

# Reddit Ad Campaign Strategy for Clue (Chronic Illness Symptom Tracker)

**Overview:** This document defines key user personas and outlines three Reddit advertising campaigns aimed at driving user acquisition for **Clue**, a chat-first symptom & mood tracker optimized for chronic illness management. Each campaign is tailored to a specific pain point (brain fog, doctor communication, or pattern awareness) and includes targeted ad groups with creative ad examples. The focus is on resonating emotionally with chronic illness users while highlighting Clue's lightweight daily tracking (10–30 seconds) and features like doctor-ready summaries and flare logging that set it apart from heavy manual trackers.

## User Personas for Chronic Illness Tracking

Below are distinct user personas based on common chronic conditions and struggles. Each persona has unique behaviors, motivations, and symptom-tracking pain points, reflecting challenges like brain fog, limited energy, difficulty communicating with doctors, and inconsistent symptom patterns:

### The Overwhelmed Spoonie (Multiple Chronic Conditions)

This persona juggles several chronic illnesses (e.g. autoimmune conditions, chronic pain, migraines), leading to unpredictable flares and constant fatigue. They often experience **brain fog** and have limited “spoons” (energy) each day. **Motivation:** They want to understand their symptom patterns and feel in control, but lengthy journals or complicated apps are too exhausting. **Pain Points:** Forgetting to log symptoms due to brain fog, feeling guilty for “failing” at meticulous tracking, and struggling to convey the full scope of their health to doctors.

### The IBS Food Detective (IBS & Gut Health)

A persona with Irritable Bowel Syndrome or related gut health issues, dealing with daily digestive upsets and dietary triggers. They are **motivated** to pinpoint which foods or stressors worsen their symptoms. **Behavior:** They've tried keeping food diaries and symptom logs at doctor's recommendation. **Pain Points:** Inconsistent symptom patterns make it hard to draw conclusions; keeping a detailed food journal is tedious and easy to abandon. They often feel frustrated when doctors say “track your diet” because they've attempted it and burned out without clear answers.

### The Sleep-Deprived Tracker (Insomnia & Fatigue)

This persona faces chronic sleep problems (insomnia, sleep apnea, or chronic fatigue syndrome) leading to daytime brain fog and low productivity. **Motivation:** They want to track how poor sleep correlates with symptoms like pain or mood, hoping to improve their routine or show patterns to healthcare providers. **Behavior:** They may use a sleep app or notebook by the bed, but on exhausting days they skip tracking. **Pain Points:** **Energy limits** make logging in the morning or late at night difficult; they often forget details

or abandon tracking streaks. They crave an easy, quick way to note how they feel each day without worsening their fatigue.

### The Hormonal Balancer (PCOS or Endometriosis)

A persona with PCOS (Polycystic Ovary Syndrome) or endometriosis dealing with hormonal swings, irregular cycles, pain, and mood changes. **Motivation:** They seek to recognize patterns in symptoms (e.g. flares around their cycle) and have data to validate their experiences to doctors or family. **Behavior:** They might track periods or symptoms sporadically in apps or planners. **Pain Points:** Symptoms can be all over the place – one month's pattern doesn't match the next – making it hard to spot trends. They struggle with **doctor communication**, often feeling dismissed or told to "just lose weight." They need a tracking method that is easy to stick with and produces clear summaries to bolster their concerns during medical appointments.

### The Fibro Fog Fighter (Fibromyalgia)

This persona has fibromyalgia, living with widespread pain, fibro **brain fog**, and extreme fatigue. **Motivation:** They hope to identify what triggers flares (weather, activity, stress) and ensure doctors take their pain seriously by showing consistent logs. **Behavior:** They've attempted pain tracking apps or diaries, but on severe pain days they can't sit and write paragraphs. **Pain Points:** **Brain fog** makes detailed tracking nearly impossible – they often can't remember all symptoms by day's end. They also feel that without a record, doctors shrug off their concerns as exaggeration. They need a **low-effort tracking** tool that "understands" foggy, bad days and still captures the essentials.

