



UXR

Medallia

Q3 Feedback on Ads and Banners: 2022 vs 2023

Date: October 2023

Medallia Feedback Overview

Objective: To uncover user sentiment and feedback related to ads and banners on Canadian Tire.

Time Range: Q3 2022 vs Q3 2023

Survey Form Types

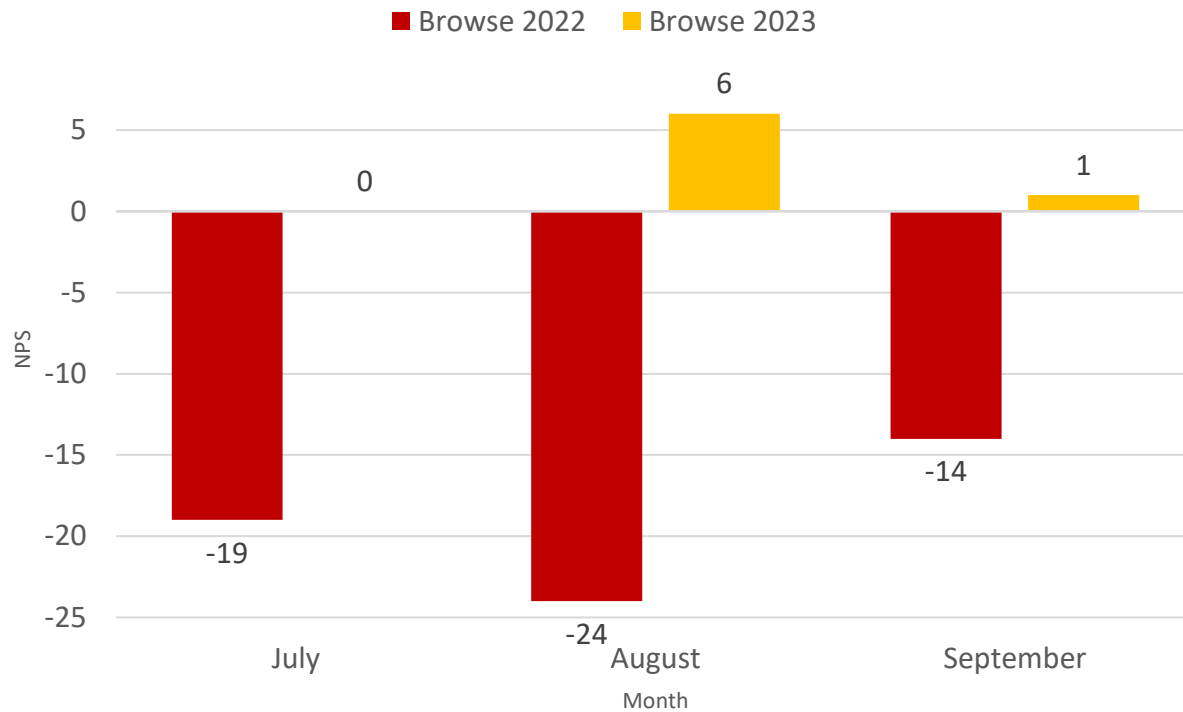
- **Browse:** Intercepts customers in the middle of their browsing journey to capture feedback of customers who are researching or having difficulties making a purchase.
- **Always On:** Customers can provide feedback at any time voluntarily, with no NPS score.
- **Post Purchase:** Shown to customers after they have purchased something.

Data Source: Extracted user comments from Medallia using these keywords:

