

# MONSOON®

## 24. Meta Ads: Health & Mobility Targeting (3)

The screenshot displays the Meta Ads targeting configuration page. At the top, the breadcrumb trail reads: "OO | DE | BOFU | Leads | Prospecting & Retargeting | Clearigl > OO | ABO | Prospecting | Interest Targeting | Health & Mobilit > 9 Ads > Campaign of". Below this, there are "Edit" and "Review" buttons.

**Advantage detailed targeting+**

**Warning:** This ad set's audience includes detailed targeting options that have been discontinued. You'll need to remove these unavailable options before you can publish this ad set. [Remove all unavailable options](#)

**Include people who match**

- health  
Interests > Additional interests > Infrared sauna
- Infrared sauna  
Interests > Additional interests > Mobil (oil & gas)
- Mobil (oil & gas)  
Interests > Additional interests > Sauna (personal care)
- Sauna (personal care)

Search: Add demographics, interests or behaviors. Suggestions Browse

**Advantage detailed targeting has been applied**

This means we'll expand your audience to include more people beyond your detailed targeting selections when it's likely to improve performance. It's automatically applied based on your campaign objective and conversion goals. [Learn more about Advantage detailed targeting](#)

[Add exclusions](#) [Define further](#)

**Languages**  
All languages

**Performance may be impacted**  
(Evolving changes within the ads ecosystem may affect your performance or reporting.)  
Ad sets that include the European Region

**Audience definition**  
Audience definition is unavailable.  
Specific ————— Broad

**Estimated audience size: Unavailable**  
Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

**Temporary drops in estimated audience size**  
People in the European Region have the option to use our products for free with ads or subscribe for no ads. Because some people haven't made their choice yet you may see a reduction in estimated audience size. We expect this will stabilize over time as people make their choice. [Learn more](#)

**Estimated daily results**  
Based on 7-day click and 1-day view conversion window

Picture 24

## 25. Meta Ads: Custom Audience Mailing List

The screenshot shows the Meta Ads interface for configuring a Custom Audience Mailing List. The breadcrumb trail is: OO | DE | BOFU | Leads | Retargeting > OO | ABO | Custom Audience Leads > 8 Ads. At the top right, there are 'Edit' and 'Review' buttons. Below this, there are two tabs: 'Create new audience' (selected) and 'Use saved audience'. The main section is titled 'Custom audiences' with a 'Create new' dropdown. It instructs to 'Include people who are in at least one of the following'. Under 'Include', there is a 'Customer List' section with a text input containing 'OO | Mailinglist | Leads' and a search bar for existing audiences. Below that, it says 'Exclude people who are in at least one of the following'. Under 'Exclude', there is a 'Website' section with a text input containing 'OO | OO Lead | 180 days' and a search bar for existing audiences. Further down, there is an 'Advantage custom audience' section with a checkbox and the text 'Reach people beyond your custom audience when it is likely to improve performance.' Below this are sections for '\* Locations' (Location: Germany), 'Age' (30 - 65+), and 'Gender' (All genders). At the bottom, there is an 'Advantage detailed targeting' section with a plus sign and the text 'Include people who match'. At the very bottom, there is a search bar with the text 'Add demographics, interests or behaviors' and buttons for 'Suggestions' and 'Browse'.

OO | DE | BOFU | Leads | Retargeting > OO | ABO | Custom Audience Leads > 8 Ads

Edit Review

Create new audience Use saved audience

Custom audiences Create new

Include people who are in at least one of the following

Customer List

OO | Mailinglist | Leads

Search existing audiences

Exclude people who are in at least one of the following

Website

OO | OO Lead | 180 days

Search existing audiences

Advantage custom audience

Reach people beyond your custom audience when it is likely to improve performance.

\* Locations

Location:

- Germany

Age

30 - 65+

Gender

All genders

Advantage detailed targeting

Include people who match

Search Add demographics, interests or behaviors Suggestions Browse

Picture 25

## 26. Meta Ads: Custom Audience Quality Traffic

OO | DE | BOFU | Leads | Retargeting > OO | ABO | Quality Traffic | 180 Days > 17 Ads

[Edit](#) [Review](#)

### Custom audiences Create new ▾

Include people who are in at least **one** of the following

Website

OO | DE | Quality Traffic | 180 Days

🔍 Search existing audiences

Exclude people who are in at least **one** of the following

Website

CL DE - Website Visitors - Last 30 Days

OO | OO Lead | 180 days

OO | Website Visitors | Clearlight Dome | 180 days

Customer List

OO | Mailinglist | Leads

Lookalike

Lookalike (DE, 5%) - OO | Website Visitors | Clearlight Dome | 180 days

🔍 Search existing audiences

Advantage custom audience **+**

Reach people beyond your custom audience when it is likely to improve performance.

**\* Locations**

Location:

- Germany

Picture 26

## 27. Meta Ads: Custom Audience Video Viewers

OO | DE | BOFU | Leads | Retargeting > OO | ABO | Video Viewers | 365 Days > 43 Ads

[Edit](#) [Review](#)

**Custom audiences** [Create new](#) ▼

**Include** people who are in at least **one** of the following

Engagement - Video

OO | Video Viewers | 365 Days

Search existing audiences

**Exclude** people who are in at least **one** of the following

Website

CL DE - Website Visitors - Last 30 Days

OO | OO Lead | 180 days

OO | Website Visitors | Clearlight Dome | 180 days

Customer List

OO | Mailinglist | Leads

Lookalike

Lookalike (DE, 5%) - OO | Website Visitors | Clearlight Dome | 180 days

Search existing audiences

Advantage custom audience **+**

Reach people beyond your custom audience when it is likely to improve performance.