### The Allergy Detective (Allergies & Migraines)

This persona deals with recurring issues like severe allergies or chronic migraines (and other "invisible" chronic problems). Their symptoms flare unpredictably due to triggers like pollen, weather, or stress. **Motivation:** They want to correlate triggers with flare-ups – for example, linking migraine days to sleep or diet, or allergy attacks to environmental changes – to better manage or anticipate them. **Behavior:** They've tried elimination diets or trigger journals, but maintaining those every day is overwhelming. **Pain Points:** Patterns are hard to spot in the moment; **inconsistent symptoms** lead to a feeling that it's "random". They also struggle to make doctors appreciate how frequent or life-altering their flares are. This persona seeks an easier way to log episodes and discover patterns over time without logging every detail 24/7.

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## Campaign 1: Brain Fog & Tracking Frustration

**Angle:** This campaign empathizes with users who are overwhelmed by symptom tracking because of brain fog, fatigue, or complexity. The messaging highlights how **Clue's chat-based tracker** simplifies the process into a quick daily conversation (10–30 seconds) – perfect for foggy minds and low-energy days. The tone is understanding and reassuring: tracking can be gentle and easy, even when you're exhausted or forgetful. The campaign emphasizes saving mental energy ("spoons") and letting Clue remember details so the user doesn't have to.

**Ad Groups & Targeting:** Each ad group focuses on a different Reddit audience segment where tracking frustration and brain fog are common, tailoring language to fit each subreddit's culture.

## Ad Group 1: Spoonie Support Communities (General Chronic Illness)

**Targeting Ideas:** Subreddits such as r/ChronicIllness, r/invisibleillness, r/Spoonie, and r/ChronicPain – communities where people with various chronic conditions share day-to-day struggles (brain fog, fatigue, frustration with symptom management).

- **Creative 1:**

- *Headline:* “No More Wasting Spoons on Tracking”
- *Image Prompt:* Cozy dim bedroom in early morning, a woman in her 30s sits up in bed wrapped in blankets, looking exhausted and holding her phone. A half-open journal and pen lie ignored on the bedside table.
- *CTA Copy:* “Save your energy for living, not logging. Clue’s 20-sec daily chat makes tracking painless – even on foggy days. Try Clue now: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=spoons](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=spoons)”

- **Creative 2:**

- *Headline:* “Brain Fog? Track in 20 Seconds”
- *Image Prompt:* Soft morning light through curtains. A young man in his 20s sits on a couch, surrounded by a few pill bottles and sticky notes. He looks at his phone with a relieved smile, while a calendar on the wall behind him is marked with scattered, missed entries.
- *CTA Copy:* “Clue is built for forgetful, foggy days – just chat for seconds and you’re done. No more complex journals. Try Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=20sec](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=20sec)”

- **Creative 3:**

- *Headline:* “Tired of Forgetting to Log?”
- *Image Prompt:* A kitchen in late afternoon. A woman in her 40s leans on the counter with a cup of tea, looking frustrated as she stares at a blank notebook. Faded thought bubbles show she’s trying to recall how she felt earlier. Her phone buzzes with a friendly notification.
- *CTA Copy:* “Never worry ‘Did I record that?’ again. Clue gently reminds you and records your symptoms in a chat – even when brain fog hits. Track without the stress: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=forgetful](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=forgetful)”\*

- **Creative 4:**

- *Headline:* “Lightweight Tracking for Heavy Fog”
- *Image Prompt:* Evening, living room with warm lamp light. A man in his 30s reclines on a sofa looking drained, an open laptop with a complicated spreadsheet beside him. He closes the laptop and instead interacts with his phone, which has a simple chat interface visible.
- *CTA Copy:* “When every thought is a slog, keep tracking simple. Clue chats with you like a friend and logs everything in seconds. Give your mind a break: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=lightweight](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=lightweight)”\*

- **Creative 5:**

- *Headline:* “Let Clue Remember for You”
- *Image Prompt:* Nighttime, dimly lit bedroom. A fatigued woman lies in bed with an eye mask pushed up on her forehead, scrolling on her phone. Ghostly text of earlier symptoms (headache, nausea, fatigue) floats above as if slipping away. The phone screen shows a simple chat confirming those symptoms logged.
- *CTA Copy:* “Brain fog makes you forget — Clue remembers. Just chat once a day and wake up to a complete symptom log. Try Clue tonight: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=remembers](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=remembers)”\*

## Ad Group 2: Fibromyalgia & Fatigue (Foggy Flare Days)

**Targeting Ideas:** Subreddits like r/Fibromyalgia, r/CFS (Chronic Fatigue Syndrome), r/MyalgicEncephalomyelitis, and r/Lupus – communities where “fibro fog” and low-energy days are common. The language here uses condition-specific terms (like “fibro fog” or “flares”) to resonate with users.

