

Ad Copy Testing Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Please review the advertisement provided with this questionnaire, then answer about that version. We are interested in your own interpretation. All questions are optional.

1. In your own words, what is this advertisement offering?

2. Who do you think the advertisement is intended for?

3. How easy is it to understand the main message?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Very easy

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4. How relevant is the offer to something you currently need or want?

- ☐ Not at all relevant
- ☐ Slightly relevant
- ☐ Moderately relevant
- ☐ Very relevant
- ☐ Extremely relevant
- ☐ Not sure

5. How believable do you find the claims in this advertisement?

- ☐ Not at all believable
- ☐ Slightly believable
- ☐ Moderately believable
- ☐ Very believable
- ☐ Extremely believable
- ☐ I need more information to judge

6. What, if anything, would you expect to happen after taking the next step shown in the ad?

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7. Which word, phrase, or detail would you change to make the message clearer?

8. What information would you need before deciding whether to take the next step?
