Reviewer’s report

Title: Mass media promotion of a smartphone smoking cessation app: Modelled health and cost-saving impacts

Version: 0 Date: 04 Feb 2019

Reviewer: Lee Westmaas

Reviewer’s report:

The rationale for the study appeared reasonable as did the methods and parameters used in the modeling; however, as I'm not a behavioral economist, careful review of the exact procedures and parameters used may require someone with more expertise in this area than I. Nevertheless, the authors, in the Limitations section, seemed to do a good job in describing the limits of the analysis.

I did have a few editorial comments that might improve the clarity of the manuscript for readers, particularly those without experience in kind of modeling used.

Background, Line 17: explain what "experience sampling" is.

Methods, Line 3: Better to start off giving a general overview of the methodology. Currently, this section starts off giving a rationale for choice of an RCT, but the reader has no idea why this is important, or how it is to be used in the modeling.

Methods, Line 23: Add in that the total cost of website and mass media would be $2,863,000 ($72,000 + $2,791,000) so reader doesn't have to confirm where the $2,863,000 in the next paragraph comes from.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes
Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I recommend additional statistical review

Quality of written English
Please indicate the quality of language in the manuscript:

Needs some language corrections before being published

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