- **Creative 1:**

- *Headline:* “Fibro Fog Friendly Tracker”
- *Image Prompt:* Daytime in a quiet living room. A woman in her late 30s with a heating pad on her shoulder rubs her temples in pain. Nearby, an abandoned thick diary labeled “Symptom Journal” gathers dust. She looks at her phone where a chat bubble from Clue asks gently about her day.
- *CTA Copy:* “On fibro flare days, even thinking is hard. Clue’s quick chat check-in is fibro fog-friendly – capturing your day when you barely can. On a flare? Try Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=fibrofog](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=fibrofog)”\*

- **Creative 2:**

- *Headline:* “Too Tired to Track? We Get It.”
- *Image Prompt:* Mid-afternoon, dim natural light. A man in his 40s with chronic fatigue lies on a couch, a cane and prescription bottles visible on a side table. He looks exhausted with eyes closed. His phone, resting on his chest, displays a simple question (“How was your energy today?”) from Clue’s chat, awaiting a one-tap reply.
- *CTA Copy:* “When fatigue pins you down, Clue helps you track without moving a muscle. One-tap responses log your symptoms on the days you can’t even sit up. Give it a try: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=low\\_energy](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=low_energy)”\*

- **Creative 3:**

- *Headline:* “Remember Yesterday’s Flare? No?”
- *Image Prompt:* Overcast day, a woman in her 50s stands by a window with a distant look, holding a pill organizer. A thought bubble shows hazy memories of her severe symptoms from the day before. On her phone screen (on the table beside her) Clue’s chat log is open, showing a summary of yesterday’s flare that she entered with minimal effort.
- *CTA Copy:* “Fibro and CFS can wipe your memory. Clue gently logs your flares in real-time so you have a clear record later. No more relying on brain-fogged memory. Try Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=flare\\_log](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=flare_log)”\*

- **Creative 4:**

- *Headline:* “Gentle Reminders on Hard Days”
- *Image Prompt:* Nighttime, bedroom with a soft lamp. A young woman with lupus lies in bed looking worn-out. Her phone on the pillow displays a friendly message: “Rough day? Hope you’re OK – up for a quick check-in?” The woman manages a small smile, tapping a response while half-asleep.
- *CTA Copy:* “Bad day? Clue’s gentle chat reminder checks in when you’re struggling, so you don’t lose track. Log symptoms with zero stress: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=reminder](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=reminder)”\*

## Ad Group 3: Sleep-Deprived & Brain Fogged

**Targeting Ideas:** Subreddits such as r/Insomnia, r/SleepApnea, r/narcolepsy, and r/ChronicFatigue – communities focused on chronic sleep issues where users deal with brain fog, memory issues, and often attempt tracking sleep or daily fatigue.

- **Creative 1:**

- *Headline:* "Sleepy Brain? Meet Clue."
- *Image Prompt:* Early morning. A man in his late 20s sits on the edge of his bed, yawning. A CPAP machine and alarm clock reading 6:30 AM are on the nightstand. He squints at his phone which has a simple question from Clue: "How do you feel after your sleep?" ready for a quick tap answer.
- *CTA Copy:* "When you can't wake up fully, you can still track how you feel. Clue's morning ping takes 10 seconds to capture your rough night and groggy day. Try Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=sleepy](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=sleepy)"\*

