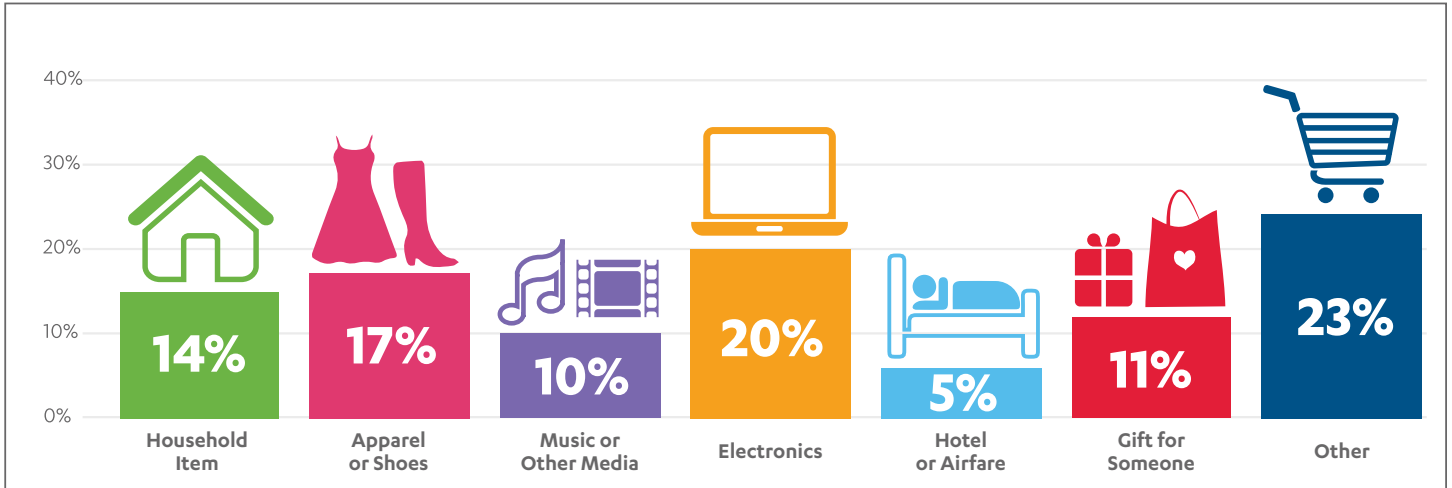
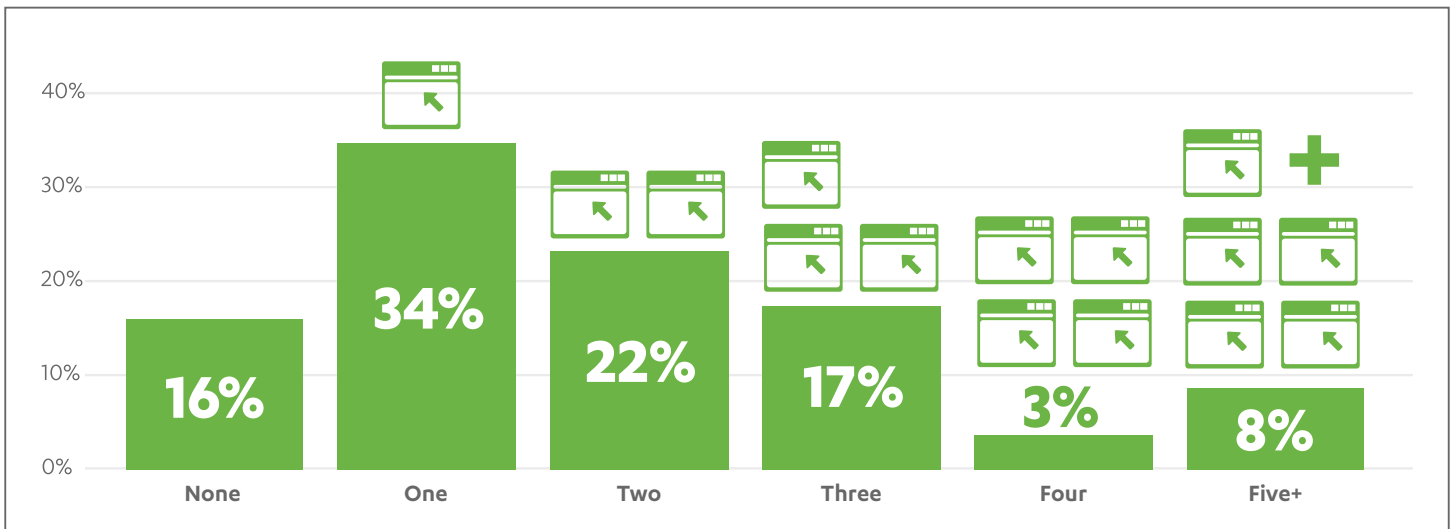