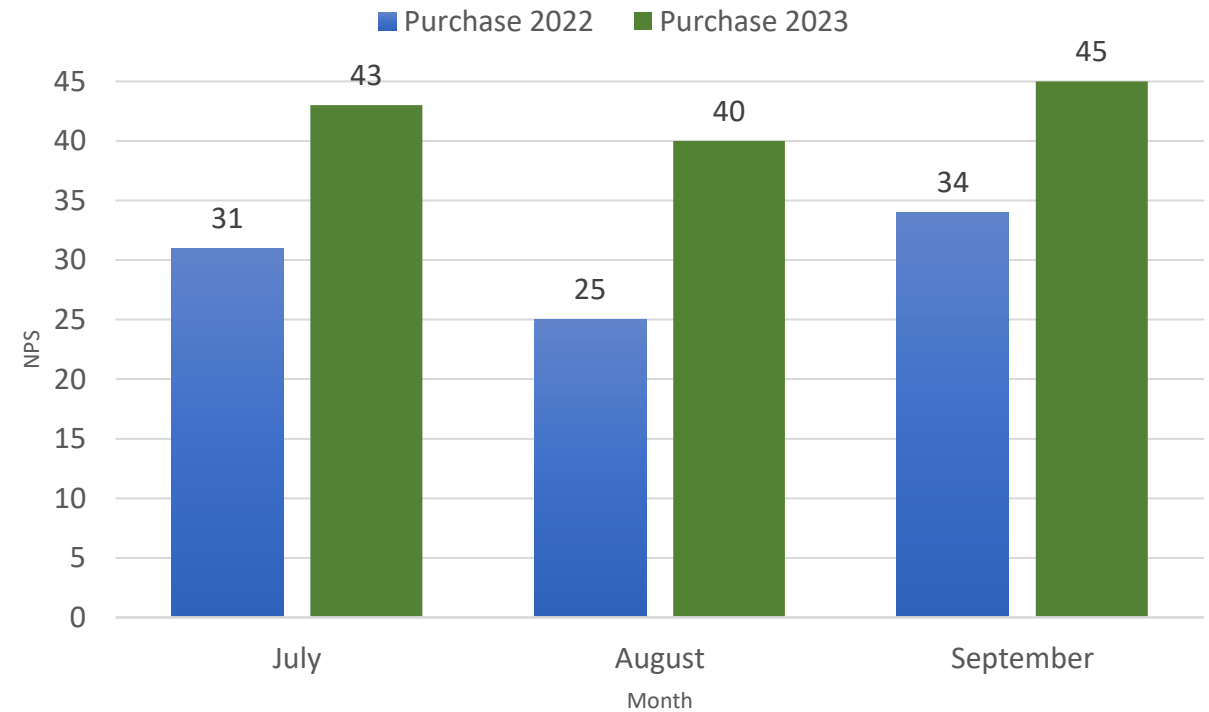
- ads
- advertise
- advertisement
- advertising
- promote
- promoting
- banner
- sponsor(ed)

Year-over-Year Growth: Q3 NPS soars in Both Purchase and Browse Categories for 2023

