

Questions to Ask During Reference Calls



Background

- ▶ When did you begin working with this provider?
- ▶ Was this your first third party social ad platform or did you transition from another provider?

Exploratory

- ▶ What were the main deciding factors on why you picked this platform? Have those factors met or exceeded your expectations?
- ▶ How long did it take you to onboard the platform and get your campaigns up and running?
- ▶ Now that you've been using it for a while, how would you rate the platform overall?
- ▶ Has performance on your social advertising program increased since using the platform?
- ▶ Has been the response time and service level been satisfactory?

Bottom Line

- ▶ What question do you wish you had asked (and what part of the demo should you have asked to see) before you signed up with this provider?
- ▶ On a scale of 1-10 with 10 being the most likely, how likely would you be to recommend this platform to a colleague?



Find more resources like this one in:

[The Kenshoo Guide to Evaluating Social Advertising Technology Platforms](#)

