

Reaching your audience has never been easier

Overview

- Survey commonly-requested groups such as Small Business Managers, Hispanics/Latinos, and Students
- Create a custom panel meaningful to you by working with one of our account executives

How it works

1. Select "Audience panels" as the sample
2. Choose which panel you would like to target
3. For custom panels, contact your account executive

Finding the right people to take your survey can be a challenge, especially when trying to reach a niche or hard-to-find audience. Sure, you could ask screening questions, but these take up valuable space in your survey and can be inefficient for low-incidence populations. Instead, get right to the questions that really matter to you by using curated Audience Panels in Google Surveys 360. Or go a step further and create custom panels that are made up of the specific audience you want to reach. It's simple to meet your unique needs with Surveys 360.

Target a specific audience with the click of a button

Using self-declared data from our Google Opinion Rewards Android app, we've created panels for some of the most commonly-requested targeting groups, such as Small Business Managers, Hispanic/Latinos, and Students. Audience Panels add to the targeting options available to you, and help you get your questions to the right audience right away.

Audience Panels are easy to use: just select which audience panel you'd like to target with our simple online survey creator. The efficiency of our mobile app allows us to refresh and validate our Audience Panels much more frequently than traditional access panels. Plus, the scale of these panels ensure you aren't surveying the same people over and over again.

The screenshot shows the 'Pick audience' step in the Google Surveys 360 interface. At the top, there are three tabs: 'Pick audience' (active), 'Write questions', and 'Confirm survey'. Below the tabs, the 'Survey name' is 'Audience Panels Survey'. The main area is divided into two columns: 'Audience' and 'Panels'. In the 'Audience' column, 'Audience panels' is selected with a radio button. In the 'Panels' column, 'Small/Medium Business Owners and Managers' is selected with a radio button. Other options in the 'Audience' column include 'General population' and 'Android smartphone users'. Other options in the 'Panels' column include 'United States', 'Hispanics/Latinos', 'Online dating users (Sites and apps)', 'Mobile social media users (Facebook, Twitter, Google+)', 'Streaming video subscription users (Netflix, Amazon, Hulu Plus, Google Play)', and 'Students'. At the bottom, there are 'BACK' and 'CONTINUE' buttons.

Create custom panels to reach the audience you care about

Looking for a panel of “moms on the go” or “caffeine consumers”? Surveys 360 can help you set up a custom panel to fit your needs. Based on responses to an initial survey, Surveys 360 can create a custom panel that is meaningful to you. Creating a custom panel requires an upfront spend commitment. Work with one of our dedicated account executives to help you reach the right audience.

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