**Subject:** Improve the Acme site - win a $300 gift card!

### Got 5 minutes? Want to win a $300 Amazon gift card?

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 redesigning 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.

**What can I win?**

You’ll be entered in a draw to win a $300 Amazon gift card.

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

**What about privacy?**

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

**I have a technical question.**No worries, we’ll get you sorted. Please email John Smith 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

### [email signature]