



**UXR**

Medallia

## **Q3 Feedback on Ads and Banners**

**July – September 2023**

# Medallia Feedback Overview

**Objective:** To uncover user sentiment and feedback related to ads and banners on Canadian Tire, Sport Chek and Mark's.

**Time Range:** July 1 - September 30, 2023

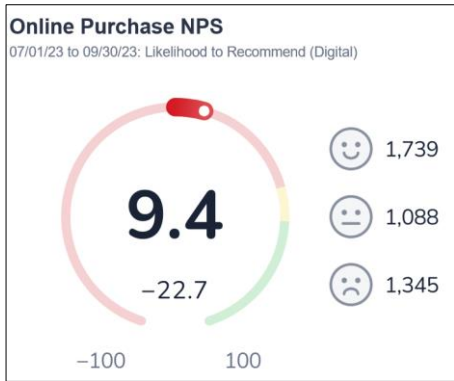
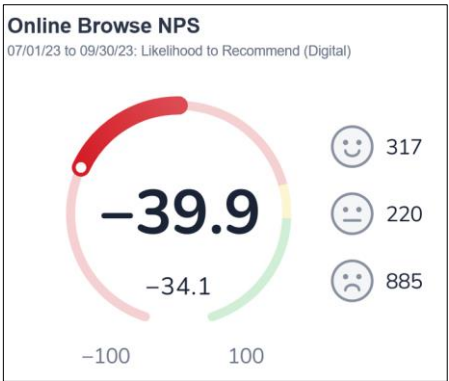
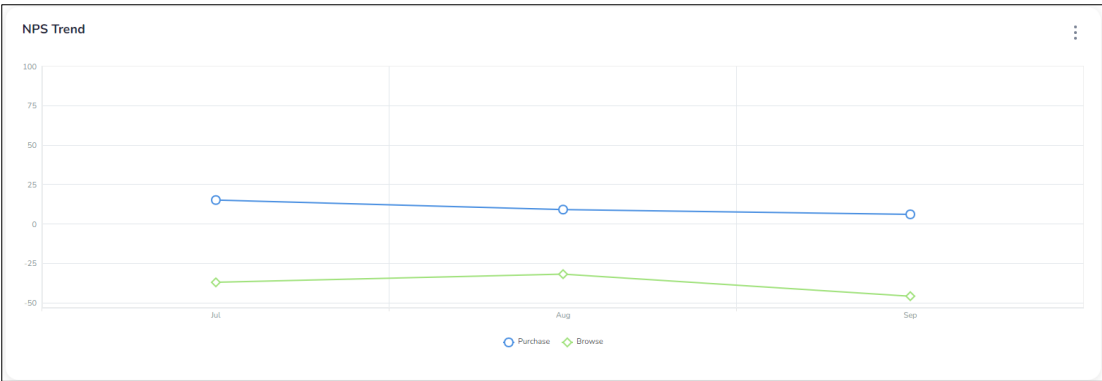
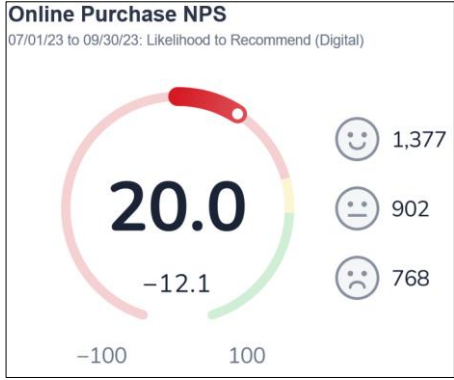
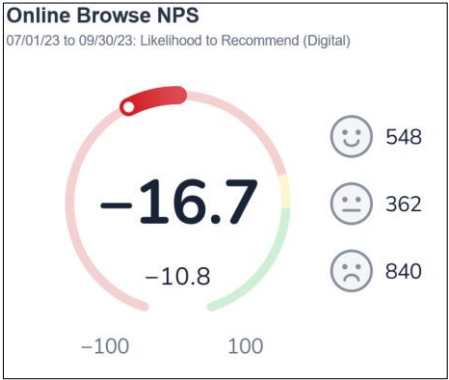
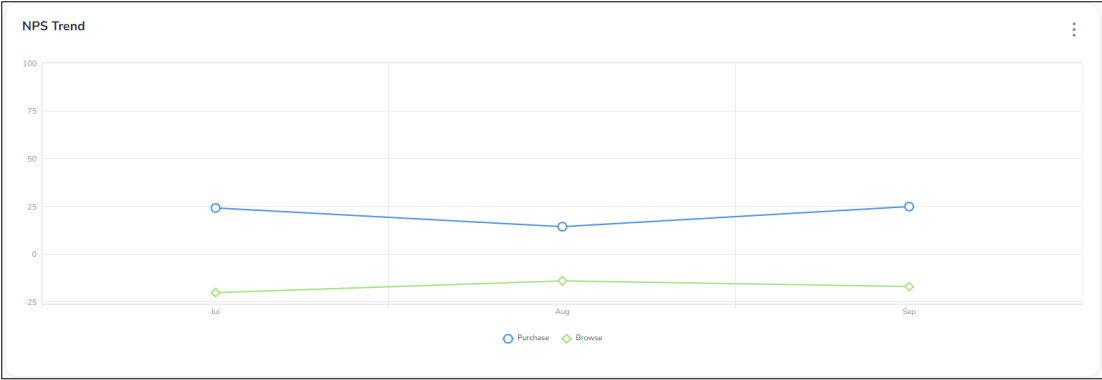
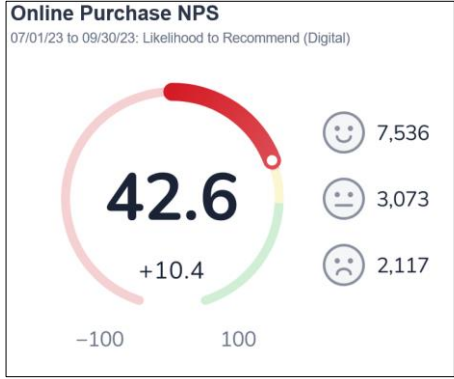
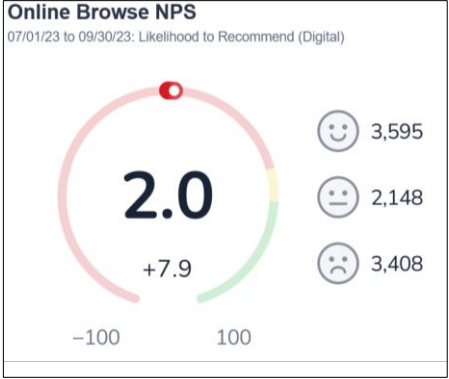
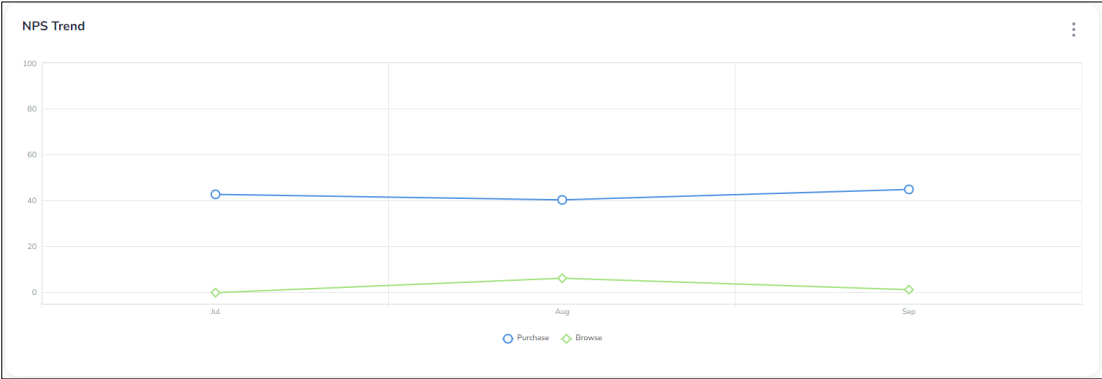
## Survey Form Types