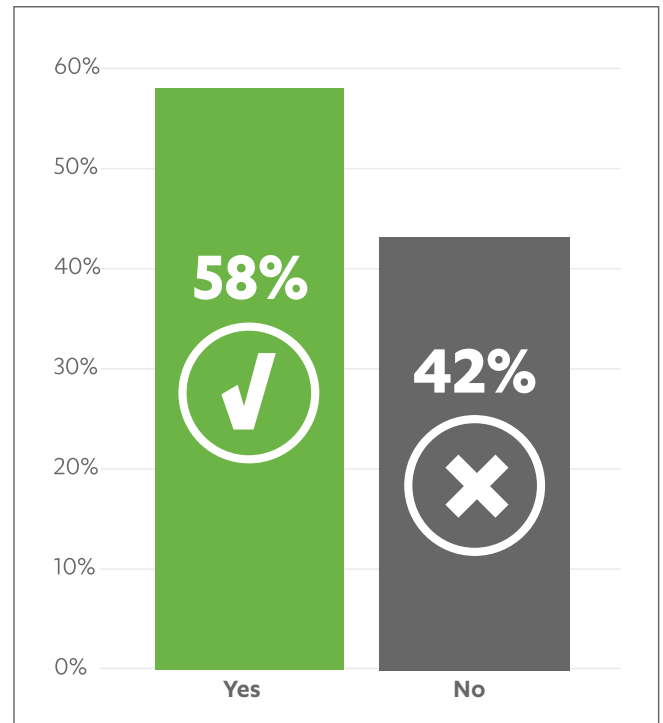
What was the last item you bought online?



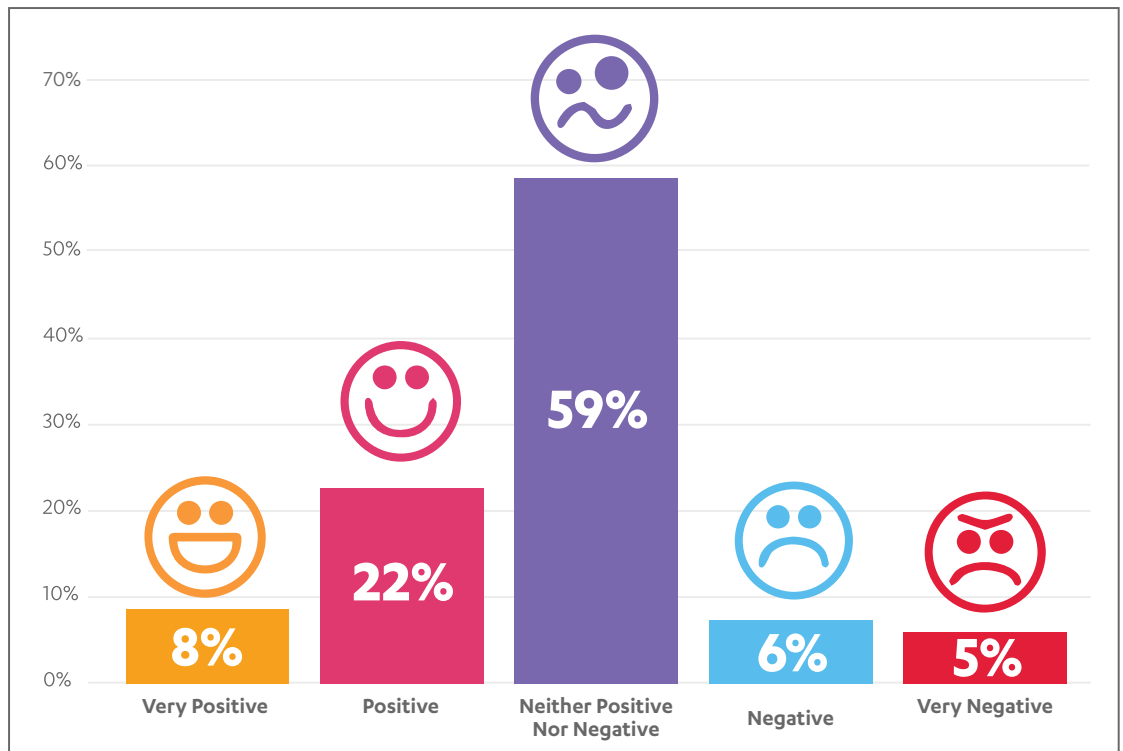
How many sites did you visit to research that item before you bought it?



