Google Surveys 360 for agencies

Overview

- Gain industry insights specific to your client's business or target market
- Target surveys to get feedback on campaigns to make adjustments in real time
- Test creative to optimize your investment

Google Surveys 360 is a self-serve market research tool that enables you to easily create online and mobile surveys in order to uncover consumer insight.

Google aggregates the responses and insights are automatically created, freeing you from the burden of more difficult analysis.

You can gain deep industry insight, understand a certain demographic, and get a read on what is top of mind to consumers in only a matter of days with results that are representative, robust, and validated for a fraction of the cost of traditional research.

Here's how many agencies are using Surveys 360 to deliver data-based decisions and recommendations in real time:

Pitch, Win, and Grow Client Accounts

Gain an edge by delivering unique industry insights specific to your client's business or target market. Speedy results allow you to challenge assumptions or uncover new insights that can help win new accounts.

Using Surveys 360, ZenithOptimedia in the UK was able to turn a hypothesis into a proven insight. They discovered that the week after payday was when spend on goods and services was highest, especially for 18-34 year olds. Using this insight, they advised their client to implement a strategy, with premium product campaigns running after payday, and discounted product campaigns leading up to payday.
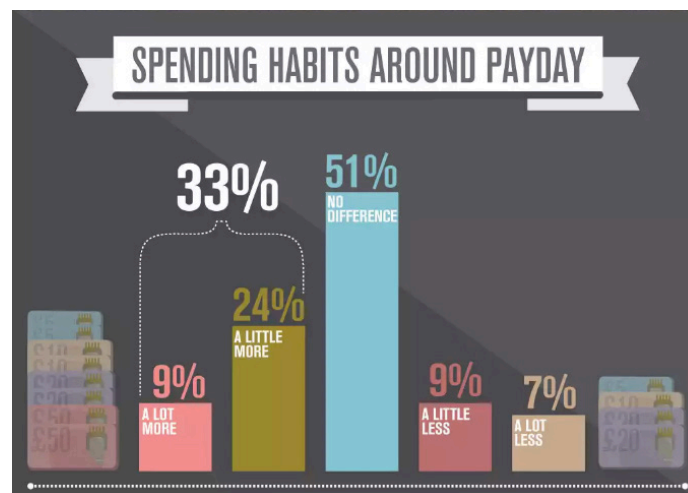
Campaign Insights

Use data to learn what works and what doesn't work to adjust campaigns in real time. Understand your target market to optimize campaigns using feedback from targeted surveys that you can run pre-, mid-, and post- campaigns.

Discover the impact your ads have on key metrics such as brand awareness, consideration, and purchase intent.

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