

Surveys 360

Fast, reliable insights from real people across the web

Gain deeper market knowledge

Surveys 360 is a simple, effective market research tool that lets you create online and mobile surveys to get relevant industry and consumer insights. Real people answer your questions as they browse the internet. When they do, they get access to the advanced content they want, and you get the insights you need.

Surveys 360 helps you get an edge with fast results that are applicable, robust, and validated, at a fraction of the cost of traditional research.

Connect insights with marketing

You can reach highly specific audiences with advanced features that are only available in Surveys 360. Measure the effectiveness of your media campaigns with specific user lists you set up.

Connect your user lists to your Google Ads account — including any connected YouTube, Analytics, and Display & Video 360 lists. Use this to send surveys to website visitors who recently saw your ads. Gain an understanding of whether your ads are effective, how well your website encourages people to become new customers, and if your creative is having real impact.

With Surveys 360, you can:



Gain industry insights relevant to your business or audience



Get feedback on campaigns and make adjustments in real time



Improve creative by seeing which concepts work best

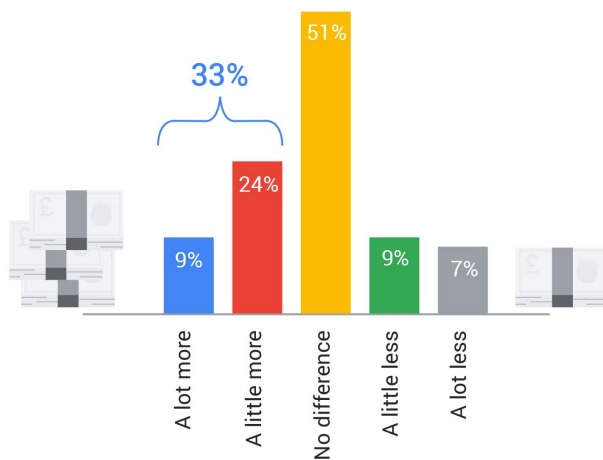
Brands and agencies use Surveys 360 to create surveys and get customer insights fast, all at a fraction of the cost of traditional market research.

Turning information into results

Using Surveys 360, ZenithOptimedia in the U.K. obtained a valuable, insights-based recommendation. The company discovered people, especially 18-to-34-year-olds, spent the most on goods and services in the week after payday.

Armed with this insight, ZenithOptimedia advised its client to follow a new strategy — run premium product campaigns after payday and discount product campaigns leading up to it.

Spending habits around payday



Surveys 360
consolidates
performance results to
help you better
understand your market
and optimize your
messaging.

Learn more about Surveys 360 at
g.co/marketingplatform

About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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