**\* Locations**

Location:

- Germany

Picture 27

## 28. Meta Ads: Lookalike Audience Website Visitors

**Custom audiences** Create new ▼

**Include** people who are in at least **one** of the following

Lookalike

Lookalike (DE, 2%) - OO | Website Visitors | 180 Days

Search existing audiences

**Exclude** people who are in at least **one** of the following

Website

OO | OO Lead | 180 days

OO | Website Visitors | 180 Days

OO | Website Visitors | Clearlight Dome | 180 days

Customer List

OO | Mailinglist | Leads

Lookalike

Lookalike (DE, 2%) - OO | DE | Quality Traffic | 180 Days

Lookalike (DE, 2%) - OO | Mailinglist | Leads

Lookalike (DE, 2%) - OO | Website Visitors | Clearlight Dome | 180 days

Engagement - Lead Ad

OO | On-FB leads | 90 days

Search existing audiences

**\* Locations**

Location:

- Germany

**Age**

25 - 65+

**Gender**

All genders

Picture 28

## 29. Meta Ads: Lookalike Audience Mailing List

**Custom audiences** Create new ▼

**Include** people who are in at least **one** of the following

Lookalike

Lookalike (DE, 2%) - OO | Mailinglist | Leads

Search existing audiences

**Exclude** people who are in at least **one** of the following

Website

OO | OO Lead | 180 days

OO | Website Visitors | 180 Days

OO | Website Visitors | Clearlight Dome | 180 days

Customer List

OO | Mailinglist | Leads

Lookalike

Lookalike (DE, 2%) - OO | DE | Quality Traffic | 180 Days

Lookalike (DE, 2%) - OO | Website Visitors | 180 Days

Lookalike (DE, 2%) - OO | Website Visitors | Clearlight Dome | 180 days

Engagement - Lead Ad

OO | On-FB leads | 90 days

Search existing audiences

**\* Locations**

Location:

- Germany

**Age**

25 - 65+

**Gender**

All genders

Picture 29

## 30. Meta Ads: Geotargeting high-income areas in Germany

OO | DE | BOFU | Leads | Prospecting > OO | ABO | Geographical Targeting | High End Leads > 5

Edit Review

### OO | DE | Geographical Targeting | High Purchasing Power

**Excluding custom audience:**

OO | Website Visitors | 180 Days, OO | Mailinglist | Leads, OO | OO Lead | 180 days, Lookalike (DE, 5%) - OO | Mailinglist | Leads, OO | Website Visitors | Clearlight Dome | 180 days and Lookalike (DE, 5%) - OO | Website Visitors | Clearlight Dome | 180 days

**Location:**

Germany: Bodenseekreis (+20 mi), Heilbronn (+10 mi), Lörrach (+10 mi), Ludwigsburg (+10 mi), Stuttgart (+10 mi) Baden-Württemberg; Bad Tölz (+10 mi), Dachau (+10 mi), Ebersberg (+10 mi), Eichstätt (+10 mi), Erding (+10 mi), Freising (+10 mi), Fürstenfeldbruck (+10 mi), Ingolstadt (+10 mi), Landsberg am Lech (+10 mi), Landshut (+10 mi), Miesbach (+10 mi), Landkreis München (+10 mi), Starnberg (+10 mi), Landkreis Fürth (+10 mi), Erlangen-Höchstadt, gemeindefreies Gebiet (+10 mi), Nürnberger Land, gemeindefreies Gebiet (+10 mi) Bayern; Rheingau-Taunus-Kreis (+10 mi), Darmstadt (+10 mi) Hessen; Wolfsburg (+10 mi) Niedersachsen; Rheinisch-Bergischer Kreis (+10 mi), Bonn (+10 mi), Düsseldorf (+10 mi), Mettmann (+10 mi), Remscheid (+10 mi), Solingen (+10 mi) Nordrhein-Westfalen; Bad Dürkheim (+10 mi), Mainz (+10 mi), Trier (+10 mi) Rheinland-Pfalz; Ahrensburg (+10 mi), Pinneberg (+10 mi) Schleswig-Holstein; Landkreis Potsdam Mittelmark (+10 mi) ; Dresden (+10 mi), Leipzig (+10 mi) Sachsen; Magdeburg (+10 mi) Saxony-Anhalt; Erfurt (+10 mi) Thüringen; Berlin; Neustadt Rems-Murr-Kreis Baden-Württemberg, Pfaffenhofen Bayern, Harburg Hamburg

**Age:**

25 - 65+

Edit

**Beneficiary and payer**

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in Ad account settings. This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