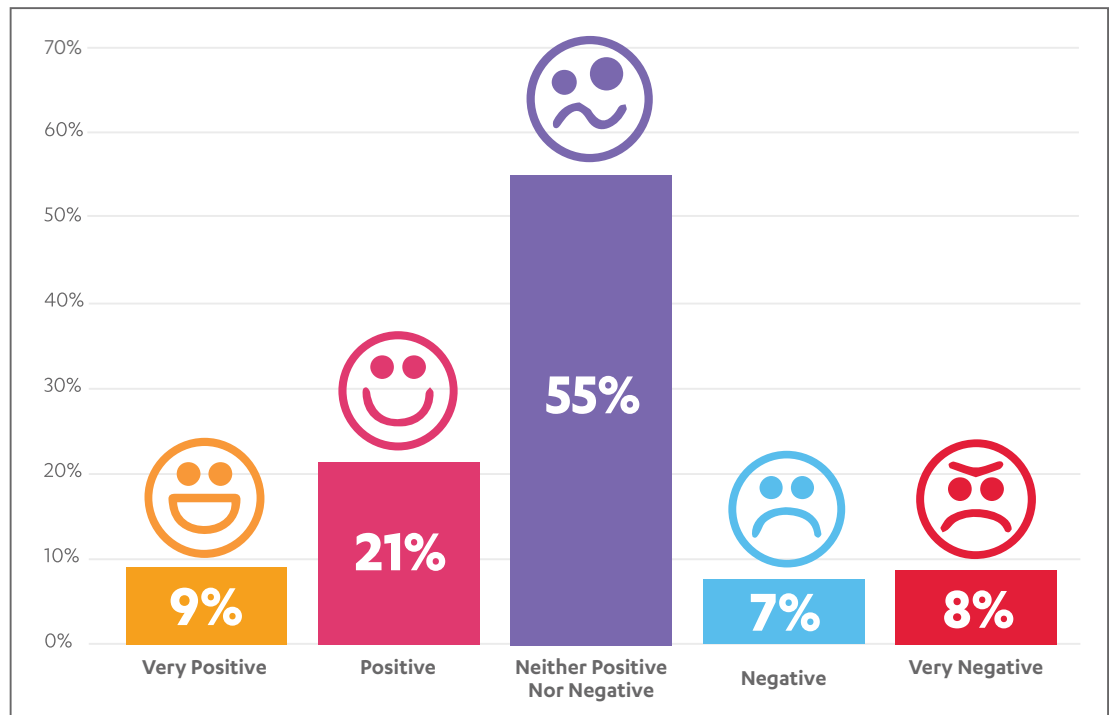
 **After looking at a particular product online (clothing, for example) have you ever noticed ads for that product showing up on other sites you're browsing?**



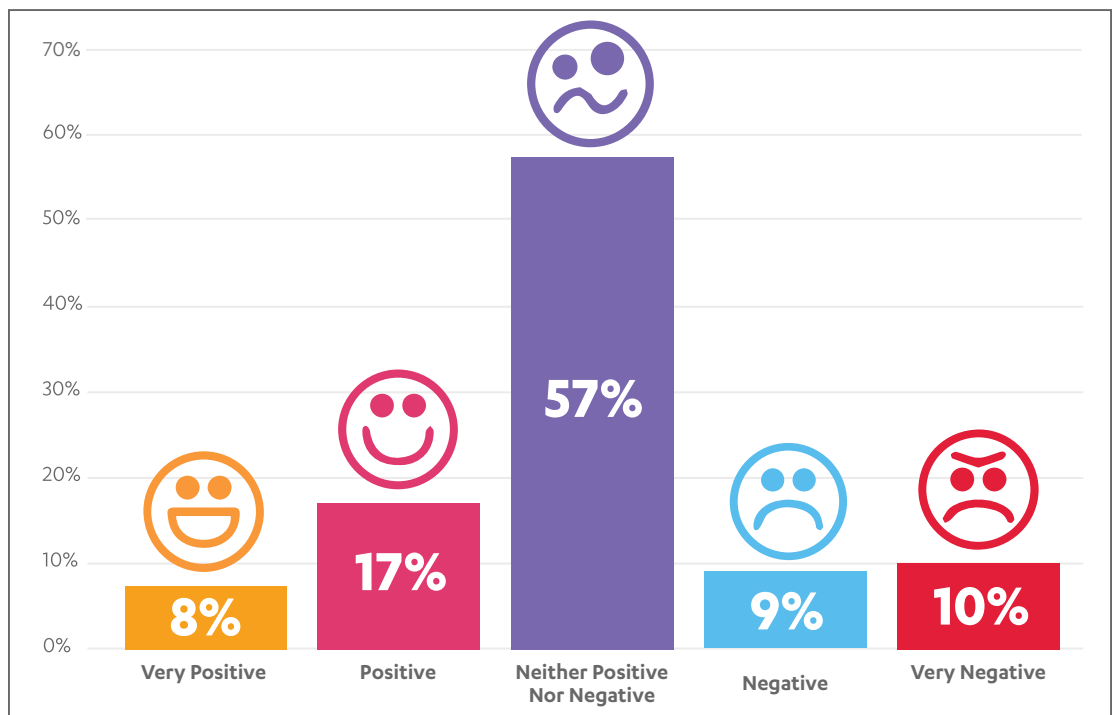
 **If you did notice the ads, how did you feel about the brand after seeing those ads?**



