

Finally. A nimble way to track your brand.

Overview

- Reach a validated, representative sample in as little as 48 hours
- Gather insights and track trends over time
- Segment and target demographically

It's no secret: your brand tracker is a behemoth, and likely runs very infrequently—especially in the age of the internet where perceptions change with every status update. Or perhaps you've never tracked your brand before, and are unsure about how to start. Tracking your brand with Google Surveys 360 is easy to design, implement, and—most importantly—understand.

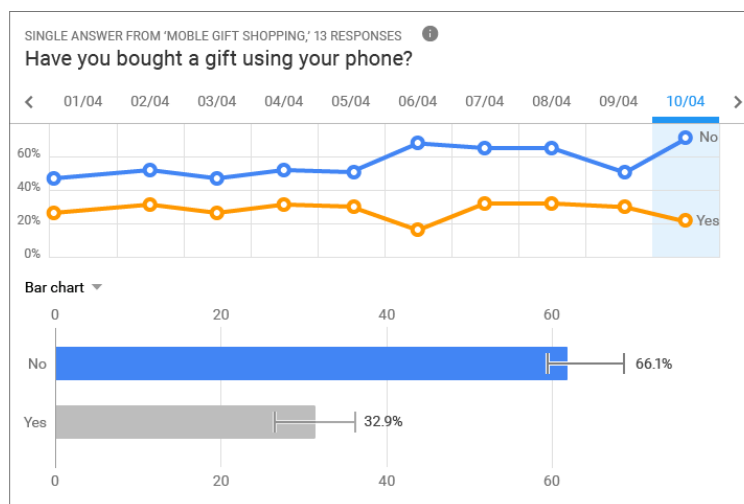
Over 10 question types, for all your tracking needs

Our simple online survey creator gives you the flexibility to add and edit your questions whenever you want. With over 10 different question types, including images and open-ended, you can cover both unaided and aided awareness questions, gauge your consumer's familiarity and satisfaction with your brand, or understand their likelihood to recommend it. Open-ended questions ask respondents to type in answers instead of picking from a predefined list. Names that pop into a consumer's mind first may be more likely to enter into their consideration when making purchase decisions.



Easy to start and easy to manage

Once you've added your questions, you'll simply choose how often you'd like them to run. Just like all survey types, you'll be able to watch the results roll in, automatically tabulating, with full demographic segmentation. Easily share your results with a single click. The timeline view gives you a visual representation over time, so you can easily see fluctuations and flip through each survey run. For open-ended questions, Google automatically categorizes answers by sentiment and synonym, reducing the burden researchers face when attempting to organize thousands of responses.



Ready to get started?

Sign into g.co/surveys with your Google account.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite