

Updated: Landing Page Question 8 [appears occasionally]

Question 8 asks you to evaluate the experience you have after clicking on the ad. It will only appear on some of the ads in your batch. When you receive this question, click on the ad in order to open the web page that it links to. This will open a browser where you can view and interact with the content of the web page. After evaluating it, return to the survey and answer question 8.

Reminder: You should **not** go back and change your main rating after evaluating the landing page.

Question 8: Was the page content worth your time?

If you had clicked this ad in your Feed, would you have been glad that you clicked it? Consider the overall quality of the landing page content, including the information, layout, and speed.

Multiple Choice

1. **"I could not click on this ad."** Use this option if you had a problem clicking on the ad (e.g. there was nothing to click) and could not get to the landing page.
2. **"Not at all worth my time"** Choose this option if the landing page makes you wish you had never clicked this ad in the first place.
3. **"Barely worth my time"** Choose this option if you don't mind seeing the landing page, but your opinion of the ad/advertiser is slightly worse.
4. **"Somewhat worth my time"** Choose this option if you don't mind seeing this landing page, and your opinion of the ad/advertiser is unchanged.
5. **"Mostly worth my time"** Choose this option if your experience on the landing page was positive, and it somewhat improved your overall opinion of the ad/advertiser.
6. **"Completely worth my time"** Choose this option if your experience on the landing page was great, and it improved your overall opinion of the ad/advertiser.