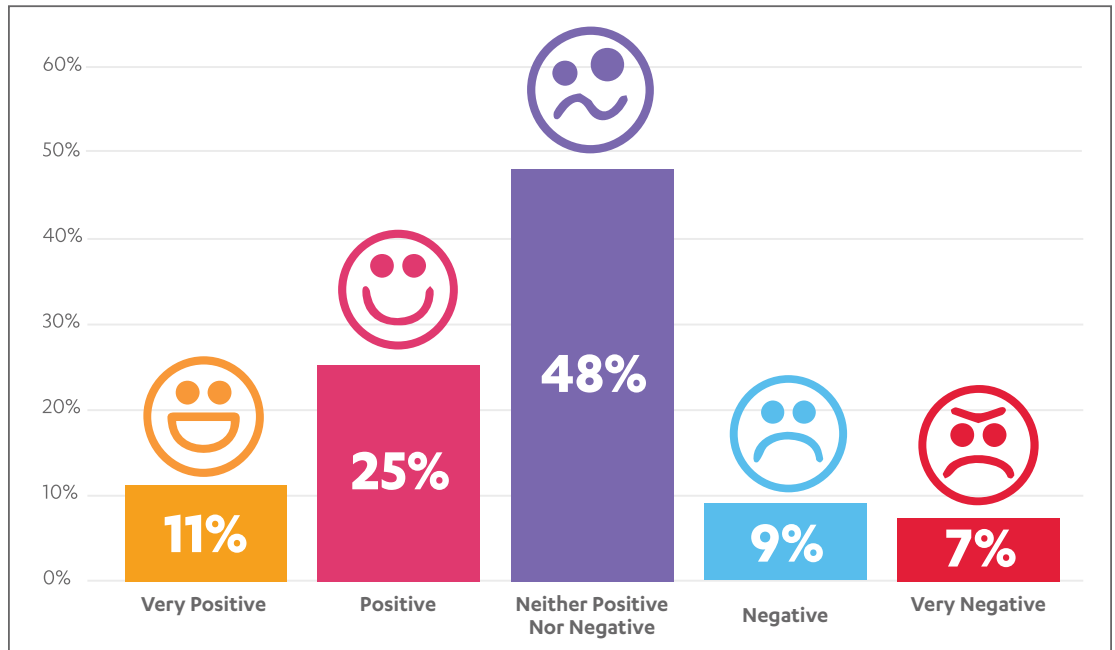
If you saw such ads three weeks after you had looked at the product, how would you feel about the brand?



