



**HEARTS ON
TARGET**

FAQs

Q: Why is Hearts on Target better than standard social media advertising (Facebook/Google Ads along with Search Engine Optimization (SEO))?

A: We use custom algorithms to build audiences of abortion-minded women and male influencers. The algorithm is custom and proprietary meeting the specifications of the ideal PRC client (abortion-minded woman in crisis). Companies like Facebook and Google censor pro-life messaging and restrict organizations from marketing to abortion-minded women. Our advertising technology is not subject to censorship. We are on an even footing with Facebook and Google. We do not rely on them in any way and compete against them (and others) for real-time bidding on ad placements on the ad exchange. Even if Google, Facebook, and tech companies allowed pro-life ads to reach abortion-minded women, it would still be a terrible idea to advertise with them because they also have pro-abortion advertising clients. Any success that a PRC finds using Facebook or Google ads will inevitably be used to support their abortion clients as well. With Hearts on Target, there is no risk of this happening because none of our data and algorithms are shared with third parties.

Q: If advertising with Google is effectively funding "the enemy" why does HOT insist on a \$200 minimum monthly spend for Google AdWords?

A: Our testing in various markets indicated clinics that didn't do any spending on Google AdWords (i.e., keyword - clinic name) caused them to disappear from Google organic searches. In short, we have good reason to believe there is a censorship list for centers who do not have active Google Ads running. You will learn more about our detailed tactics, and how we adapt, during the onboarding process.

Q: Can grant recipients pick and choose which All-In-HOT criteria they will adopt?

A: No. This program has been built, tested, and proven to provide the most comprehensive targeted outreach to Abortion-Minded and Abortion-Vulnerable women. During HOT initial deployment testing, clinics that took an a-la-carte

approach to the criteria saw significantly weaker results. To ensure ROI to our donors and lives saved for our grant recipient clinics, all requirements must be accepted and implemented before grant funding can be secured.

Q: Will all applications be accepted for this program?

A: No. This is a select opportunity with strict criteria and funding specifications. We are happy to review program requirements with you prior to applying to see if your clinic may qualify.