Example Ad Copy Test Report

5 August 2022

N = 200 feedbackers (convenience sample of English speakers)

conjoint.ly

Ad Copy Test
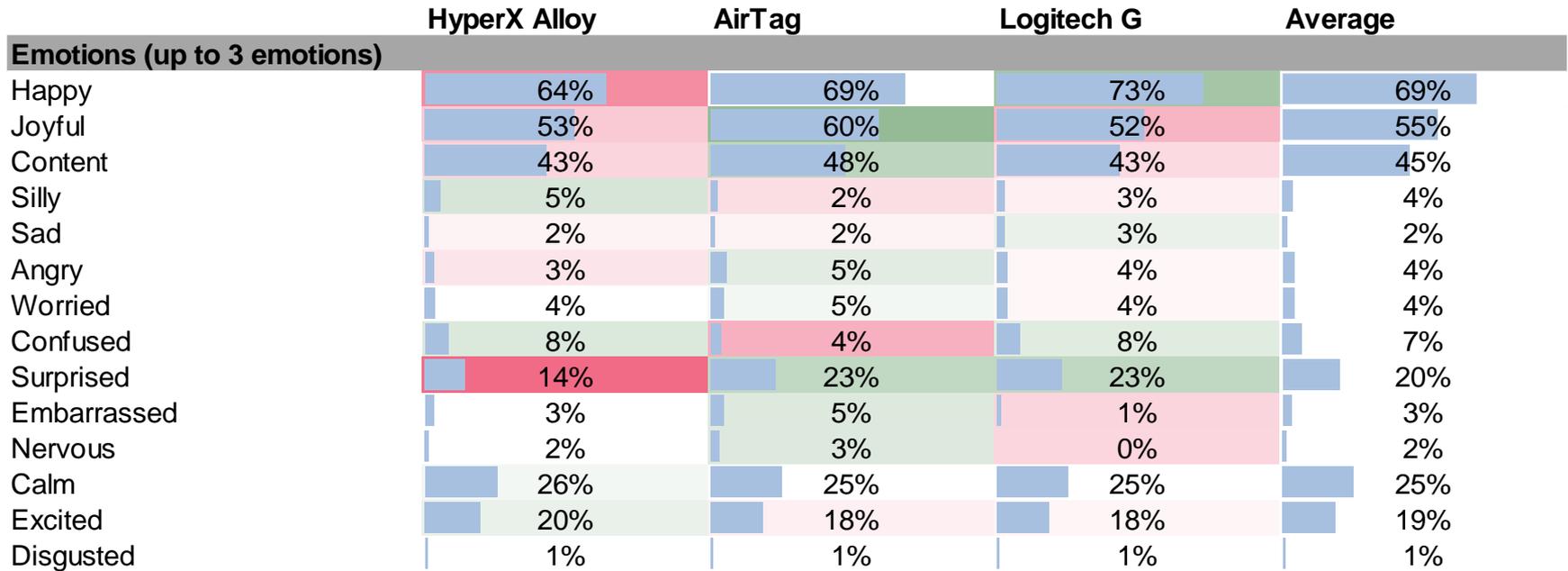## *Comparison of ad copy tested*

	HyperX Alloy	AirTag	Logitech G	Average
KPIs				
Relevance	65%	82%	75%	74%
Authenticity	76%	80%	80%	79%
Likeability	71%	76%	76%	74%
Original	70%	75%	62%	69%
Trust	70%	74%	80%	75%
Clarity	78%	85%	81%	81%
CTA intent	63%	76%	68%	69%
Forward/Share	59%	70%	70%	66%
Further discussion	64%	73%	61%	66%
Summary KPI performance	**69%**	**77%**	**73%**	**73%**
Channel				
Website/blog	54%	61%	55%	57%
E-mail newsletter	29%	27%	27%	28%
Search results	40%	39%	38%	39%
Social media	67%	67%	63%	66%
Newspaper/magazine	30%	34%	29%	31%

