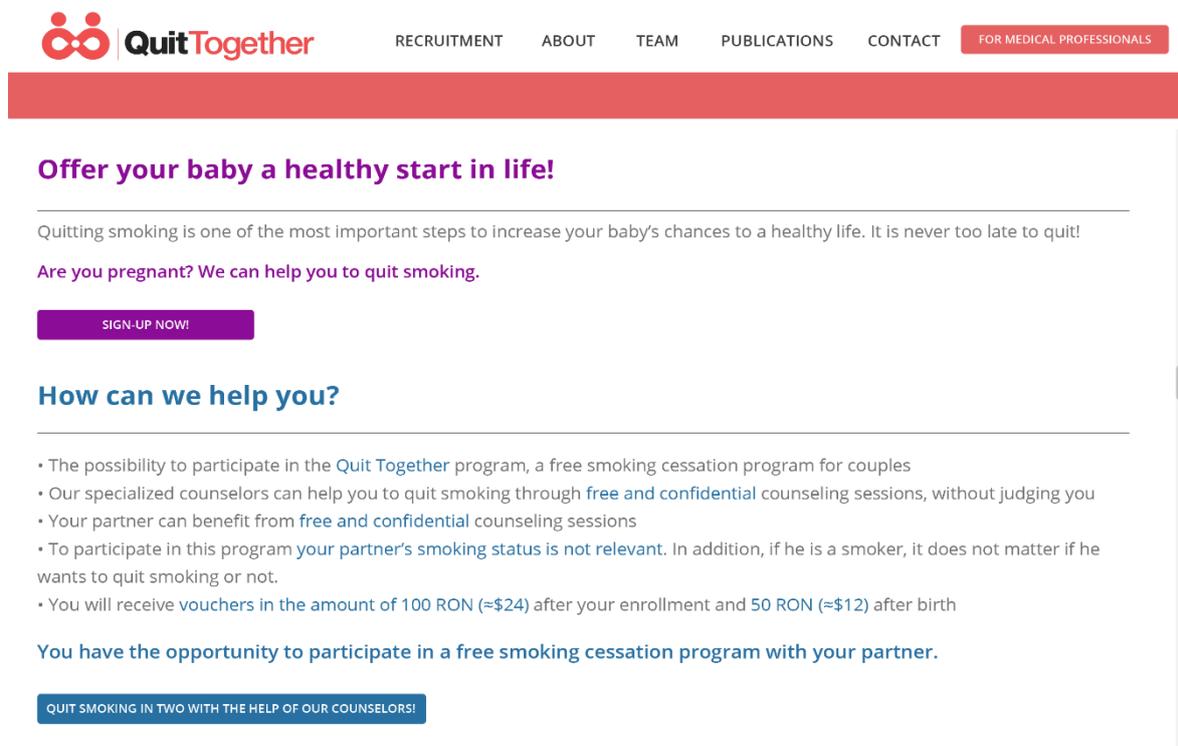


Supplementary Material S1: Before and after versions of RCT's Facebook Ads and web interface*

*The original text in these figures was in Romanian.



The screenshot shows the top navigation bar of the Quit Together website. It includes the logo, navigation links for RECRUITMENT, ABOUT, TEAM, PUBLICATIONS, and CONTACT, and a button for FOR MEDICAL PROFESSIONALS. The main content area features a purple header with the text "Offer your baby a healthy start in life!". Below this is a paragraph about quitting smoking and a purple "SIGN-UP NOW!" button. A blue section titled "How can we help you?" lists benefits of the program, such as free counseling and vouchers. A blue button at the bottom says "QUIT SMOKING IN TWO WITH THE HELP OF OUR COUNSELORS!".

Figure S1. Screenshot of the Quit Together RCT's enrollment webpage depicting two value propositions.

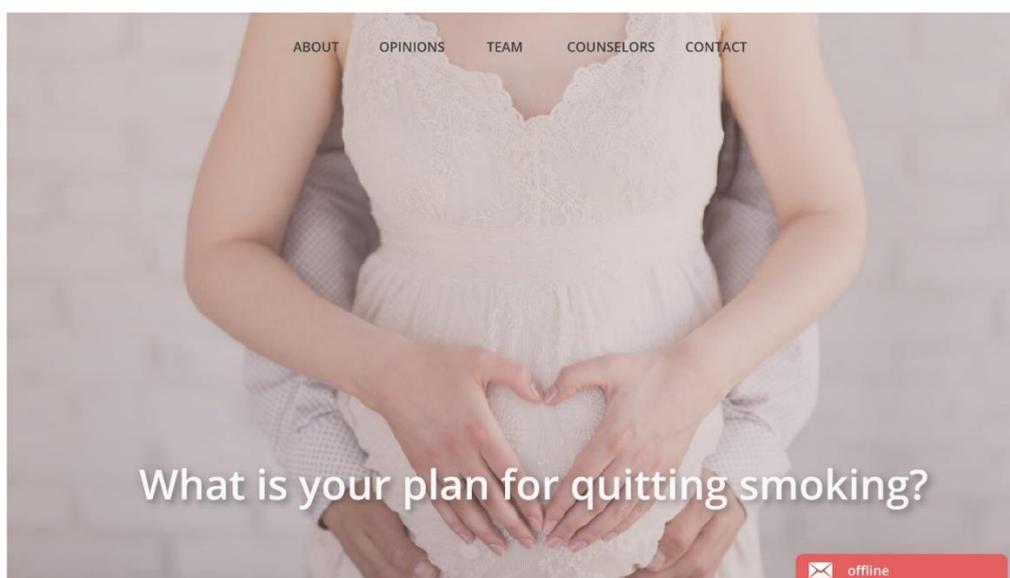


Figure S2. The new landing page of the Quit Together website (with live-chat feature included).

