ONLINE ADS

▸ **Upsides**: This is the truest test of whether people will buy at scale

▸ **Downsides**:

   ▸ costs money, especially to get sample size.

   ▸ Takes more time to build accessible prototype

   ▸ Hard to get the "why"

▸ **Tools**:

   ▸ Online ads: FB, Google, Bing

      ▸ HACK: Use Bing, it's 5x cheaper (but has different audience)

WORK TIME!

Ideal next steps:

▸ build the prototype

▸ create plan for getting in front of users