

Example Survey Unbounce

NTS_Trialer Survey_2020

Unbounce Trial Experience

Please share your experience during your Unbounce trial. We greatly appreciate your feedback!

Question Title

***1. How old was your company when you started your Unbounce trial?**

Less than 1 year old
1 to 2 years old
2 to 5 years old
More than 5 years old

Question Title

***2. How many people are employed in your company?**

1
2-3
4-6
7-10
11-25
26-50
51-250
250+

Question Title

***3. Which of the following best describes your role?**

Founder/CEO
Head of Marketing
Senior Marketing Manager
Marketing Manager
Marketing Coordinator/Specialist
I work for myself
Other (please specify)

Question Title

***4. What type of business solutions do you offer your customers?**

SaaS and Technology
E-commerce
Digital Marketing Agency
Finance, Accounting or Insurance
Legal Services
Travel
Publishing and Media
Coaching
Real Estate
Trades and Home Services
I'm a student
Other (please specify)

Question Title

***5. Which of the following best describes your team?**

Brand (In-house Marketing Team)
Agency
Freelancer/Contractor
Solopreneur/Startup
Other (please specify)

Question Title

***6. On average, what is your monthly paid advertising spend?**

\$1-\$500
\$500-\$1000
\$1000-\$2,500
\$2,500-\$5,000
\$5,000-\$25,000
\$25,000 - \$100,000
\$100,000 +
I don't know
I don't run paid advertising

Question Title

***7. Which channels do you currently spend money on for your digital advertising?**

Paid search
Paid social
Display advertising
Other (please specify)

Question Title

***8. What did you use to build landing pages prior to Unbounce?**

A landing page built by in-house developers
Leadpages
Instapage
HubSpot
Mailchimp
ClickFunnels
Marketo
Drift
I wasn't building landing pages
Another LP builder (please specify)

Question Title

***9. To the best of your recollection, how did you learn about Unbounce for the first time?**

Word of mouth
Web search
Read a piece of content on [Unbounce.com](https://www.unbounce.com)
Read about Unbounce on another website
Comparison/review site
Skillshare/another online course
Online advertisement
Social media
CTA Conference
Other (please specify)

Question Title

***10. How long did you know about Unbounce before you started your trial?**

Less than 30 days
1 to 3 months
4 to 6 months
7 to 12 months
1 to 2 years
More than 2 years

Question Title

***11. Which of the following best describes your situation at the time you first learned about Unbounce?**

- Not in the market for any new software solutions
- Open to any helpful new software solutions
- Interested in landing page solutions
- Actively seeking landing page solutions

Question Title

***12. (Please select your top 3)**

What sources did you use when you were evaluating whether you should purchase a piece of software?

- The company's website
- Generic Google search
- A software review website such as TrustPilot or Trust Radius
- The company's pricing page
- A tech-focused community/forum such as Reddit
- A blog post about the company's product
- A tech-focused website like TechCrunch or ProductHunt
- Other (please specify)

Question Title

13. (Please rank in sequential order)

What was the order of activities you completed during your evaluation process of landing page tools?

	1st	2nd	3rd	4th	5th	6th	7th
Visit Unbounce.com	Visit Unbounce.com 1st	Visit Unbounce.com 2nd	Visit Unbounce.com 3rd	Visit Unbounce.com 4th	Visit Unbounce.com 5th	Visit Unbounce.com 6th	Visit Unbounce.com 7th
Read a review or piece of content about Unbounce	Read a review or piece of content about Unbounce 1st	Read a review or piece of content about Unbounce 2nd	Read a review or piece of content about Unbounce 3rd	Read a review or piece of content about Unbounce 4th	Read a review or piece of content about Unbounce 5th	Read a review or piece of content about Unbounce 6th	Read a review or piece of content about Unbounce 7th
Saw an online ad	Saw an online ad 1st	Saw an online ad 2nd	Saw an online ad 3rd	Saw an online ad 4th	Saw an online ad 5th	Saw an online ad 6th	Saw an online ad 7th
Visit competitor website	Visit competitor website 1st	Visit competitor website 2nd	Visit competitor website 3rd	Visit competitor website 4th	Visit competitor website 5th	Visit competitor website 6th	Visit competitor website 7th
Read competitor reviews	Read competitor reviews 1st	Read competitor reviews 2nd	Read competitor reviews 3rd	Read competitor reviews 4th	Read competitor reviews 5th	Read competitor reviews 6th	Read competitor reviews 7th
Looked at the pricing page	Looked at the pricing page 1st	Looked at the pricing page 2nd	Looked at the pricing page 3rd	Looked at the pricing page 4th	Looked at the pricing page 5th	Looked at the pricing page 6th	Looked at the pricing page 7th
Sign up for my trial	Sign up for my trial 1st	Sign up for my trial 2nd	Sign up for my trial 3rd	Sign up for my trial 4th	Sign up for my trial 5th	Sign up for my trial 6th	Sign up for my trial 7th
Built a page	Built a page 1st	Built a page 2nd	Built a page 3rd	Built a page 4th	Built a page 5th	Built a page 6th	Built a page 7th