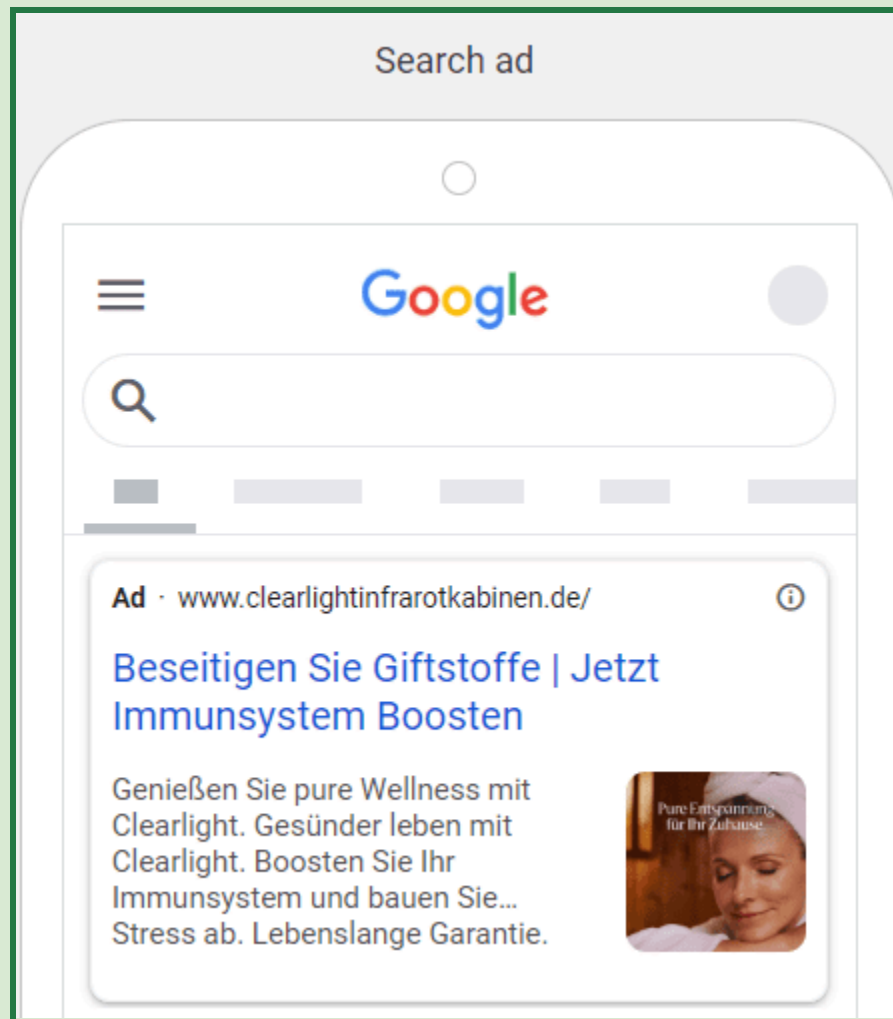
\* **Beneficiary** ⓘ

Clearlight Saunas Europe GmbH

The beneficiary and payer are different

Picture 30

### 31. Google Ads: “Health & Wellness Benefits of Infrared sauna” preview of search ad



Picture 31



32. Google Ads: "Health & Wellness Benefits of Infrared sauna" preview of Gmail ad

Clearlight Clearlight Sauna  
an mich

Pure  
Entspannung  
für Ihr Zuhause.