- **Creative 2:**

- *Headline:* "Too Groggy to Journal?"
- *Image Prompt:* Late night, dim lamp on a bedside table. A woman with insomnia lies awake, surrounded by a couple of sleep remedy bottles and a notebook labeled "Sleep Log" that's mostly empty. She picks up her phone where a calming dark-mode chat from Clue asks a quick question, requiring minimal typing.
- *CTA Copy:* "Restless night? Don't worry about writing a thing. Clue lets you track in a groggy haze just by tapping a quick reply in chat. Log it & rest: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=insomnia](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=insomnia)"\*

- **Creative 3:**

- *Headline:* "Track Symptoms in Your Sleep (Almost)"
- *Image Prompt:* A dark, cozy bedroom with moonlight. A phone on the nightstand glows with a notification, casting light on a notebook with only the first line filled out. In bed, a person reaches one hand toward the phone while barely opening their eyes.
- *CTA Copy:* "If you can tap, you can track. Clue's chat asks simple questions – even at 2 AM – so you capture symptoms without fully waking up. Effortless tracking here: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=night\\_owl](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=night_owl)"\*

- **Creative 4:**

- *Headline:* "Morning Fog, Meet Simple Tracker"
- *Image Prompt:* Sunrise through the window. A groggy woman in her 30s pours coffee at the kitchen counter. Beside her, a planner with yesterday's date lies blank. She instead taps a quick update on her phone with one hand while the other hand holds her mug.
- *CTA Copy:* "Brain too foggy in the morning to write details? With Clue, a few taps over coffee logs your mood, fatigue, and more. Start your day with Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_brainfog\\_v1&utm\\_content=morning\\_fog](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_brainfog_v1&utm_content=morning_fog)"\*

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## Campaign 2: Doctor Communication & Being Taken Seriously

**Angle:** This campaign speaks to the frustration of not being believed or heard by healthcare providers. It highlights Clue's ability to produce **doctor-ready summaries and data** that can help users communicate their health story convincingly. The messaging balances empathy ("we know doctors sometimes dismiss you") with empowerment ("arm yourself with data they can't ignore"). We emphasize that Clue captures

patterns and frequency of symptoms in credible formats, helping users feel validated and taken seriously by doctors.

**Ad Groups & Targeting:** Each ad group targets a different community where medical validation is a key concern. The tone and examples align with the conditions discussed in those subreddits (e.g., IBS dietary tracking frustrations, PCOS/hormonal issues, chronic pain credibility).

## Ad Group 1: IBS & Digestive Health

**Targeting Ideas:** Subreddits like r/IBS, r/CrohnsDisease, r/guthealth, and r/LowFODMAP – communities where people frequently talk about GI symptoms, elimination diets, and frustration with doctors attributing symptoms to “stress”.

- **Creative 1:**

- *Headline: “IBS Isn’t ‘Just Stress’ – Prove It”*
- *Image Prompt: Doctor’s office, daytime. A man in his 30s sits on an exam table looking determined, holding up his phone which displays a list of logged IBS symptoms over weeks. The doctor in front of him is looking at the phone attentively. A wall chart of the digestive system is in the background.*
- *CTA Copy: “Tired of hearing ‘It’s probably just stress’? Clue tracks your IBS flare frequency, diet, and stress levels – turning your symptoms into a doctor-ready report. Show the data: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=IBS\\_data](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=IBS_data)”*

- **Creative 2:**

- *Headline: “Food Diary Fatigue? Try This Instead”*
- *Image Prompt: Kitchen counter with half-eaten meals and a notebook labeled “Food Diary” with sparse entries. A woman with IBS in her late 20s rests her head in her hand, looking defeated. In her other hand, she holds a phone showing a simple chat interface asking about symptoms after her last meal, much easier than writing everything down.*
- *CTA Copy: “Doctors keep asking for a food diary you can’t keep up with. Clue’s chat makes it easy: log meals & symptoms in seconds, and get a summary to share. Ditch the tedious diary: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=food\\_diary](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=food_diary)”*

- **Creative 3:**

- *Headline: “Show Your GI Doc What’s Really Happening”*
- *Image Prompt: A printout or phone screen showing a clear chart of symptom spikes aligned with diet/stress events. In the background, a doctor’s office door is visible. A close-up on the chart highlights entries like “Severe pain – 5x this week” to indicate frequency. A hand (patient’s) is holding this report ready to show.*
- *CTA Copy: “Overwhelmed trying to explain your gut issues? Clue compiles your daily chats into simple graphs and logs your GI doctor will appreciate. Be heard with Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=GI\\_report](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=GI_report)”*