Other (please specify)

Question Title

***14. At what point during your decision-making process did you receive approval for purchasing Unbounce?**

- Before my search even began
- Before I started my trial
- During my trial
- After my trial ended
- I approved it myself
- Other (please specify)

Question Title

***15. What happened the day (or week) before you started your Unbounce trial?**

- Started a new project or campaign
- Landed a new client
- Started a new company
- Launched a new product or app
- My advertising budget changed
- Started a new job and used Unbounce at my former company
- Hired someone new on my team
- Received a job promotion
- Attended CTA Conference
- None of the above
- Other (please specify)

Question Title

***16. (From least to most)**

Please rank the influence of the following factors on your decision to trial or purchase software?

	Least influence	Not much influence	Average influence	Great influence	Most influence	N/A
Brand reputation (ex. Thought leadership, content)	Brand reputation (ex. Thought leadership, content) Least influence	Brand reputation (ex. Thought leadership, content) Not much influence	Brand reputation (ex. Thought leadership, content) Average influence	Brand reputation (ex. Thought leadership, content) Great influence	Brand reputation (ex. Thought leadership, content) Most influence	Brand reputation (ex. Thought leadership, content) N/A
What my peers /friends think about the software	What my peers/friends think about the software Least influence	What my peers/friends think about the software Not much influence	What my peers/friends think about the software Average influence	What my peers/friends think about the software Great influence	What my peers/friends think about the software Most influence	What my peers /friends think about the software N/A
Previous experience with a tool	Previous experience with a tool Least influence	Previous experience with a tool Not much influence	Previous experience with a tool Average influence	Previous experience with a tool Great influence	Previous experience with a tool Most influence	Previous experience with a tool N/A
My manager	My manager Least influence	My manager Not much influence	My manager Average influence	My manager Great influence	My manager Most influence	My manager N/A
My budget	My budget Least influence	My budget Not much influence	My budget Average influence	My budget Great influence	My budget Most influence	My budget N/A
Company reviews (positive or negative)	Company reviews (positive or negative) Least influence	Company reviews (positive or negative) Not much influence	Company reviews (positive or negative) Average influence	Company reviews (positive or negative) Great influence	Company reviews (positive or negative) Most influence	Company reviews (positive or negative) N/A

Question Title

***17. (From least to most)**

When making software decisions for your business, which factors are the least important and which are the most important?

	Least important	Not that important	Average importance	Very important	Most important	N/A
Value for money	Value for money Least important	Value for money Not that important	Value for money Average importance	Value for money Very important	Value for money Most important	Value for money N/A
Ease of use	Ease of use Least important	Ease of use Not that important	Ease of use Average importance	Ease of use Very important	Ease of use Most important	Ease of use N/A
Most features	Most features Least important	Most features Not that important	Most features Average importance	Most features Very important	Most features Most important	Most features N/A
Lowest price	Lowest price Least important	Lowest price Not that important	Lowest price Average importance	Lowest price Very important	Lowest price Most important	Lowest price N/A
Good support	Good support Least important	Good support Not that important	Good support Average importance	Good support Very important	Good support Most important	Good support N/A

Other (please specify)

Question Title

***18. Thinking of your Unbounce trial experience, how does it fit with your marketing tech stack?**

High value – It would be the first tool I purchase

Average value – It's nice to have but not integral to my stack

Low value – It doesn't provide enough value to add to my stack

Question Title

***19. Please enter your email address to be entered into the draw for an Amazon gift card**