SurveyNinja

Post-purchase survey

9 questions. About 2 min to answer.

The decision

1. How did you first hear about us? Required

Choose one answer.

- ○ Search engine
- ○ Social media
- ○ An online ad
- ○ A friend or family member
- ○ A review or blog post
- ○ Email or newsletter
- ○ I've bought from you before
- ○ Other: _____

2. Why did you choose to buy from us? Required

Pick up to 3. Choose all that apply.

- ☐ The price
- ☐ The product's quality
- ☐ A product I couldn't find elsewhere
- ☐ Good reviews
- ☐ Fast or free delivery
- ☐ A discount or promotion
- ☐ I trust the brand
- ☐ Other: _____

3. What almost stopped you from buying? Required

Choose all that apply.

- ☐ Nothing, it was an easy decision
- ☐ The price
- ☐ The shipping cost
- ☐ The delivery time
- ☐ I wasn't sure about the size, fit or quality
- ☐ Not enough reviews
- ☐ The payment options
- ☐ Having to create an account
- ☐ Other: _____

Checkout and delivery

4. How easy was it to place your order? Required

Choose one answer.

- ○ Very easy
- ○ Easy
- ○ Neither easy nor difficult
- ○ Difficult
- ○ Very difficult

5. Has your order arrived? Required

Choose one answer.

- ○ Yes
- ○ No

6. Did it arrive when you expected? Required

Choose one answer.

- ○ Earlier than expected
- ○ A little late
- ○ On time
- ○ Very late

7. Does the product match its description and photos? Required

Choose one answer.

- ○ Yes, exactly
- ○ Only partly
- ○ Mostly
- ○ Not at all

Loyalty

8. How likely are you to recommend [Store] to a friend? Required

0 – Not at all likely, 10 – Extremely likely

0	1	2	3	4	5	6	7	8	9	10

0–6: What disappointed you?

7–8: What would make it a 10?

9–10: What did you like most?

9. Anything we could do better next time?

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/post-purchase-survey

Survey template from SurveyNinja: surveyninja.io