- **Creative 4:**

- *Headline: “Your Symptom Pattern, On Paper”*
- *Image Prompt: Home office desk with a laptop. A man is hitting “Print” on a document titled “Symptom Summary – Last 30 Days”. Next to the laptop, previous crumpled handwritten logs are pushed aside. The man looks relieved as he holds up the printed summary with neatly organized data (e.g., a table of dates and symptoms).*

- CTA Copy: "Transform your daily notes into a clean report. Clue automatically summarizes what you log in chat – perfect to print or email to your doctor. Get your summary: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=summary](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=summary)"\*

## Ad Group 2: Women's Health (PCOS, Endo & Hormonal Conditions)

**Targeting Ideas:** Subreddits like r/PCOS, r/Endometriosis, r/WomensHealth, and r/TwoXChromosomes – communities where women discuss not being taken seriously by doctors about pain, hormonal symptoms, or fertility concerns. The language validates these experiences and offers tracking as a form of self-advocacy.

### • Creative 1:

- **Headline:** "Not Taken Seriously? Get Data."
- **Image Prompt:** Gynecologist's exam room. A young woman with PCOS in her 20s stands with arms crossed, while a doctor looks skeptical. Faint overlay of past doctor visit flashbacks (doctor shrugging). In the foreground, the woman's phone screen shows Clue's summary: e.g., "Cycle length, symptoms frequency, weight changes" clearly listed, ready to show.
- **CTA Copy:** "Doctors dismissing your PCOS or endo symptoms? Clue has your back. Track daily in chat and bring a data-backed case to your next appointment. Be your own advocate: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=advocate](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=advocate)"\*

### • Creative 2:

- **Headline:** "Translate Hormones into Charts"
- **Image Prompt:** A calendar marked with various mood, pain, and period symbols. A woman in her 30s with endometriosis looks at this calendar and then at a chart on her phone that Clue generated showing hormone-related symptom spikes. She looks surprised and relieved to see it quantified.
- **CTA Copy:** "Hard to explain your hormonal rollercoaster? Let Clue translate your cycle into charts. Mood swings, pain days, irregular periods – all logged and charted for you. Chart your cycle: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=hormone\\_chart](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=hormone_chart)"\*

### • Creative 3:

- **Headline:** "Finally, A Doctor Will Listen"
- **Image Prompt:** Clinic setting. A female patient and her doctor both focus on a document in the patient's hands. The patient's face shows cautious optimism. The document title: "Symptom & Cycle Summary Report – Clue". The doctor's finger is pointing at a line graph of pain intensity over time, acknowledging the trend.
- **CTA Copy:** "Bring undeniable evidence of your pain and symptoms. Clue's doctor-ready reports mean no more eye-rolls when you describe your bad days. Get heard – use Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=listened](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=listened)"\*

### • Creative 4:

- **Headline:** "Fighting for Diagnosis? Log Everything."
- **Image Prompt:** Dimly lit bedroom, late night. A determined woman with untreated endometriosis sits at her desk, logging her severe pain day into Clue via chat. On the wall is a vision board with "Diagnosis 2025" pinned. A stack of past medical visit summaries lies nearby with "inconclusive" stamps, highlighting her struggle.
- **CTA Copy:** "If you're fighting to get diagnosed, every detail counts. Clue helps you log daily pain, symptoms, and meds in 30 sec, so you have a record that can't be dismissed. Start documenting: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_doctor\\_v1&utm\\_content=log\\_everything](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=log_everything)"\*

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### Ad Group 3: Chronic Pain & Invisible Illness Advocacy

**Targeting Ideas:** Subreddits like r/ChronicPain, r/ChronicIllness (again, but with a different message focus), r/Disability, and condition-specific advocacy communities. These audiences frequently discuss being dismissed by doctors or needing to "prove" their pain is real.