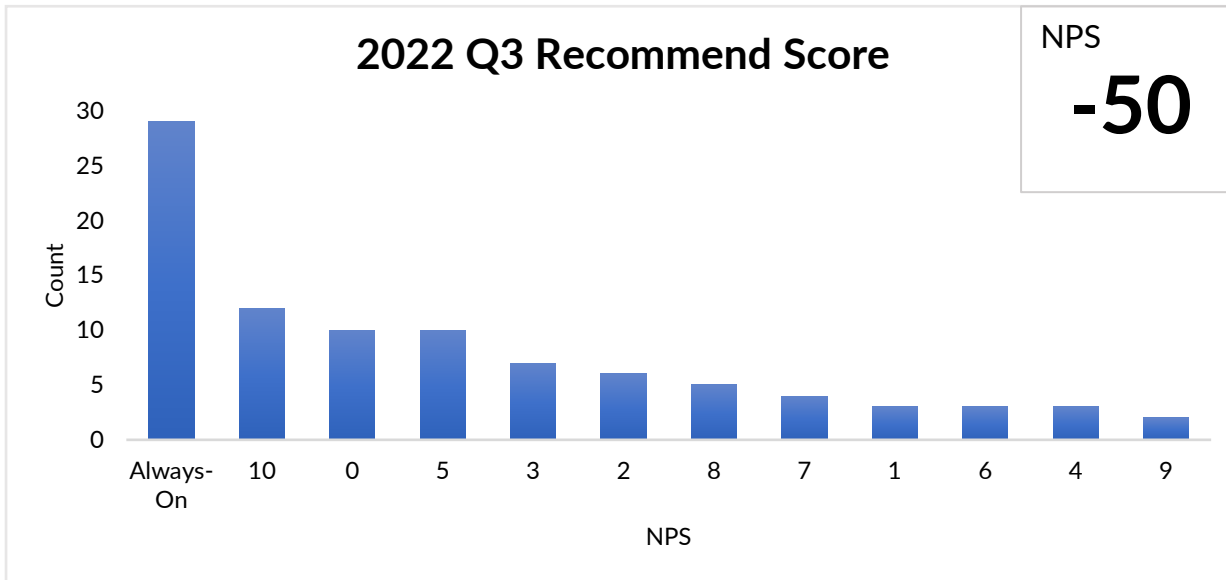
Q3 Browse NPS: 2022 vs 2023



Q3 Purchase NPS: 2022 vs 2023

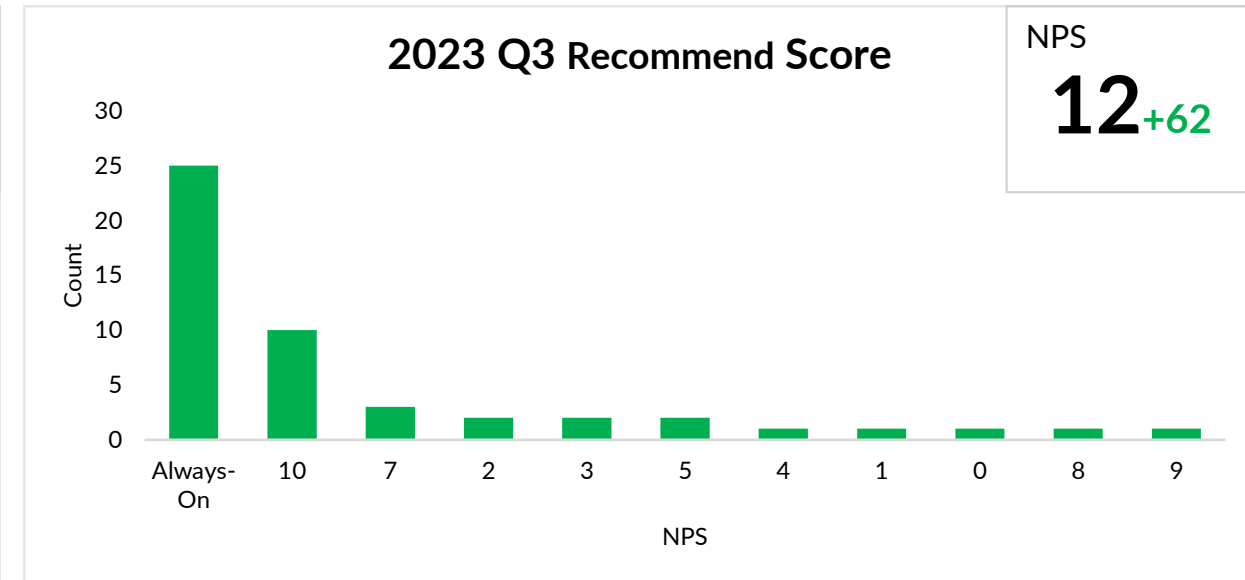


Increased NPS Indicates Improved Satisfaction with Ads & Banner Related Feedback



In 2022, out of the 94 responses, there were:

