

# Native Ad Effectiveness Assessment Form

## Campaign Details

Campaign Name

Brand

Date

## Audience Engagement

How engaging was the native ad content?

- ☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5

Comments on engagement

## Ad Relevance

How relevant was the ad to the content and audience?

- ☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5

Comments on ad relevance

## Brand Recall

How memorable was the brand after exposure?

- ☐ 1  
☐ 2  
☐ 3

☐ 4

☐ 5

Comments on brand recall

## Call to Action

Was the call to action (CTA) clear and effective?

☐ Yes

☐ No

Comments on CTA

## Overall Feedback

Strengths of the native ad

Areas for improvement