- **Creative 1:**

- **Headline:** "Pain is Real – Now You Have Proof"

- **Image Prompt:** A close-up of a hand holding a smartphone displaying a graph labeled "Pain vs. Days". The graph shows consistent high pain levels over weeks. In the background, a doctor's silhouette is seen reviewing the graph with the patient. The atmosphere suggests a serious conversation finally grounded in data.

- **CTA Copy:** "No more blank stares when you say "11 out of 10 pain." Clue logs your pain daily and plots it clearly over time. Make them see it: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=pain_chart)

utm\_source=reddit&utm\_medium=paid&utm\_campaign=chronic\_doctor\_v1&utm\_content=pain\_chart"\*

- **Creative 2:**

- **Headline:** "Turn 'Maybe It's Anxiety' into Data"

- **Image Prompt:** Therapist's office or medical office. A man with chronic pain and anxiety sits with a printout in hand, labeled "Symptom/Mood Tracker – Clue". Thought bubble shows past doctors saying "maybe it's just anxiety?" He looks confident now, ready to counter that with documented patterns that separate anxiety from physical symptoms.

- **CTA Copy:** "If you've heard "Maybe you're just anxious" one too many times – fight back with facts. Clue tracks physical symptoms vs. mood, so you can show what's really happening. Data > Dismissal: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=not_anxiety)

utm\_source=reddit&utm\_medium=paid&utm\_campaign=chronic\_doctor\_v1&utm\_content=not\_anxiety"\*

- **Creative 3:**

- **Headline:** "Speak Doctor's Language: Charts"

- **Image Prompt:** Home setting, a person in their 50s with a chronic condition sits at a table with a laptop. On the screen is a Clue summary chart (bar graph of symptom counts). The person's expression is one of relief and readiness. A caption on the image (like a label) reads "Translating your story into charts."

- **CTA Copy:** "You shouldn't need a PhD to be taken seriously, but it helps to have charts. Clue automatically turns your symptom story into graphs and trends. Translate your story: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=charts)

utm\_source=reddit&utm\_medium=paid&utm\_campaign=chronic\_doctor\_v1&utm\_content=charts"\*

- **Creative 4:**

- **Headline:** "Win Over the Doubtful Doctor"

- **Image Prompt:** A medical consultation scene. A patient (with a subtle disability aid like a walking stick) hands a one-page summary printout to a doctor. The doctor's eyebrow is raised in impression as he scans it. The patient sits upright, more confident now that she has solid documentation.

- **CTA Copy:** "Data can change the conversation. Clue's one-page summary of your daily logs can win over even the skeptical doctors. Let your data speak when you can't. Get your one-pager: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_doctor_v1&utm_content=onepager)

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## Campaign 3: Symptom Pattern Awareness (Without Burnout)

**Angle:** This campaign appeals to those trying to make sense of “random” symptoms or flares. It emphasizes how Clue helps users **discover patterns** in their health over time through consistent, low-effort tracking – preventing burnout that comes from overzealous tracking or complex journaling. The tone is encouraging and hopeful: even if your symptoms seem chaotic, a light daily habit with Clue can reveal connections and trends, all without the burden of constant note-taking. We highlight features like automatic trend detection, flare logging, and the relief of finally understanding one’s health patterns.

**Ad Groups & Targeting:** Each ad group is aimed at communities where members seek to identify triggers or patterns (diet, hormonal cycles, environmental factors) but often struggle with information overload and tracking fatigue.

### Ad Group 1: Digestive & Diet Trigger Seekers

**Targeting Ideas:** Subreddits like r/IBS (again, focusing on pattern/triggers this time), r/gastroparesis, r/GERD, and r/FODMAP – communities where users experiment with diets to find triggers and could benefit from an easier way to log and detect patterns in symptoms.