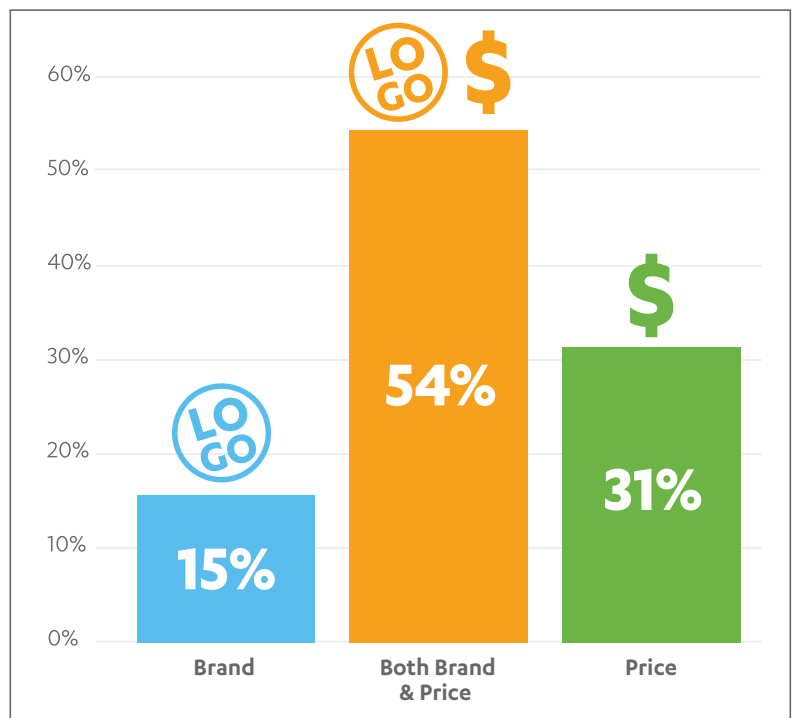
If you saw such ads three months after you had looked at the product, how would you feel about the brand?



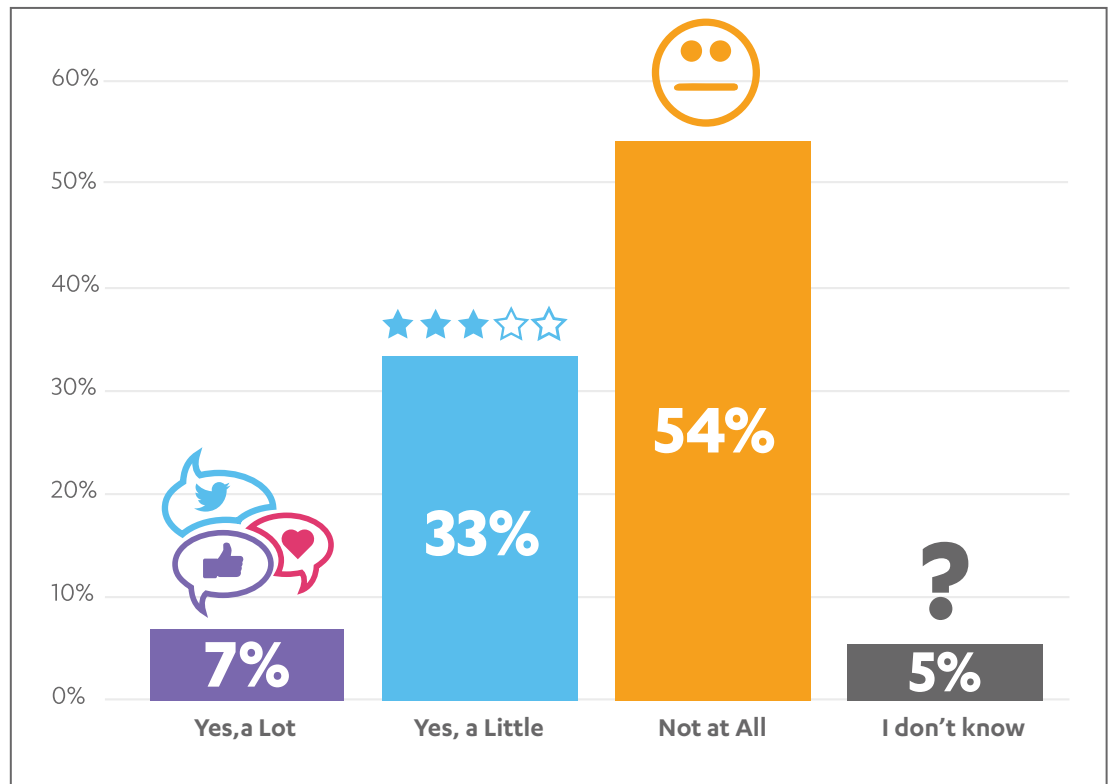
If you saw such ads after you had actually bought the item, how would you feel about the brand?



Did you buy the item more because of the brand, or more because of the price?



Do recommendations on social media ever influence your purchases?



For more information about the survey, or to obtain the full set of results, please contact us at:
hello@adroitdigital.com



For more information about Toluna, please visit:
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