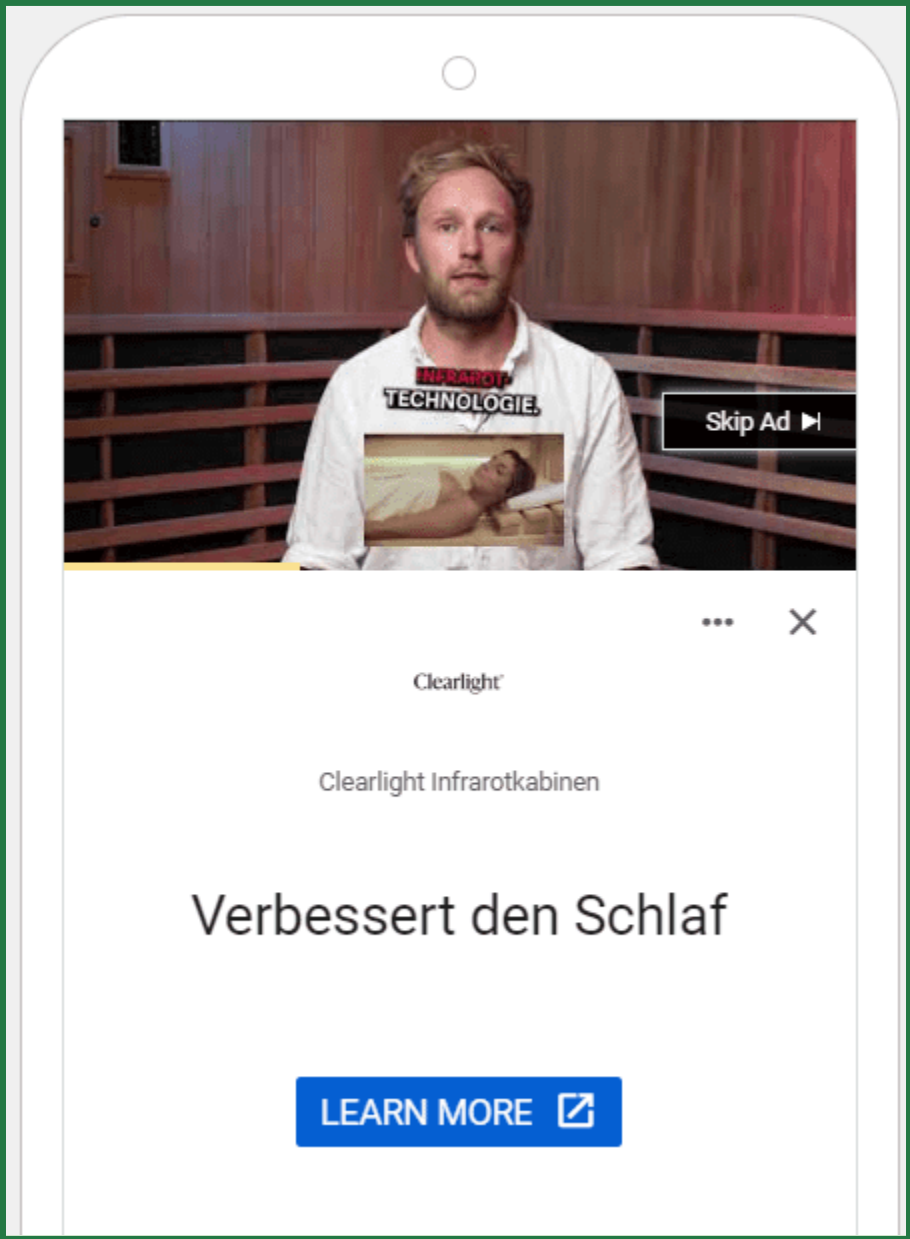
Clearlight® Infrarotsaunen

Für alle, die viel unterwegs sind: die mobile Sauna Clearlight Dome. Ab 2.900€ erhältlich.

Learn more

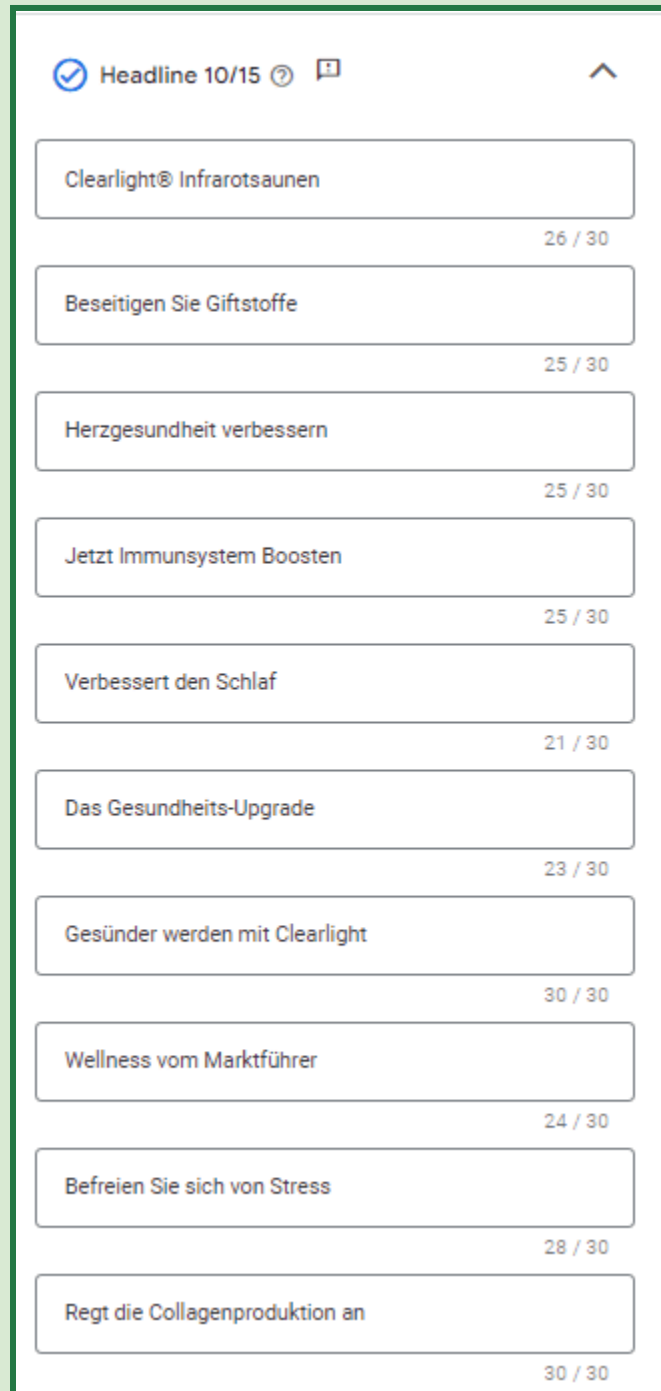
Picture 32

33. Google Ads: “Health & Wellness Benefits of Infrared sauna” preview of video ad



Picture 33

### 34. Google Ads: Copy used in the “Health & Wellness Benefits of Infrared sauna” asset group



Picture 34

### 35. Google Ads: Copy used in the “Health & Wellness Benefits of Infrared sauna” asset group

The screenshot displays the Google Ads interface for an asset group. It is divided into two main sections: 'Long headlines' and 'Descriptions'. Each section has a header with a checkmark, a status indicator (e.g., '4/5'), a help icon, and an expand icon. Below the headers are several text boxes, each containing a headline or description and a character count. At the bottom of each section are buttons for adding new content and generating suggestions.