- **Creative 1:**

- **Headline:** “Find IBS Triggers Without the Burnout”
- **Image Prompt:** *Evening kitchen. A woman in her 30s with IBS stands over a counter with various foods and an open notebook full of scribbles and question marks. She looks tired. Beside her, a phone with Clue shows a simple list of today’s meals and symptoms with one item highlighted, implying a potential trigger found.*
- **CTA Copy:** “You don’t need to log every crumb. Clue’s smart tracker helps you spot patterns in your IBS flares with just a quick daily check-in. Less effort, more insight. Discover triggers: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=IBS_triggers)  
[utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=IBS\\_triggers](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=IBS_triggers)”\*

- **Creative 2:**

- **Headline:** “Connect the Dots in Your Gut Health”
- **Image Prompt:** *Stylized illustration: a stomach icon connected to icons of food, stress, and medication by dotted lines. In front of this, a young man is holding his phone which displays a friendly chatbot conversation summarizing “Noticed: high stress days → more stomach pain.” He looks happy to finally see this connection.*
- **CTA Copy:** “Random stomach chaos? Maybe not. Clue connects the dots between what you eat, feel, and do. Chat for 30s daily and let patterns emerge without pouring over spreadsheets. Connect yours: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=connect_dots)  
[utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=connect\\_dots](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=connect_dots)”\*

- **Creative 3:**

- **Headline:** “Finally, Patterns in the Chaos”
- **Image Prompt:** *A wall calendar with random red marks on various days indicating symptom flare-ups. A woman with a hopeful expression holds up her phone next to the calendar; on the phone screen is a neatly plotted trend line showing those flares coinciding with certain foods (illustrated by small food icons on the graph).*

- CTA Copy: "Done with chaotic symptom diaries? Clue finds the signal in the noise. See clear patterns from quick daily logs – and take control of your gut health. Try Clue: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=pattern\\_chaos](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=pattern_chaos)"\*
- **Creative 4:**
- **Headline:** "Your Diet Journal, Only Easier"
- **Image Prompt:** A side-by-side concept: On left, a weary person flipping through a thick diet journal with a pencil, pages filled with tiny text. On right, the same person smiling at their phone which shows a concise summary like "Dairy → possible trigger, occurred 3 times this week". The contrast highlights ease.
- CTA Copy: "Trade the food log fatigue for quick chats. Log meals and symptoms in seconds with Clue, and it will spot trends for you. No heavy journals needed. Make it easy: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=easier\\_journal](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=easier_journal)"\*

## Ad Group 2: Hormonal Cycle & Autoimmune Patterns

**Targeting Ideas:** Subreddits like r/PCOS (again, focusing on pattern discovery), r/thyroid (Hashimoto's or hypothyroid communities), r/autoimmune, and r/Endometriosis – groups where people track cycles, hormones, or flare patterns and risk burnout from too much tracking. The angle here is finding long-term patterns (monthly, cyclic, or autoimmune flares) without obsessively tracking.

- **Creative 1:**
- **Headline:** "See the Pattern in Your PCOS"
- **Image Prompt:** Morning bedroom. A woman in her late 20s sits by a vanity mirror, taking her basal body temperature. Surrounding her mirror are sticky notes of symptoms on different cycle days. The reflection in the mirror, however, shows her holding a phone with a clear cycle symptom graph (Clue's summary) overlaying the sticky notes, indicating that the app consolidated it for her.
- CTA Copy: "Irregular cycles, random symptoms – sounds familiar? Clue simplifies cycle tracking so you can see patterns in PCOS without spreadsheets or guesswork. Spot your pattern: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=PCOS\\_pattern](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=PCOS_pattern)"\*
- **Creative 2:**
- **Headline:** "Autoimmune Flares Made Predictable"
- **Image Prompt:** A calendar on the wall with some days circled in red (flare days). A man with an autoimmune condition (e.g., arthritis – perhaps wearing a wrist brace) looks at the calendar and then at his phone where Clue has highlighted that flares tend to happen after heavy activity or weather changes. He nods, finally noticing the trend.
- CTA Copy: "Autoimmune flares feel random? Clue can help find hidden patterns – maybe it's the weather, workouts, or stress. You just log briefly each day; Clue does the analysis. Make the unpredictable easier: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=autoimmune](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=autoimmune)"\*
- **Creative 3:**
- **Headline:** "No More Tracking Burnout"
- **Image Prompt:** An overhead shot of a desk. On one side, a thick planner with color-coded entries and habit trackers sits abandoned with a pen dropped across it. On the other side, a smartphone with Clue displays a simple daily question ("Log today's top symptom?") with yesterday's answer summarized below. A text overlay reads "Consistency > Perfection."
- CTA Copy: "Burned out trying to track every symptom and habit? Clue keeps it sustainable – a quick question each day leads to big-picture insights over time. Track smarter, not harder: [https://chronic-life-landing.vercel.app?utm\\_source=reddit&utm\\_medium=paid&utm\\_campaign=chronic\\_pattern\\_v1&utm\\_content=no\\_burnout](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=no_burnout)"\*