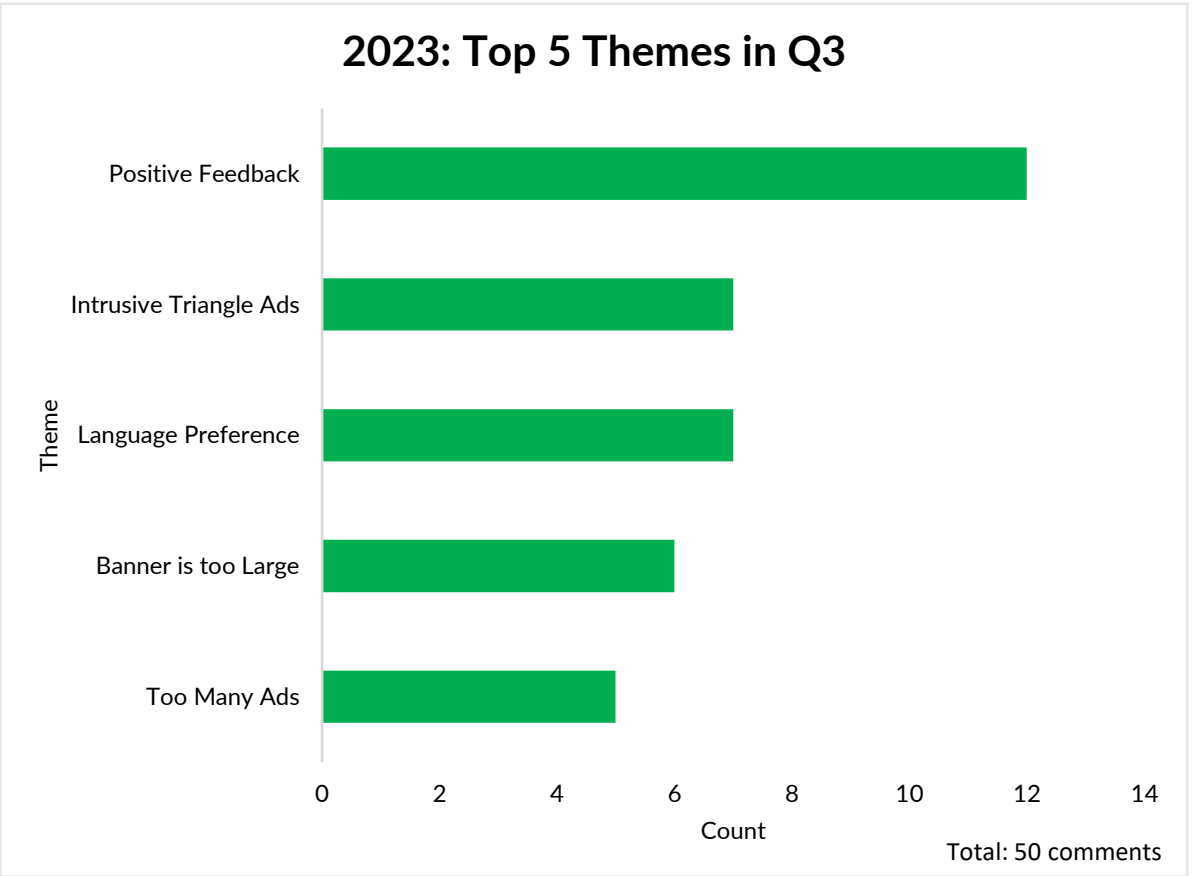
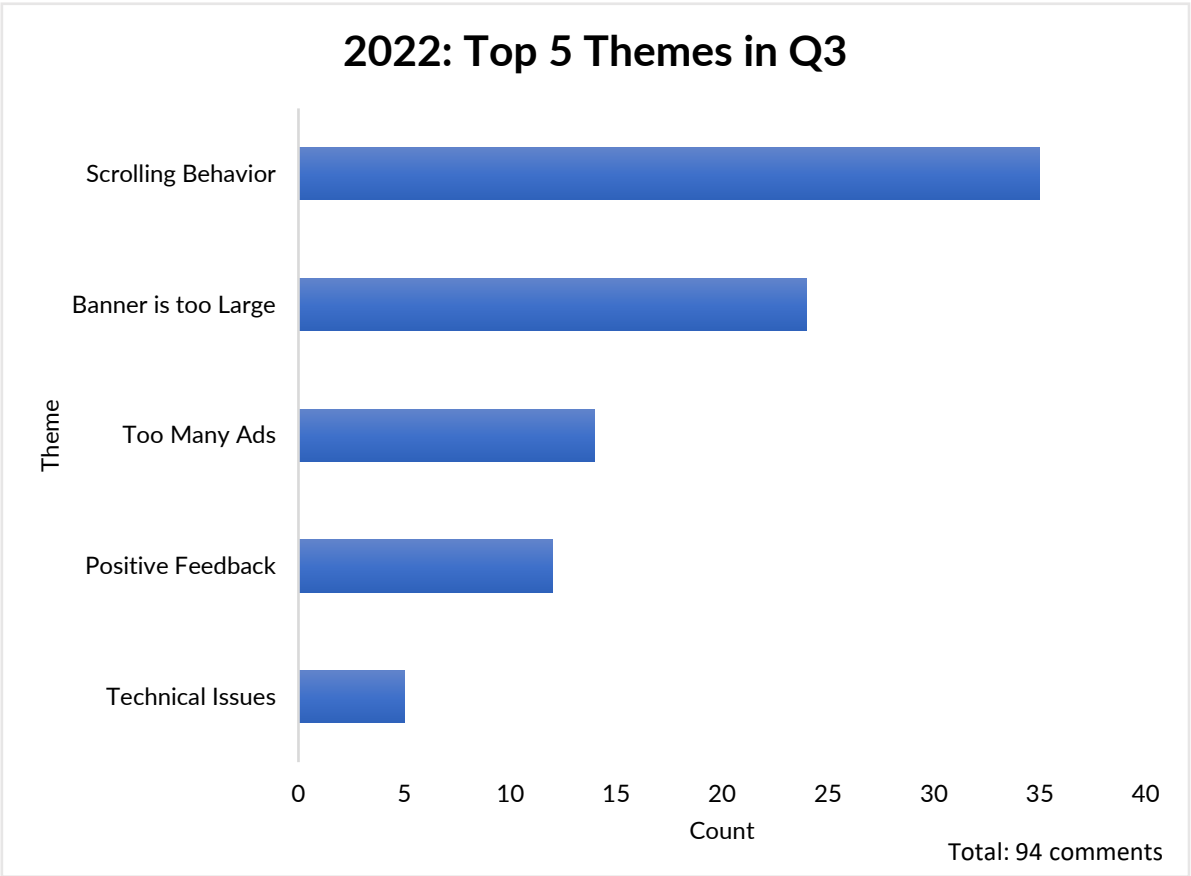
- 29 respondents used the Always-On form.
- 12 promoters (scored 10)
- 9 passives (scores of 7 or 8)
- 44 detractors (scores below 7)