Ad Copy Test
Comparison of ad copy tested

Emotions (up to 3 emotions)	HyperX Alloy	AirTag	Logitech G	Average
Happy	64%	69%	73%	69%
Joyful	53%	60%	52%	55%
Content	43%	48%	43%	45%
Silly	5%	2%	3%	4%
Sad	2%	2%	3%	2%
Angry	3%	5%	4%	4%
Worried	4%	5%	4%	4%
Confused	8%	4%	8%	7%
Surprised	14%	23%	23%	20%
Embarrassed	3%	5%	1%	3%
Nervous	2%	3%	0%	2%
Calm	26%	25%	25%	25%
Excited	20%	18%	18%	19%
Disgusted	1%	1%	1%	1%

Ad Copy Test: AirTag
Associations

*"AirTag sounds like a **safe** and **convenient** product for **security** purposes. The product name has an **innovative** sound to it. As a tracking device, it could provide an **easy** and **useful** way to locate items.*

First comments (full comments available in full report)

1. kids, lost, convenient
2. Bluetooth, lost, helpful
3. Easy to find
4. A Key holder
5. Easy to use
6. Found easily
7. Handy
8. misplaced keys backpack
9. Apple, expensive
10. keeping items safe
11. happy like yes
12. keys , backpack , misplaced
13. AirTag,misplaced,backpack
14. App. key, Bag
15. Curious, impression, surprises.
16. AirTag safety memory
17. price details, The way they provide the advertisment and product quality.
18. easy, convenient, useful
19. Air, Air fly, Enjoy.
20. airtag, find my app, keys attach
21. Phone, lost, stolen
22. Useful. Convenient. Relevant.
23. This is a app which help to locate keys..
24. airtag application backpack
25. Car lose anxiety
26. Find, Easy, Performance.
27. Not unique - Tile app does the same
28. Security, reliable, comforting
29. useful,effective
30. Find lost keys
31. Attach, find, curious.
32. AirTag sends out a secure Bluetooth signal , devices in the Find My network
33. expensive, useless, another app!
34. Trustworthy, reliable, convenient
35. lose, apple, iphone
36. Tracking device as a key finder.
37. innovative, expensive, tech

Ad Copy Test: AirTag
Likes and dislikes

Likes

*People like the AirTag ad because they think it sounds **interesting**. Other people think it is a **clear and straightforward** ad. Some people think the ad makes the product seem **useful**.*

Dislikes

*Some people dislike the AirTag ad because there is a **lack of details**. In addition, other people think it's **not clear if Android users can also use the product** due to the word "Air".*

First comments (full comments available in full report)

1. Useful (7 responses)
2. Interesting (4 responses)
3. air tags are cool
4. An easy to use locator.
5. clear and understandable
6. I am notoriously misplacing stuff so it's a good idea.
7. I like how easy it is to find them just by using the app. I also like how the advertisement isn't too long and not too short.
8. I like its suggestions and simplicity.
9. I like that it is straight to the point about what it is used for without any filler.
10. I like that the advertisement is short and understandable.
11. I really like how clear and concise this ad is. You know exactly what the product does and how it works.
12. Straight to the point. lacking unnecessary jargon and buzz words…

1. Nothing (23 responses)
2. Less information.
3. 1. Lack of trust · 2. Ad fatigue · 3. Quality of the creative · 4. People power · 5. Poor customer experience · 6. No value add · 7. Woke-washing
4. Could use more information on where to buy and price
5. Doesn't stand out, wouldn't notice it at all when scrolling
6. I think it needs words more impact to be remembered.
7. Is it able to be used by non-iPhone people? It seems like the advertisement only benefits apple users.
8. It is dangerous because people can use for bad reasons.
9. Too short
10. It wasn't interesting
11. People are not free , they have no time to download this app
12. Needs more information…

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