

Paid Advertising Experience Questionnaire for Authors

Basic Information

Full Name

Email

Primary Genre(s)

Advertising Experience

Have you used paid advertising for your books?

Which platforms have you used for paid advertising? (Select all that apply)

Amazon Ads
Facebook Ads
BookBub Ads
Google Ads
Other

☐
☐
☐
☐
☐

Approximate monthly ad budget (USD)

Can you describe a specific campaign you've run?

Effectiveness & Learnings

How effective has paid advertising been for your books?

What metrics do you typically track?

What have been your biggest challenges?

What is the most important thing you've learned?

Other Comments

Anything else you'd like to share about your experience?