



Question Guide For Marketers

Qualaroo has received over 123 million responses to date. We've looked at the top performing questions that have received over 10,000 responses.

With a 20% or higher response rate, every marketer should be asking their visitors these questions.

Want to talk to a feedback expert?
Contact us today.

demo@qualaroo.com
1-888-449-3364

QUESTION

What other information would you like to see on this page?

1

ANSWER TYPE

Free form text

TARGET AUDIENCE

Returning visitors to the page you're targeting

BEST PLACE TO ASK

By looking at your web analytics, you can ask this question on a page that receives a lot of traffic but has a high bounce or exit rate.

The most common places to display this question is on a product description, pricing or marketing landing pages.

WHY THIS IS A GOOD QUESTION

The open endedness of this question allows it to be asked in several different contexts. Whatever the user decides to share can help with anything from keyword optimization to a complete content rewrite, based on the persona that is providing the feedback.

QUESTION

Why did you visit our site today?

2

ANSWER TYPE

Radio buttons with option for free form text

TARGET AUDIENCE

New visitors to your landing page

BEST TIME TO ASK

Asking within 8 seconds of arrival is our recommendation. This allows the visitor a few moments to get situated on the site but does not wait so long that the original intent of the visit is lost.

WHY THIS IS A GOOD QUESTION

Although vague, this question will result in several feedback points that can be used to:

- Better target visitors via keywords
- Understand visitor intent

HOW TO MAKE THIS QUESTION BETTER

If you find that most of your feedback responders are using the free form text option, you may consider changing the radio button answers to other options.

Free form text is always the best option because it allows you to uncover insights you wouldn't have captured in a prepopulated answer selection.

Mining through the open text feedback can be time and resource intensive so we recommend using a service like IBM's Watson natural language understanding platform.

QUESTION

Have you recommended our brand to anyone?

3

ANSWER TYPE

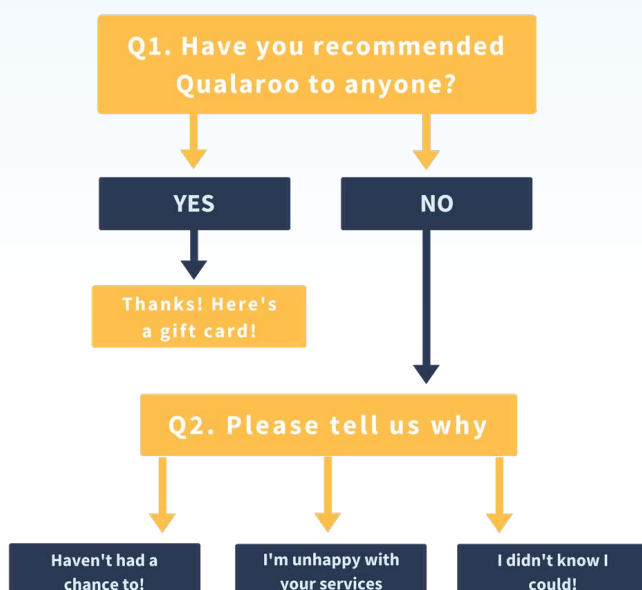
Radio button (Yes/No) with branching logic

TARGET AUDIENCE

Users already engaged with your app and/or targeted promoters (someone that gave you a 9 or 10 on their last NPS score for instance)

BEST TIME TO ASK

We recommended targeting users that have become idle so you don't disrupt any actions they're taking within the app. You should trigger next steps based on the answer selected. Branching could look something like this:



WHY THIS IS A GOOD QUESTION

Word of mouth is the best type of marketing but are among the hardest to acquire and the hardest to document.

Learning why customers have not referred you offers the opportunity to gain valuable insights on why they don't feel comfortable putting their name on your brand or discover ways to incentivize users to spread the word via a referral program.

QUESTION

Which category best describes the industry you're in?

4

ANSWER TYPE

Radio buttons with your top 3 industries and 4th with free form "other" option

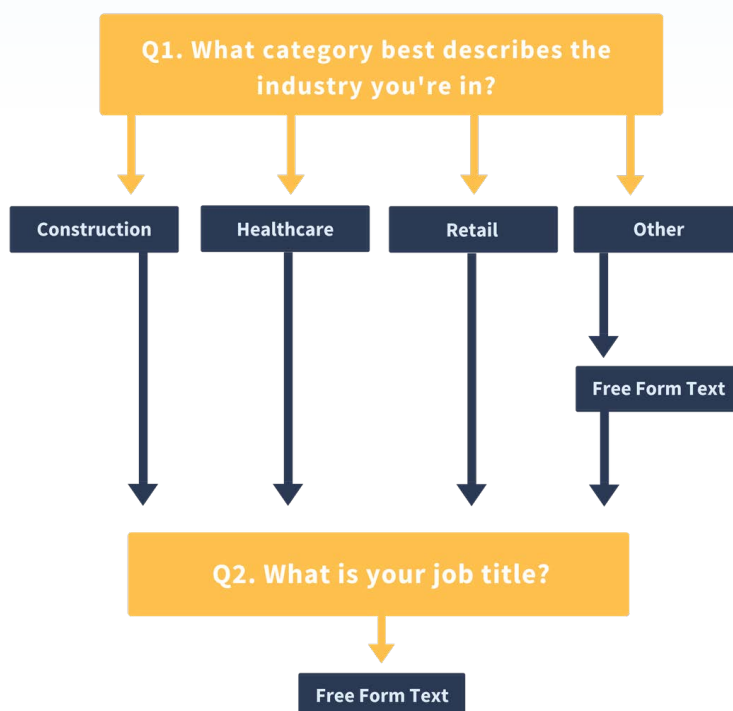
TARGET AUDIENCE

Recently converted paying customer

WHY THIS IS A GOOD QUESTION

Targeting existing users who have some or all of the characteristics you look for in the ideal customer is a great way to learn what industry your marketing and sales teams should focus on in their inbound and outbound campaigns.

While you have the user's attention, you can follow up on this question with "What is your job title?" to even further define your buyer persona without taking too much time.



HOW TO MAKE THIS QUESTION BETTER

While you have the user's attention, you can follow up with a call to action asking the user to book a time with a member of your team.

If you're working on a feature, for example, that is great for a specific persona, you can use branching logic to target the user that selected a certain industry and lead them to question such as "We are working on our Q3 roadmap and would like additional feedback from you. Can we book 15 minutes of your time to chat with our product team?" and lead the user to your public calendar.

4

QUESTION

Before this purchase, what other providers did you consider?

5

ANSWER TYPE

2-4 radio buttons with your primary competitors names and an “other” option with free form text

TARGET AUDIENCE

Recently converted paying customers

BEST TIME TO ASK

We have seen response rates over 20% for this question likely due to the fact that your new customer is in their honeymoon phase with your company and is more likely to give feedback.

Allowing users to tell you who you were up against and why your product or service drives your competitive intelligence program.

HOW TO MAKE THIS QUESTION BETTER

The natural follow-up question to this is “Why did you select <your brand or company> over the competition?” The responses you receive to this question can uncover insights you might have never considered.

Maybe you think that price is the differentiator when in actuality it’s a key feature or even word of mouth marketing that wins the majority of your new business.