

Effectiveness Study on Pay per Click Ads

The survey has five set of questions as below:

- * Demographic Variables
- * Research Questions - Knowing PPC Ads
- * Research Questions - Keywords in PPC Ads
- * Research Questions - Shopping through PPC Ads
- * Research Questions - Final Opinions

PPC ads and search results

Your Name

Gender:

- Male
- Female
- Transgender

Age

Marital Status

- Married
- Unmarried

Occupation

- Salaried
- Business
- Student
- Other

Monthly Income

- Less Than 10000
- 10001 – 30000
- 30001 – 50000
- 50001 – 70000
- 70001 – 90000
- Greater Than 90000

*** Highest Qualification Level**

- Diploma
- Undergraduate
- Post Graduate
- Doctorate

*** Primary Profession**

- Vocational/Technical Assistants
- Engineer/Professional Assistants
- Doctor/Hospital Assistants

- Professor/Lecturers
- Other

Location

- City
- Country

Select the below, if the statement is true? *

You can select the multiple statement, If the statement is true for one instance also select the answer. Few more questions will get you data about frequency and manner of getting into ads

- I am aware that search engines shows ads as results
- I know the term Pay Per Click Ads before
- I spend time looking/reading or pay out glance over the these ads
- I am able to remember brands displayed through these ads
- No Idea at all

11. How Often...? *

	Always	Quite Often	Occasionally	Less Often	Rarely	Never
Do you read these ads?						
Do you click these ads?						
These ads are helpful?						
These ads promote brands?						

Personally, which ad format do you prefer mostly? *

- Graphic Ads
- Banners Ads
- Text Ads
- Pop up Ads
- Floating Ads
- Ads on App
- Email Newsletter
- No Idea at all

Select the other ad format that you prefer

- Graphic Ads
- Banners Ads
- Text Ads
- Pop up Ads

- Floating Ads Ads on App
- Email newsletter

At which of the following you do not like ads?*

- Search Results
- Around Emails
- Social Networks
- Phone Apps
- Around Sites
- Around Blogs
- None of the above
- All of the above

Fwd: {EXCLUSIVE - MBA- GLOBAL} A Survey - Effectiveness Study on Pay per Click Ads