### [website’s global header here]

**Customer study – March 2016**

### Got five minutes? Want Acme to donate $10 to UNICEF on your behalf?

Help us make things easier to find on the Acme website by doing this quick web exercise:

[Do the survey now](https://link-to-your-tree-test-here)

**What’s this about?**

We’re reorganising the Acme website to make things easier to find, and we’d love to get your input.

**How long does it take?**

About 5 minutes. And it’s more fun than a traditional survey.

**How does the donation work?**

For each person who participates, we’ll make a $10 donation to UNICEF (the United Nations Children’s Fund), a charity that promotes the rights and wellbeing of children around the world. [Learn more about UNICEF](http://www.unicef.org/about/who/index_introduction.html)

**How does the exercise work?**

We’ll ask you to find certain things using a simplified version of the Acme site - kind of like a scavenger hunt. This will help us find out which things are easy to find, and which need more work.

**What about privacy?**

All the results are confidential, and we only look at totals across all participants, not individual results.

**Where’s the fine print?**

For the full details, see our study’s [terms & conditions](http://www.acme.com/some-URL-here).

**I have a technical question.**No worries, we’ll get you sorted. Please email [John Smith](mailto:john.smith@acme.com?subject=Study%20question) at Acme.

**I have a comment or suggestion for the Acme website.**

We’d love to hear from you! You can add comments as part of this exercise, or you can email us at [web@acme.com](mailto:web@acme.com)

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