**Long headlines 4/5**

- Genießen Sie pure Wellness mit Clearlight. Entgiftung un  
90 / 90
- Erleben Sie Entgiftung, Schmerzlinderung und Hautverjür  
90 / 90
- Stärken Sie Ihre Gesundheit mit einer Infrarotsauna. Entg  
82 / 90
- Gesünder leben mit Clearlight. Boosten Sie Ihr Immunsys  
83 / 90

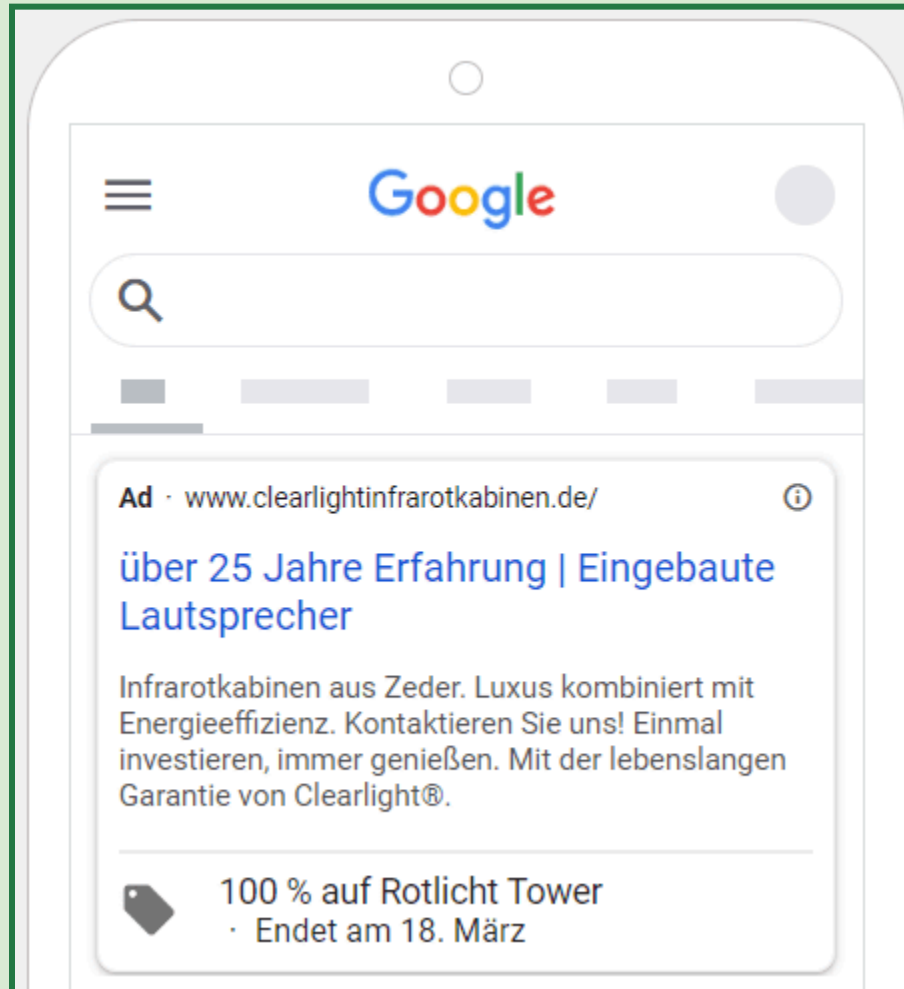
+ Long headline    ✦ Generate long headlines

**Descriptions 5/5**

- Genießen Sie pure Wellness mit Clearlight.  
42 / 60
- Erleben Sie Entgiftung, Schmerzlinderung und Hautverjür  
90 / 90
- Für alle, die viel unterwegs sind: die mobile Sauna Clearli  
90 / 90
- Gesünder leben mit Clearlight. Boosten Sie Ihr Immunsys  
83 / 90
- Infrarotkabinen aus Zeder. Luxus kombiniert mit Energie  
87 / 90

Picture 35


36. Google Ads: “Emphasizing quality of sauna” preview of search ad



Picture 36

37. Google Ads: “Emphasizing quality of sauna” preview of Gmail ad

Clearlight  
**Clearlight Sauna**  
an mich



In Deutschland gegründet,  
weltweit geliebt.

