

Top 20 Diseases by Paid Search Advertising Spending

Disease	Ad Spend	Average Cost Per Click	No. of Keywords	Avg. No. of Advertisers Per Keyword	Top 3 Advertisers
Mesothelioma	\$32,657,000	\$53.27	20	109	sokolovelaw.com \$3,241,000 mesotheliomaclaimscenter.info \$3,067,000 mesolawyerscare.org \$2,708,000
Rheumatoid Arthritis	\$29,863,000	\$7.11	33	120	humira.com \$5,845,000 xeljanx.com \$2,961,000 awilife.org \$1,718,000
Alcoholism	\$22,360,000	\$10.96	7	208	aidinrecovery.com \$4,867,000 intherooms.org \$2,642,000 addictiontosobriety.com \$2,108,000
Psoriasis	\$21,342,000	\$7.81	31	74	psoriasis.com \$3,324,000 cosentyx.com \$3,256,000 humira.com \$2,262,000
Diabetes (General)	\$17,364,000	\$2.66	73	118	jdrf.org \$2,652,000 diabetes.org \$1,192,000 januvia.com \$1,025,000
Lung Cancer	\$15,488,000	\$7.69	29	211	cancercenter.com \$2,029,000 keytruda.com \$1,873,000 lvng.com \$528,000
Diabetes Type 2	\$13,171,000	\$5.23	21	115	astrazeneca-us.com \$1,157,000 jdrf.org \$994,000 everydayhealth.com \$987,000
Breast Cancer	\$11,996,000	\$3.64	38	160	cancercenter.com \$1,779,000 nationalbreastcancer.org \$949,000 breastcancer.org \$636,000
Attention Deficit Hyperactivity Disorder	\$11,778,838	\$5.93	28	125	adhdadulthood.com \$1,265,000 vyvanse.com \$1,257,000 understood.org \$744,000
Multiple Sclerosis	\$10,817,000	\$7.67	38	75	nationalmssociety.org \$1,311,000 biogenoptions.com \$1,094,000 mysaa.org \$969,000
HIV/AIDS	\$8,911,000	\$5.13	43	88	avert.org \$870,000 triumeq.com \$856,000 greaterthan.org \$406,000
Drug Addiction	\$7,732,000	\$16.85	10	249	aidinrecovery.com \$836,000 thewatershed.com \$373,000 drug-alcohol-treatment-centers.org \$321,000
Allergy	\$7,489,000	\$3.89	33	107	flonase.com \$1,602,000 claritin.com \$531,000 allergytest.co \$487,000
Irritable Bowel Syndrome	\$6,851,000	\$5.64	8	87	linzess.com \$845,000 badgut.com \$824,000 viberzi.com \$822,000
Bipolar Disorder	\$6,784,000	\$3.05	3	72	rtor.org \$1,247,000 latuda.com \$1,214,000 bbrfoundation.org \$1,047,000
Congestive Heart Failure	\$6,493,000	\$4.12	9	128	keepitpumping.com \$1,387,000 entresto.com \$1,014,000 heart.org \$575,000
Back Pain	\$6,010,000	\$5.66	28	309	aleve.com \$754,000 faceyourbackpain.com \$603,000 thermacare.com \$315,000
Multiple Myeloma	\$5,971,000	\$9.20	9	88	kyprolis-hcp.com \$453,000 myelomacrowd.org \$429,000 kyprolis.com \$418,000
Atrial Fibrillation	\$5,807,000	\$4.61	10	109	alot.com \$758,000 bmscustomerconnect.com \$497,000 hrsonline.org \$404,000
Erectile Dysfunction	\$5,800,000	\$5.40	7	189	cialis.com \$939,000 viagra.com \$716,000 maleresearch.com \$459,000

Based on U.S. Google Desktop Text Ad Activity on Keywords With At Least \$2500 in Ad Spend, August 2016-July 2017