In 2023, out of the 50 responses, there were:

- 25 respondents used the Always-On form.
- 10 promoters (scored 10)
- 4 passives (scores of 7 or 8)
- 7 detractors (scores below 7)

User Feedback Reveals Ongoing Banner Size Frustrations, Intrusive Ads, and Language Preference Concerns in 2023



Top Themes Comparison

Customers commenting on ‘Oversized Banners’ affecting their website experience is a common theme that has persisted from Q3 2022 to Q3 2023

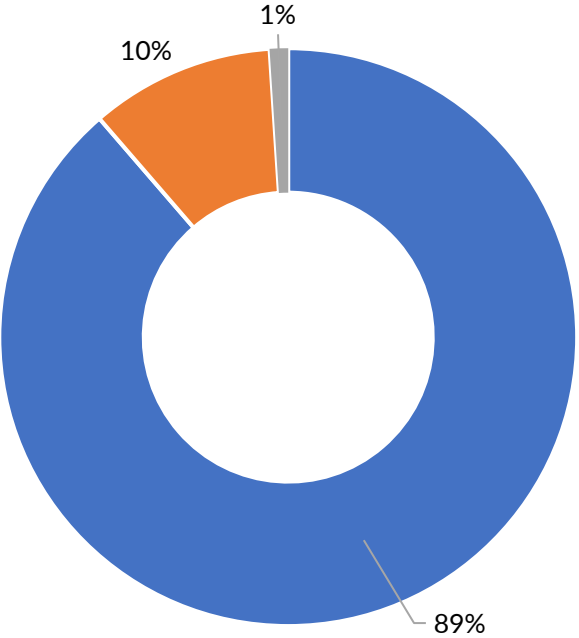
Q3 2022	Q3 2023
Users' express frustration with website's inconsistent banner behavior, demand improved stability for seamless user experience.	Customers perceive triangle banners as ads, and are frustrated with the ad-cluttered website experience
Hindering product visibility and request reduction in size for improved browsing experience	French customers are not shown advertisements in their native language, causing frustrations.
Users complain about oversized banner Users criticize website for excessive advertisements, call for improved functionality and reduced clutter	Users demand removal of oversized banners hindering website experience



Mobile Phones Gain Traction while Desktops Decline for Feedback on Ads and Banners