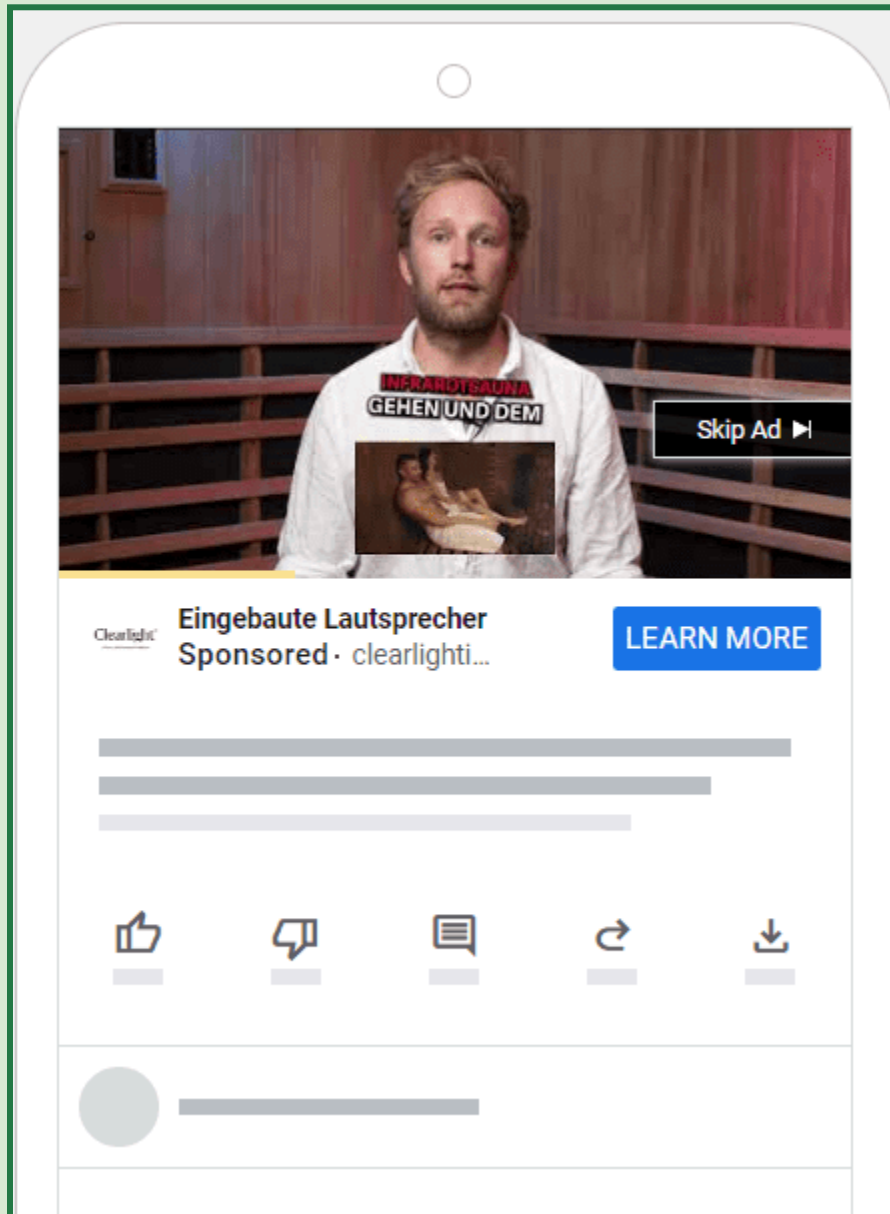
**Kompakte Sauna, große  
Wirkung**

Einmal investieren, immer genießen.  
Mit der lebenslangen Garantie von  
Clearlight®.

[Learn more](#)