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- **Creative 4:**

- *Headline: "Monthly Mystery Solved"*

- *Image Prompt: A woman in her 40s pins a note on a corkboard that says "Flare-up!" under the "October" section, alongside notes for previous months. She has a thinking expression. In her other hand, she holds a tablet showing a Clue monthly overview highlighting that every 4 weeks a spike in symptoms occurs. Her expression turns into an "aha" moment.*

- *CTA Copy: "Mystery flares every month? Clue reveals monthly patterns with minimal effort tracking. Turn those mysterious timings into predictable insights. Solve yours with Clue: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=monthly_pattern)*

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### **Ad Group 3: Allergy & Migraine Trigger Tracking**

**Targeting Ideas:** Subreddits like r/migraine, r/Allergies, r/asthma, and r/ChronicIllness (focusing on flare triggers) – communities where people try to identify what causes their flare-ups (be it pollen, weather, foods, or stress) and often need to track occurrences over time to see patterns.

- **Creative 1:**

- *Headline: "Stop Guessing Your Triggers"*

- *Image Prompt: Outdoor scene in a park during spring. A man in his 20s wears a scarf and has red, watery eyes, clearly in allergy misery. Beside him floats a collage of possible triggers (tree pollen, dust, a cat, etc. with question marks). He holds up his phone, where Clue's interface shows a recent pattern: "Noticed 5/5 bad allergy days were high-pollen days."*

- *CTA Copy: "Pollen? Pets? Who knows? Clue will track your allergy attacks and pinpoint correlations (like that pollen count) while you just chat for a few seconds. No more guesswork: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=allergy_pattern)*

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- **Creative 2:**

- *Headline: "Make Migraines Less Mysterious"*

- *Image Prompt: Dim room with curtains drawn. A woman in her 30s lies on a couch with an ice pack on her head, recovering from a migraine. On the coffee table is a notebook with "Migraine Tracker" mostly empty because she was in too much pain to write. Instead, her phone on the table shows Clue's chat summary: "Migraine logged at 7pm – potential triggers: low sleep, storm coming."*

- *CTA Copy: "When migraines strike, you can barely think – let alone write notes. Clue's quick logging means even if you're down for the count, you're still collecting clues. Over time, see patterns in your migraines (humidity? hormones?) without extra effort. Shine a light on triggers: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=migraine)*

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- **Creative 3:**

- *Headline: "Predict Your Next Flare (Almost)"*

- *Image Prompt: Weather app on a phone showing a storm icon. In the background, a person with rheumatoid arthritis rubs their knee, looking at dark clouds outside. On their phone (split-screen with weather app) Clue has an alert: "Your joint pain flares often follow cold fronts." The person's eyes widen realizing tomorrow's forecast might bring a flare.*

- *CTA Copy: "It won't read a crystal ball, but Clue comes close – log your flares and it will alert you to patterns (like weather or stress). Anticipate the next one instead of being blindsided. Get insights: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=flare_prediction)*

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• **Creative 4:**

• *Headline: "Your Patterns, Your Power"*

• *Image Prompt: Collage image: on one side, chaotic icons (food, weather, stress, sleep) swirling around a silhouette of a person with question marks. On the other side, the same person holds a smartphone that projects organized icons in a line, like a sequence showing which trigger leads to which symptom. The person is smiling, empowered.*

• *CTA Copy: "Empower yourself by uncovering what sets off your symptoms. Clue distills the chaos into clear patterns so you can take action. Knowledge is power – start tracking: [https://chronic-life-landing.vercel.app?](https://chronic-life-landing.vercel.app?utm_source=reddit&utm_medium=paid&utm_campaign=chronic_pattern_v1&utm_content=your_power)*

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