"The Quit Together program was the cornerstone of my quitting"

Ana, aged 30 - pregnant in 38 weeks

You only need 2.5 minutes to check if you are eligible to participate in this program. You will thank yourself later!

[SIGN-UP FOR FREE](#)

Figure S3. Testimonial of RCT participant and enrollment prompt posted on the Quit Together website.

înscărcinată

We can see that you have visited our webpage before. It seems that you have already spent some time thinking about participating in this program. Why don't you spend 2.5 more minutes to check if you can participate?

și ai decis că vrei să:

Figure S4. Pop-up message for returning visitors on the Quit Together website.

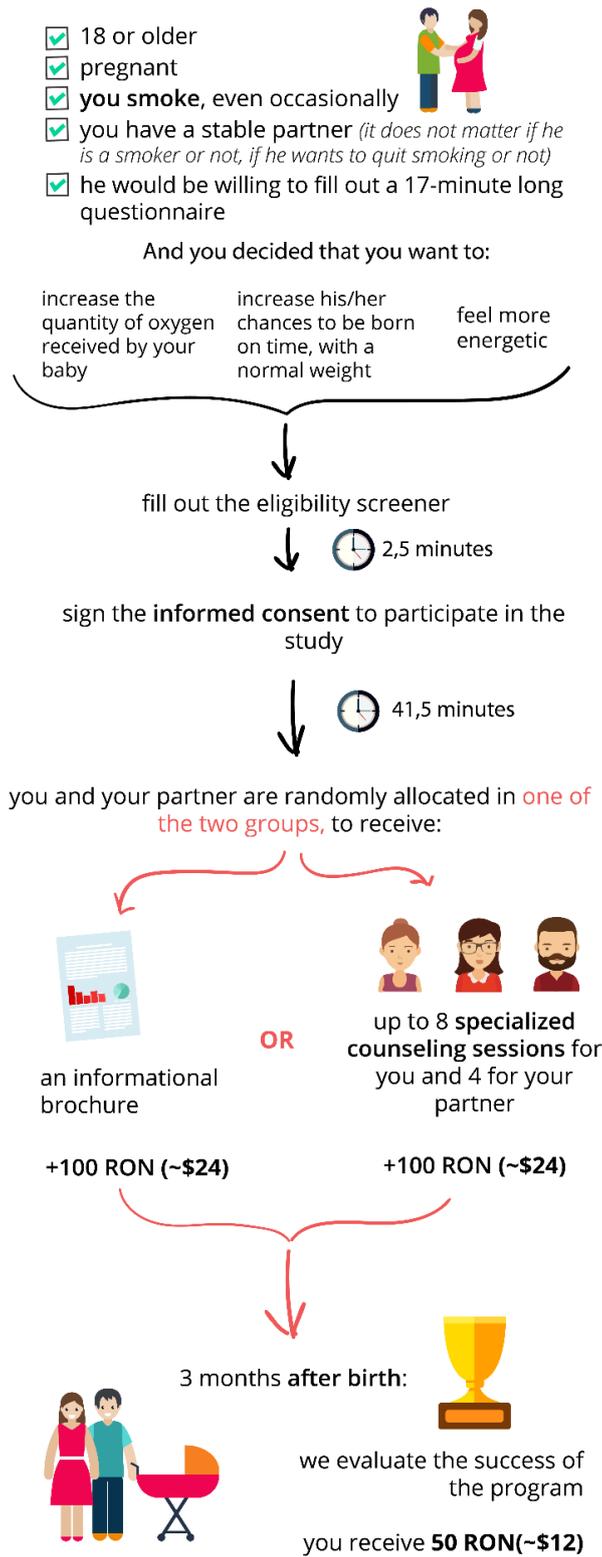


Figure S5. Infographic on the participation in the Quit Together RCT as posted on the website.

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Over 2000 future moms have already visited our website and learned more about the Quit Together program.
Why not find out more about our free smoking cessation program?



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Confidential program. You will receive...

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It is very important for you to have a healthy baby and you would do anything for this. Quitting smoking you can protect him by many diseases, including asthma and other respiratory diseases.
What is your plan for quitting smoking?



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Maybe you smoked during a previous pregnancy and the baby was born healthy. Because all pregnancies and all babies are different, you won't know how smoking might affect this pregnancy.
Visit our program's website to find out how you can quit smoking for free.



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"The Quit Together program was the cornerstone of my quitting"
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Figure S6. Quit Together Facebook ads developed based on behavioral economics insights.