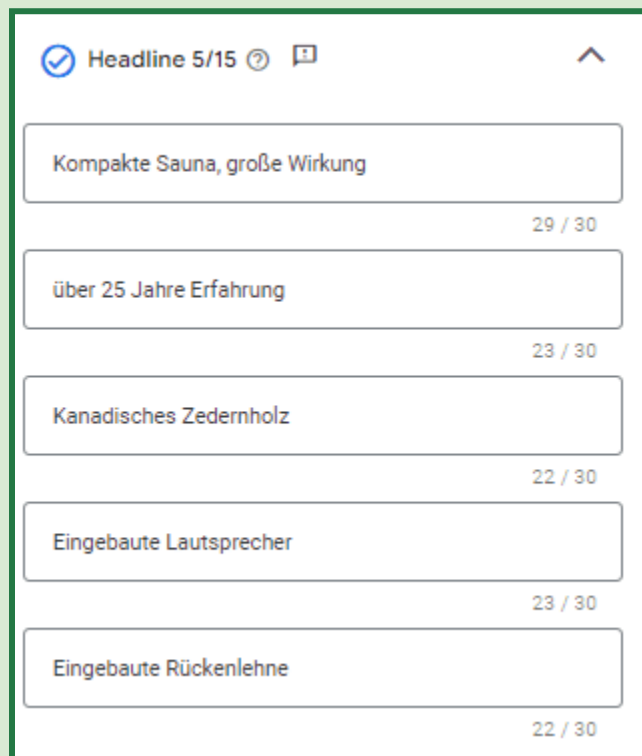
Picture 37

38. Google Ads: "Emphasizing quality of sauna" preview of video ad



Picture 38

### 39. Google Ads: Copy used in the “Emphasizing quality of sauna” asset group



Picture 39



## 40. Google Ads: Copy used in the “Emphasizing quality of sauna” asset group

✓ Long headlines 5/5 ⓘ ⓘ ^

Infrarotkabinen aus Zeder. Luxus kombiniert mit Energie

86 / 90

Gesundheit trifft auf Sicherheit mit Clearlight. Saunen au

83 / 90

Einmal investieren, immer genießen. Mit der lebenslange

82 / 90

Erleben Sie 360° Infrarotwärme mit geringem EMF/ELF. ↗

75 / 90

Wellness mit minimaler Belastung durch E-Smog (EMF/E

79 / 90

✦ Generate long headlines

---

✓ Descriptions 5/5 ⓘ ⓘ ^

Die besten Infrarotsaunen für Zuhause oder in Ihrer Firm

57 / 60

Infrarotkabinen aus Zeder. Luxus kombiniert mit Energie

87 / 90

Gesundheit trifft auf Sicherheit mit Clearlight. Saunen au

83 / 90

Einmal investieren, immer genießen. Mit der lebenslange

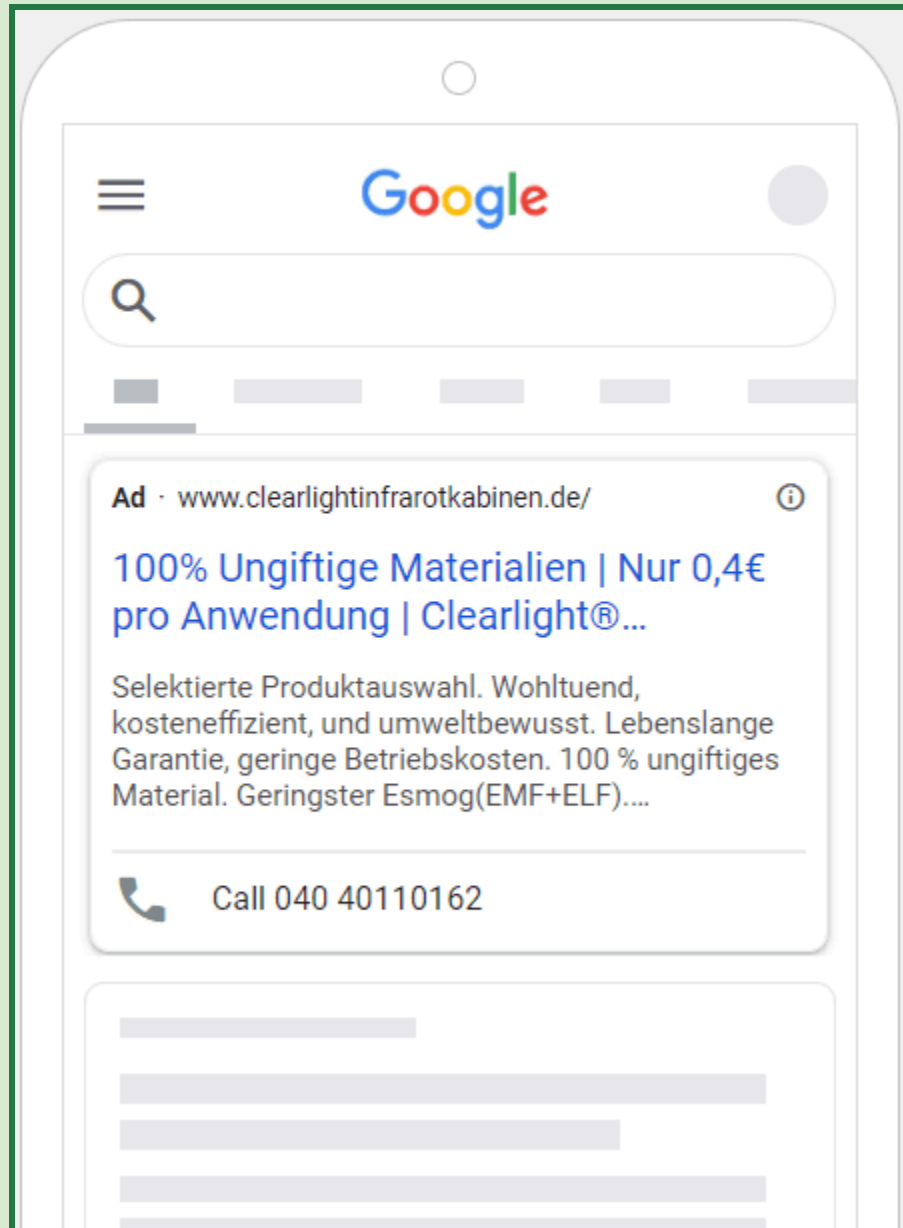
82 / 90

Erleben Sie 360° Infrarotwärme mit geringem EMF/ELF. ↗

75 / 90

Picture 40

#### 41. Google Ads: “Addressing uncertainty regarding product” preview of search ad



Picture 41

## 42. Google Ads: “Addressing uncertainty regarding product” preview of Gmail ad

Clearlight®  
Clearlight Sauna  
an mich

Die beste Investition  
für Ihre Gesundheit.  
Nur 0,4€ pro Anwendung.

