

Table S1. Details of paid advertisements on Facebook for the Meta social media campaign of the MaPINO Study

Ad No	Date of advertising (dd/mm/yyyy)	Duration (days)	Geographic area targeted	Target group of pregnant people	Reach	Link click	No. of meta leads	Cost for advertisement (NZ\$)
1	27/07/2022	7	Auckland	PG	1707	5	^a —	34.99
2	17/08/2022	20	Auckland	PG	1328	12	0	26.94
3	2/09/2022	5	Auckland	PG	1756	9	1	25.00
4	22/09/2022	7	Auckland	PG	964	16	1	25.00
5	19/10/2022	7	Auckland	PG	3538	14	4	97.99
6	24/11/2022	7	Auckland	PG	3099	29	2	100.00
7	23/01/2023	7	Auckland	PG	4120	25	1	100.00
8	15/03/2023	55	Nationwide	PG + UG	3225	19	3	97.99
9	3/05/2023	30	Nationwide	PG	3439	44	22	60.00
10	30/05/2023	7	Nationwide	PG	6152	62	7	100.00
11	30/06/2023	4	Auckland	PG + UG	3099	32	5	50.00
12	14/08/2023	7	Nationwide	PG	6344	47	10	97.99
13	20/09/2023	7	Nationwide	PG + UG	5430	64	19	98.30
14	20/11/2023	7	Nationwide	PG + UG	2715	32	11	97.98
15	3/01/2024	7	Nationwide	PG + UG	4722	42	16	97.97
16	4/15/2024	7	Nationwide	PG + UG	^a —	^a —	55	97.97
17	6/04/2024	7	Nationwide	PG	6505	46	17	75.61
18	20/07/2024	7	Nationwide	PG	7794	62	13	97.85
19	23/09/2024	7	Nationwide	PG	5307	^a —	5	89.46
20	14/10/2024	7	Nationwide	PG	9205	53	12	97.86
21	30/11/2024	121	Nationwide	PG	17765	188	28	335.32
22	16/04/2025	7	Nationwide	PG + UG	8213	131	28	97.66
23	5/06/2025	18	Auckland	PG	10442	104	7	202.95
24	15/10/2025	7	Auckland	PG	8414	87	4	97.73

^a Data was not available in the Meta Ad Center.

PG- Psoriasis group, UG- Unexposed group (without psoriasis)