2022 Device Usage

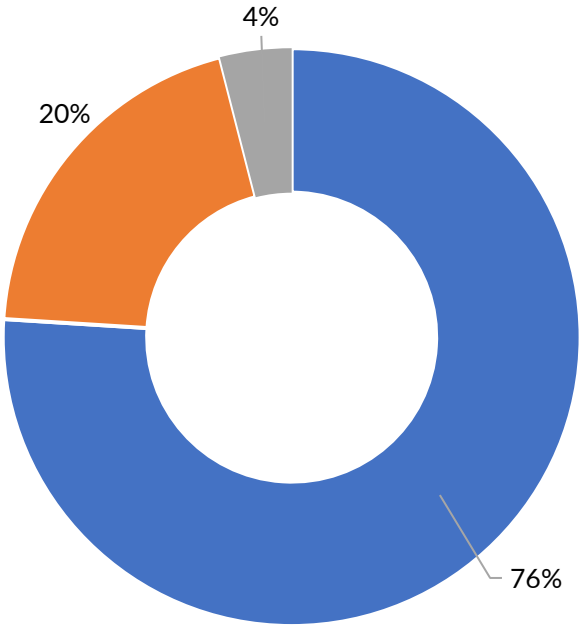
■ Desktop ■ Mobile Phone ■ Tablet



Total: 94 comments

2023 Device Usage

■ Desktop ■ Mobile Phone ■ Tablet



Total: 50 comments

Appendix

2023: Customer Satisfaction with Advertising: Easy Ordering, Promotions, and Quality Items



Reason for Score Comment
🗨️ It's very simple and very fast, with information and advertising

CTR Browse - Mobile - New, Mobile Phone, 320 X 480



Reason for Score Comment
🗨️ I found items advertised by Canadian Tire and I was able to order them very easily, all I have to do is wait for the prepared order notice and go pick it up, 🗨️ very good purchases in my opinion, I knew how to take advantage of the specials. 🗨️ Something intrigues me, I was offered to register for Triangle Select, I started the process 🗨️ but stopped when I was advised that communication would be strictly in English for the Select program, 🗨️ I live in French and I want to be served in French, you must have the opportunity to do so.

CTR Always On - New, Desktop, 1947 X 1095



Reason for Score Comment
🗨️ Great sales and promotions. 🗨️ your clothing is always of good quality. 🗨️ it sure is nice to save money on quality items. 🗨️ Than you!

Marks Post Purchase, Desktop, 1920 X 1080

2022: Positive User Experience Highlighted by Great Ads and Promotions that are Clearly Outlined



10/10



Reason for Score Comment

🗨️ great ads.....🗨️ gives you detail.....🗨️ how many are at your local store....🗨️ easy to follow.....simple

CTR Browse – Mobile - New, Mobile Phone, 320 X 480



10/10



Reason for Score Comment

🗨️ Easy to navigate, smooth log in, sales and promotions clearly outlined

CTR Browse – Desktop - New, Desktop, 1440 X 900



10/10



Reason for Score Comment

🗨️ Always a very good promotions

CTR Browse – Mobile - New, Mobile Phone, 1080 X 2400

2023: Customers Perceive Triangle Banners as Ads, and are Frustrated with The Ad-Cluttered Website Experience



Open Comment

🗨️ ⌵ Stop putting up ads for Triangle that obscure the product description and don't allow me to get rid of the ads. 🗨️ ⌵
EXTREMELY frustrating!

CTR Always On - New, Desktop, 1280 X 800



Open Comment

🗨️ ⌵ Unable to search product as your advertising is blocking access

CTR Always On - New, Desktop, 768 X 1024



Open Comment

🗨️ ⌵ can't shop because of triangle rewards advertising blocks everything

CTR Always On - New, Desktop, 2560 X 1440

2023: French customers are not shown advertisements in their native language, causing frustrations.



Reason for Score Comment

🗨️ I have been asking to receive your advertisements in French for 4 years, even 🗨️ though I made the request over the phone. 🗨️ Please contact me in French in the future. THANKS

CTR Browse - Desktop - New, Desktop, 1362 X 766



Reason for Score Comment

🗨️ Why are you sending me your advertisement IN ENGLISH. 🗨️ I live in Quebec and I speak French.

