**Promotion Evaluation**

**Recommended Study Name:** Promotion Evaluation for **[INSERT NAME OF PROMOTION]**

**Objectives:** Determine how effective a promotion is at positively impacting sales. Understand how shoppers learned about promotions, learn what they liked / disliked, and determine if and why it drove purchase.

**Email Invite**

**Subject:** What did you think about **[NAME OF PROMOTION]**?

Hi **[%FirstName%],**

We’d like your opinion on our latest promotion.

If you haven’t seen it, we’d still like your opinion on it to help us improve and decide whether to continue it.

**Click here** to get started. Or, copy and paste this link into your browser: **[%ActivityLink%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Promo Awareness**

**Question Type:** Single Choice

Who sees this question? All members

Have you seen or heard of the **[NAME AND DESCRIPTION OF PROMOTION]**?

Yes, definitely

Yeah, it sounds vaguely familiar

No, doesn’t ring a bell

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q2] Other Promos**

**Question Type:** Single Choice

Who sees this question? All members

What other promotions have you seen or heard about in the last month or so for **[BRAND]**?

**[RANDOMIZE]**

Yes, I’ve heard of: **[OPEN END][DISPLAY TWO LINES]**

No, I haven’t heard of any

[Q3] Awareness Method

**Question Type:** Single Choice

Who sees this question? All members who select Yes in Q1

How did you **first** hear about the promotion?

**[RANDOMIZE]**

A retail associate told me about it

I received an email

I received a flyer in the mail

I saw it on social media

I heard about it from friends/ family

Somewhere else (please tell us): **[ANCHOR] [OPEN END]**

Don’t know**[ANCHOR] [EXCLUSIVE]**

**[Q4] Promo Intro**

**Question Type:** Text & Image

Who sees this question? All members

We’ve got the promotion below - please take a close look at it. Just a heads-up that it may take a few seconds to load. After you have looked at the promotion, click the next button to continue.

**[STATIC VISUAL OF PROMO]**

**[Q5] Likeability**

**Question Type:** Single Choice

Who sees this question? All members

First impression – what do you think of the promotion?

I love it

I like it

I’m indifferent

I don’t like it much

I hate it

**PRO-TIP: Look at Q5 by key customer demographics or segments to explore whether there is a particular group that finds the promotion most appealing.**

**[PROGRAM Q6 AND Q7 ON SAME PAGE]**

**[Q6] Highlight Likes**

**Question Type:** Highlighter

Who sees this question? All members

Please highlight the words, phrases or images that you like in this promotion.

**[STATIC VISUAL OF PROMO]**

**[Q7] Why Like Promo**

**Question Type:** Long Answer

Who sees this question? All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[PROGRAM Q8 AND Q9 ON SAME PAGE]**

**[Q8] Highlight Dislikes**

**Question Type:** Highlighter

Who sees this question? All members

On the other side of things, please highlight the words, phrases or images that you dislike in this promotion.

**[STATIC VISUAL OF PROMO]**

**[Q9] Why Dislike Promo**

**Question Type:** Long Answer

Who sees this question? All members

Mind telling us why you highlighted what you did? Make sure to tell us what you highlighted as part of your answer.

**[Q10] Purchase Intent**

**Question Type:** Single Choice

Who sees this question? All members

Would you say that this promotion makes you…

More likely to purchase **[BRAND]**

No impact on my purchase of **[BRAND]**

Less likely to purchase **[BRAND]**

[OPTIONAL BLOCK THAT YOU COULD INCLUDE]

**[Q11] Satisfaction Promo**

**Question Type:** Single Choice Grid

Who sees this question? All members who select Yes in Q1

Thinking about the promotion, do you agree that it… ?

**[COLUMNS]**

Agree Strongly

Agree Somewhat

Disagree Somewhat

Disagree Strongly

**[ROWS] [RANDOMIZE]**

Is relevant to me

Is easy to participate

Is fun

Fits with **[BRAND]**

Is easy to redeem

Is unique

Is a good value

[Q12] Promo Purchase

**Question Type:** Single Choice

Who sees this question? All members who select Yes in Q1

And did you end up purchasing the **[DESCRIPTION OF PROMO]**?

Yes

No

**[Q13] Reason for No Purchase**

**Question Type:** Multi Choice

Who sees this question? All members who select Yes in Q1 AND No at Q12

Just out of curiosity, why didn’t you purchase the **[DESCRIPTION OF PROMO]**?

Wasn’t relevant to me

Didn’t provide enough value

Received poor service

Other (don’t be shy): **[ANCHOR]**

**[Q14] Reason for Purchase**

**Question Type:** Multi Choice

Who sees this question? All members who select Yes in Q1 AND Yes at Q12

Why did you purchase the **[DESCRIPTION OF PROMO]**?

Was relevant to me

Provided value

Received poor service

Other (don’t be shy): **[ANCHOR]**

[END OPTIONAL BLOCK]

**[Q15] Promo Improvement**

**Question Type:** Long Answer

Who sees this question? All members

In one sentence, how would you improve this promotion?

[Q16] Promos as Influence

**Question Type:** Single Choice

Who sees this question? All members

And to wrap up, we’re just wondering - how often do you typically take advantage of these types of promotions, for any brand or product?

Always

Sometimes

Rarely

Never

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about **[PROMOTION]**.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**