- **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)

# Q3 NPS Trends



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



Reason for Score Comment

🗨️ I had to endure TOO many pop ups and ads while I am trying to fill in the search to find a particular item.

CTR Always On - New, Desktop, 1280 X 800



Reason for Score Comment

🗨️ the website is so incredibly slow. 🗨️ both on desktop and phone. 🗨️ there are way too many pop-ups, too many ads for the rewards program (if it actually gave decent rewards maybe you wouldn't have to push it on people so intensely). 🗨️ Site frequently freezes.

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



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

## 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

## Customers are frustrated with overly intrusive banners and ads.



Reason for Score Comment

🗨️ To heavy To load Taxes To long and you waste most the screen space whit your banner and overlay add

CTR Browse - Mobile - New, Mobile Phone, 1080 X 1620



Open Comment

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

CTR Always On - New, Desktop, 1366 X 768



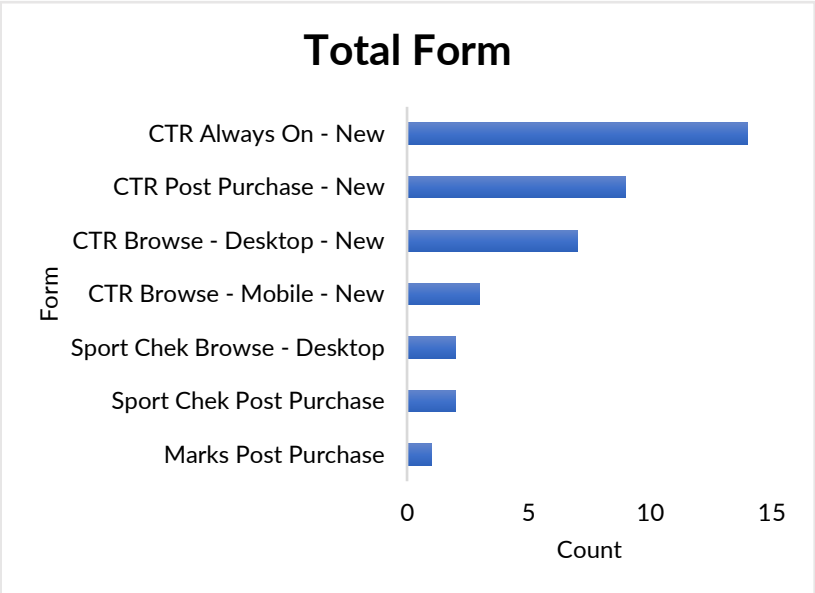
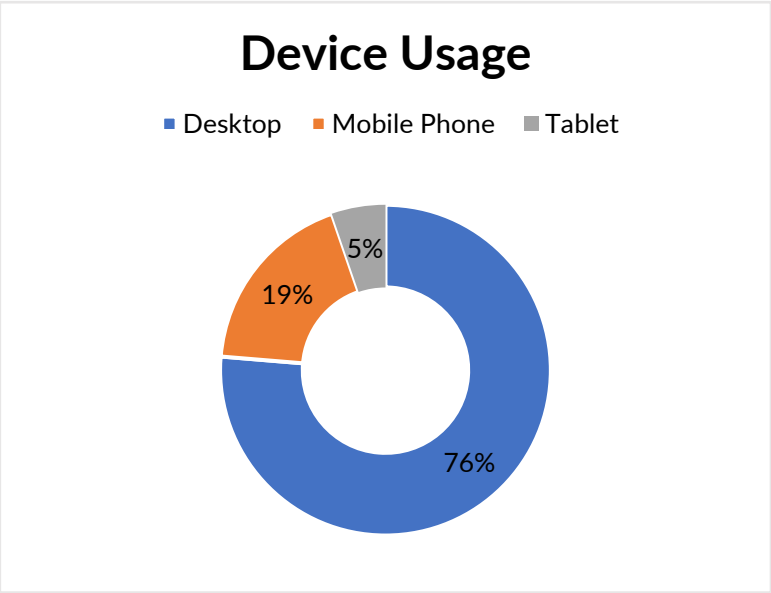
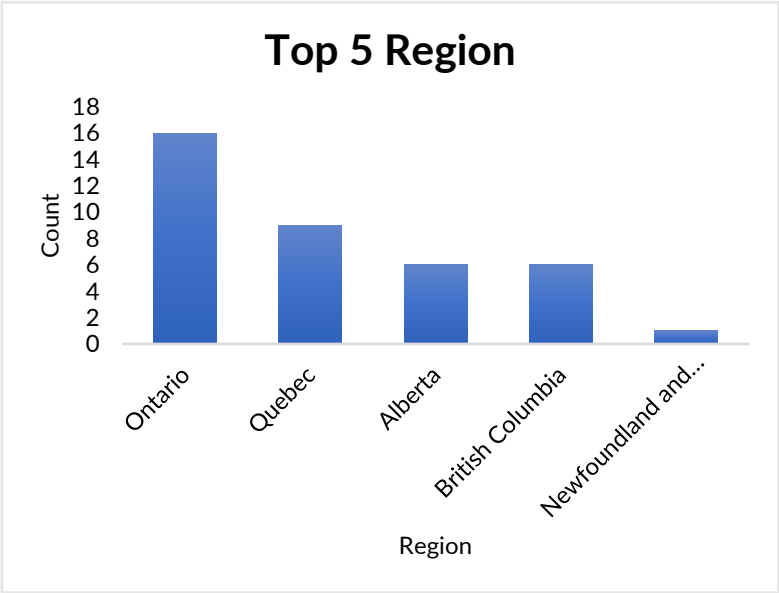
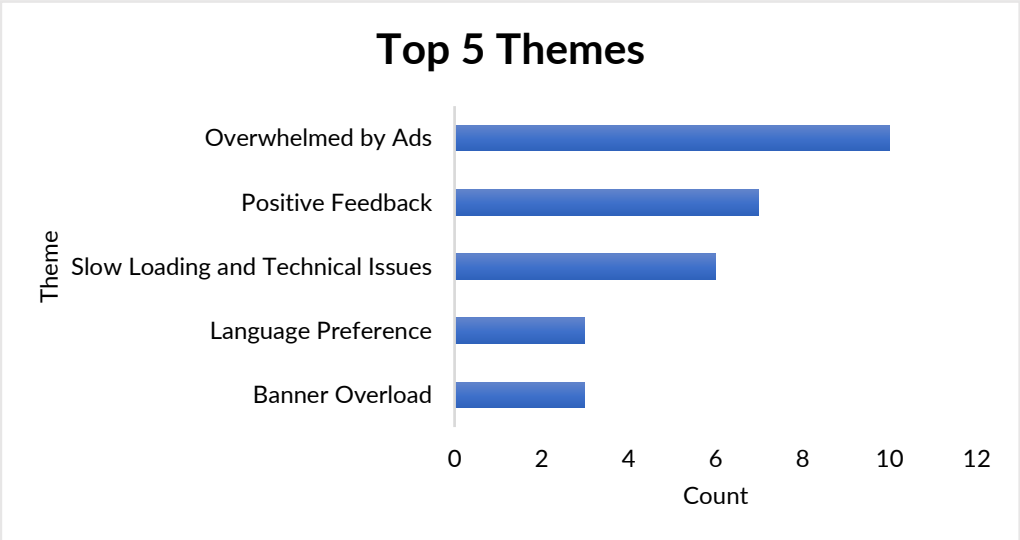
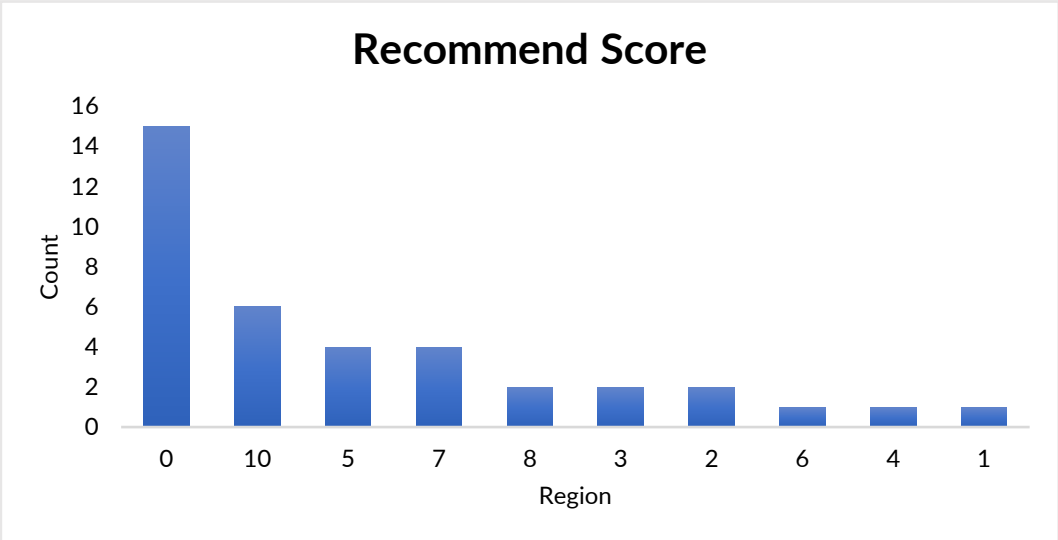
Open Comment

🗨️ 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

# General Statistics on Ads & Banner Feedback in Q3 - Overview

Total  
Comments  
38



# Appendix



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



10/10



Reason for Score Comment

💬 It's very simple and very fast, with information and advertising

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



10/10



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



10/10



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