

**Supplemental Table 1.** Two way interactions on 12 month outcomes in the ITT<sup>a</sup> sample.

Two-way interactions	7 day PPA <sup>b</sup> (N=1865)		Adjunct treatment utilization (N = 1838) <sup>c</sup>	
	N	% abstinent	N	% utilizing treatment
<b>Tone &amp; Testimonials</b>				
Prescriptive, Testimonials	466	12.2	463	26.3
Prescriptive, No testimonials	466	13.7	457	25.8
Motivational, Testimonials	467	15.4	463	24.2
Motivational, No testimonials	466	13.5	455	27.5
<b>Tone &amp; Navigation</b>				
Prescriptive, Dictated	467	14.3	460	26.7
Prescriptive, Autonomous	465	11.6	460	25.4
Motivational, Dictated	467	14.6	460	25.2
Motivational, Autonomous	466	14.4	458	26.4
<b>Tone &amp; Proactive emails</b>				
Prescriptive, Emails	466	12.7	458	22.7
Prescriptive, No emails	466	13.3	462	29.4
Motivational, Emails	467	13.9	458	24.7
Motivational, No emails	466	15.0	460	27.0
<b>Testimonials &amp; Navigation</b>				
Testimonials, Dictated	466	13.9	464	25.9
Testimonials, Autonomous	467	13.7	462	24.7
No testimonials, Dictated	468	15.0	456	26.1
No testimonials, Autonomous	464	12.3	456	27.2
<b>Testimonials &amp; Proactive emails</b>				
Testimonials, Emails	467	14.3	463	24.4
Testimonials, No emails	466	13.3	463	26.1
No testimonials, Emails	466	12.2	453	23.0
No testimonials, No emails	466	15.0	459	30.3
<b>Navigation &amp; Proactive emails</b>				
Dictated, Emails	467	13.9	457	24.9
Dictated, No emails	467	15.0	463	27.0
Autonomous, Emails	466	12.7	459	22.4
Autonomous, No emails	465	13.3	459	29.4

<sup>a</sup> Intent to treat (ITT)

<sup>b</sup> Point prevalent abstinence (PPA)

<sup>c</sup> Twenty-seven participants were excluded for not being enrolled in the health plan during the study period and having no access to the provided adjunct treatment.