CTR Browse - Desktop - New, Desktop, 1440 X 900



Open Comment

🗨️ could you transcribe me in French please, the advertising journal Thank you

CTR Always On - New, Desktop, 1920 X 1080

2023: Users Demand Removal of Oversized Banners Hindering Website Experience



Reason for Score Comment
🗨️ I am not using a large monitor. 🗨️ The bands across the top that contain the brand logos and the categories are way too big and clunky. 🗨️ It looks like it was designed for a 90 year old accessing the website on an ipad. 🗨️ Very silly design with way too much screen real estate wasted for this top banner and not enough space partitioned to view the products.

CTR Browse - Desktop – New, Desktop, 1920 X 1080



Open Comment
🗨️ get rid of this huge, screen hogging banner along the bottom of the page

CTR Always On – New, Mobile Phone, 1366 X 768



Open Comment
🗨️ Can't even read the flyer for the banner at the top and the big black one at the bottom... 🗨️ forget it!

CTR Always On - New, Desktop, 1344 X 840

2022: Users Express Frustration with Website's Inconsistent Banner Behavior, Demand Improved Stability for Seamless User Experience



Reason for Score Comment

😊 I am rating you high because I love your products, 😞 but I am not a fan of how the website jumps around when you're trying to view things. 😞 The dark banner at the top of the page (search bar) disappears and reappears while you're scrolling, 🗨 making everything jump around spasmodically. 😞 It is near impossible to enjoy the experience. 😞 Honestly, I found the whole experience extremely frustrating. 🗨 Have it stay, or have it go, 😞 but stop having it appear, disappear and reappear every time I move my mouse. Please!

CTR Post Purchase - New, Desktop, 1600 X 900



Reason for Score Comment

😊 Website is fairly easy to use, 😞 but the top and bottom banners jump quite a bit when viewing on an iPad and trying to scroll up and down the page.

CTR Post Purchase - New, Desktop, 810 X 1080



Reason for Score Comment

😞 Your website constantly has issues. 😞 If you want to use a mobile device you can basically forget it. 😞 WHY do you need the black banner to follow me down the page as I scroll? 😊 That's valuable real estate when I am trying to view information. 😞 It's ridiculously annoying to the point where I was screaming at the computer

CTR Browse - Mobile - New, Mobile Phone, 320 X 480

2022: Users Complain About Oversized Banner Hindering Product Visibility and Request Reduction in Size for Improved Browsing Experience



Open Comment

🗨️ Your website is nothing short of painful to visit. 🗨️ As soon as I attempt to scroll up a tad, the main banner drops down covering almost 40% of the laptop screen! 🗨️ For the love of heavens, can you not put a floating "top" button on the bottom right hand side? 🗨️ Try it and see how annoying it is for you too!

CTR Always On - New, Desktop, 1047 X 589



Open Comment

🗨️ Reduce the size of your banner! 🗨️ It keeps popping up and covers half the products I'm looking at.

CTR Post Purchase - New, Desktop, 1920 X 1080



10/10

Reason for Score Comment

🗨️ Great site 🗨️ but the top black banner is WAY too big and takes up too much screen room while browsing.

CTR Browse – Mobile - New, Mobile Phone, 320 X 480



2022: Users Criticize Website for Excessive Advertisements, Call for Improved Functionality and Reduced Clutter



Reason for Score Comment

☹️ Too many ads for unrelated items cluttering the screen. ☹️ Too much scrolling to read reviews. ☹️ Reviews should pop up when you click on the stars, not scrolling down. ☹️ When you are comparing multiple models, this is too time consuming.

CTR Browse - Mobile - New, Mobile Phone, 320 X 480



Reason for Score Comment

☹️ Have to sift through all the advertising of sales to get to what it is I'm trying to purchase.

CTR Browse - Desktop - New, Desktop, 1536 X 864



Reason for Score Comment

😊 Love the store, ☹️ but your website is so frustrating to use. ☹️ The constant advertisements take away almost all functionality. ☹️ I expect better from Canda's store.

CTR Post Purchase - New, Desktop, 1280 X 1024