

# Learn what motivates customers with Remarketing Surveys

## End the guessing game

Effectively engaging your audience can sometimes feel like a guessing game — but switching to an insights-driven approach is easier than you think. Surveys 360's Remarketing Surveys can help you answer valuable questions about your customers' experiences.

You might wonder why users abandon their shopping carts, or whether your new shipping offer drives sales. Remarketing Surveys helps you uncover the reasons why your customers do what they do, and gives you insights into the effectiveness of your marketing campaign. That way you can get feedback that leads to better strategies for engaging your customers.

## Deliver surveys to your most recent users

Remarketing Surveys can have a direct impact on customer acquisition and retention by giving you actionable insights into what drives their behavior.

Connect your Surveys 360 user lists to your Google Ads account — including YouTube, Google Analytics, and Display & Video 360 lists — to send surveys to website visitors who recently saw your ads. When a viewer on your remarketing list is found in the publisher network or the Google Opinion Rewards mobile app, they'll receive your survey.

Explore whether your ads are effective, how well your website encourages users to become new customers, or if your creative campaign is having a real impact. With better insight into customer behavior, you can uncover new opportunities, explore innovative tactics, and make strategic decisions grounded in real results.

## Turning insight into action

BuzzFeed used Remarketing Surveys to create a survey solution for its native video content. It asked recent viewers questions to discover if its video ads were effectively communicating its message. With this knowledge in hand, BuzzFeed helped its advertising partners optimize their campaigns for greater impact.

Remarketing Surveys gives you better insights into your customers, allowing you to unearth new opportunities, explore innovative strategies, and make insights-driven decisions.

**“We worked with Surveys 360 to develop a solution that was really tailored to native content and to see if the message is really coming across clearly with the stories that we’re telling.”**

– Margo Arton, Director,  
Digital Ad Effectiveness  
Research, BuzzFeed

Learn more at [g.co/marketingplatform](https://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](https://g.co/marketingplatform).

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