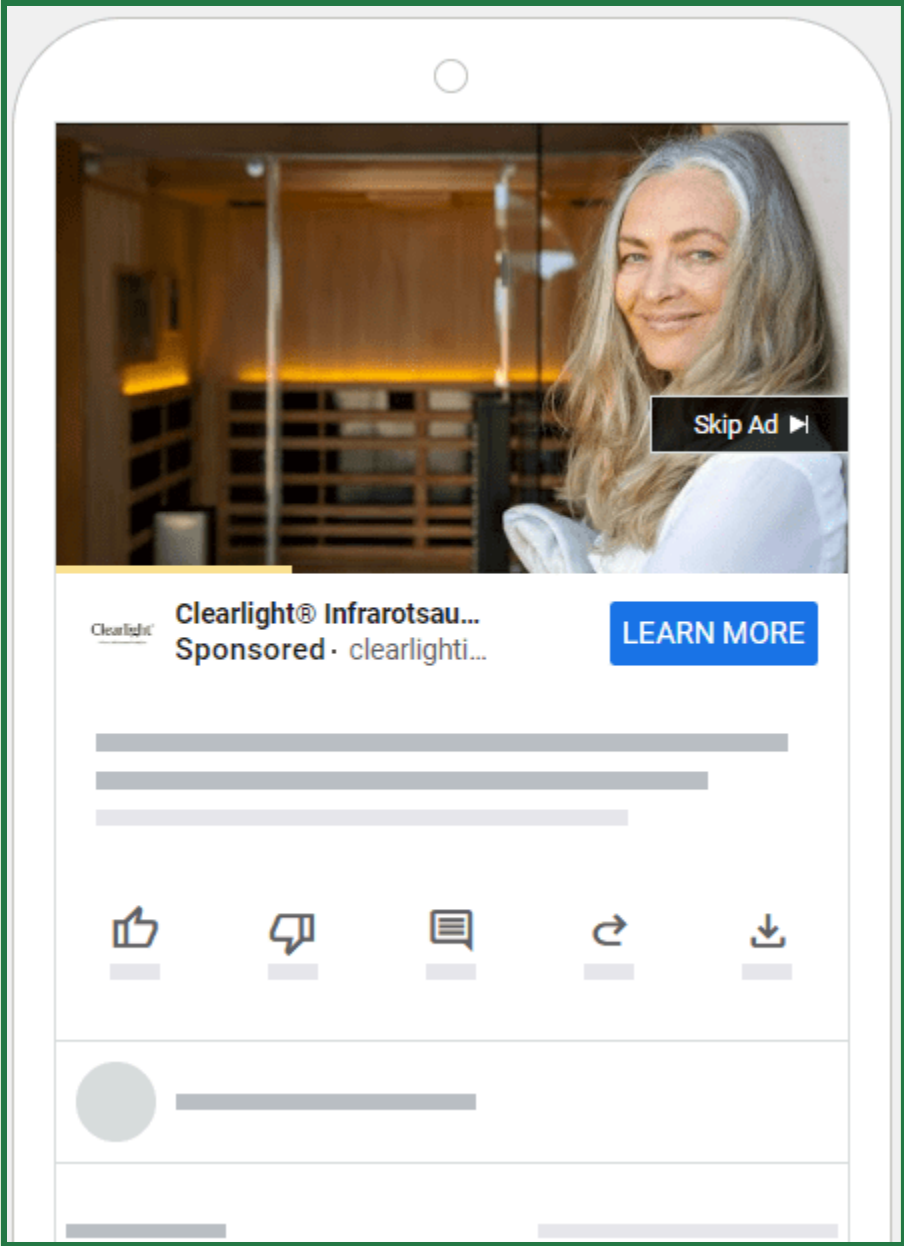
**Nur 0,4€ pro Anwendung**

Einmal investieren, immer genießen.  
Mit der lebenslangen Garantie von  
Clearlight®.

[Learn more](#)

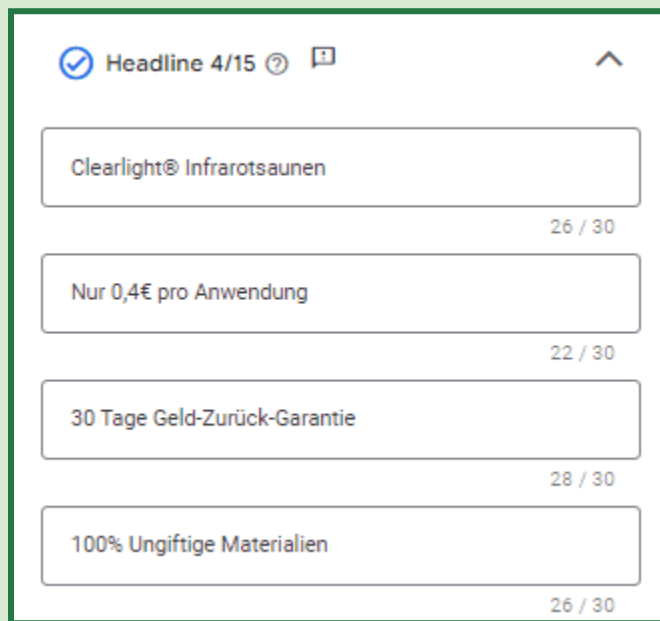
Picture 42

43. Google Ads: “Addressing uncertainty regarding product” preview of video ad



Picture 43

#### 44. Google Ads: Copy used in the “Addressing uncertainty regarding product” asset group



Picture 44



## 45. Google Ads: Copy used in the “Addressing uncertainty regarding product” asset group

The screenshot displays the Google Ads interface for an asset group. It is divided into two main sections: "Long headlines 4/5" and "Descriptions 5/5".

**Long headlines 4/5:**

- Lebenslange Garantie, geringe Betriebskosten. Die letzte (89 / 90)
- Wellness mit Infrarottherapie neu definiert. Umweltfreund (84 / 90)
- Selektierte Produktauswahl. Wohltuend, kosteneffizient, i (74 / 90)
- Einmal investieren, immer genießen. Mit der lebenslange (82 / 90)

Buttons: + Long headline, ✦ Generate long headlines

**Descriptions 5/5:**

- Lebenslange Garantie, geringe Betriebskosten. (45 / 60)
- Wellness mit Infrarottherapie neu definiert. Umweltfreund (84 / 90)
- Selektierte Produktauswahl. Wohltuend, kosteneffizient, i (74 / 90)
- Einmal investieren, immer genießen. Mit der lebenslange (82 / 90)
- Lebenslange Garantie, geringe Betriebskosten. Die letzte (89 / 90)

Picture 45



## 46. Meta Ads: "Health & Wellness Benefits of Infrared sauna" preview of static ad

 **Clearlight Life**  
Sponsored · 

Wärme, die unter die Haut geht 🔥

Die Infrarotkabinen von Clearlight ...See more



Verabschieden Sie sich von Gelenkschmerzen. Mit einer Infrarotkabine von Clearlight.

[clearlightinfrarotkabinen.de](https://clearlightinfrarotkabinen.de)  
**Wohltuende Wärme für den ganzen Körper**

[Get quote](#)

 13

 Like    Comment    Share

Picture 46