- Looking to A/B test different questions calling out a problem they are facing
- Targeting 3 industries, 5 questions per each industry
- Static ad banners ran through 6Sense in the following sizes:
  - 320x50px, 728x90px,300x250px,300x600px
- Blue motif circles are a classic staple of our brand
- For the 320x50 what is the smallest font you recommend? Right now, it is 7.5.
- I want to make sure I am A/B testing so don’t want the ads to differ too much