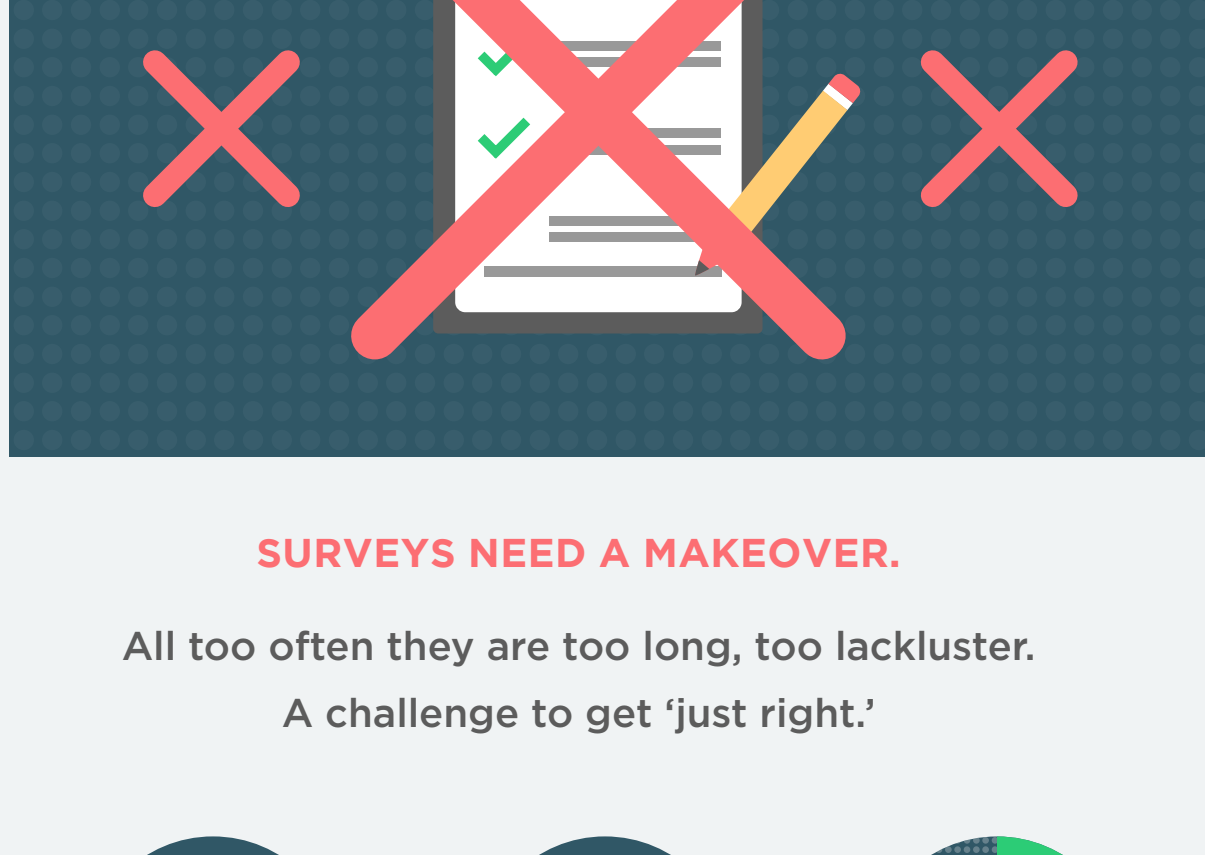


MASTERING THE SURVEY EXPERIENCE:

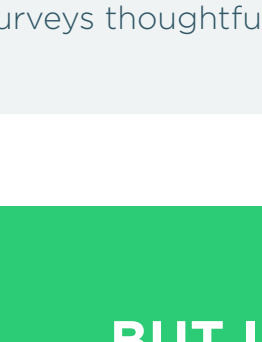
HOW TO CREATE THE MOST ENGAGING SURVEYS TO DRIVE TRANSFORMATIVE RESULTS



SURVEYS NEED A MAKEOVER.

All too often they are too long, too lackluster.

A challenge to get 'just right.'



< 1 of 10

Less than one in ten people answer long surveys thoughtfully



7 of 10

Seven of ten people abandon a survey before finishing it



74%

Nearly three-quarters prefer "a quick online survey"

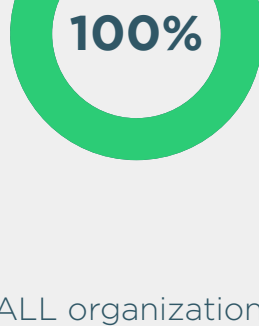
BUT INSIGHT IS INVALUABLE.

We exist in a data-driven world. And, it's worth big bucks. **\$3 trillion dollars** in fact. For businesses to survive—let alone thrive—they must embrace and leverage insights critical to their organization.



\$44.5 BILLION

The market research industry alone is valued at \$44.5 billion dollars globally



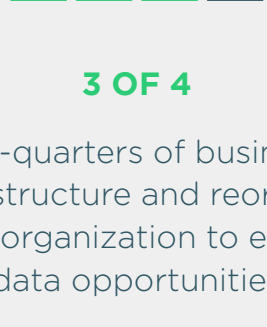
100%

ALL organizations will purchase data by 2019



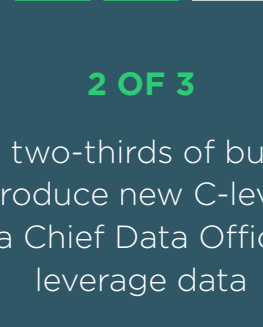
8 OF 10

Nearly eight in ten decision makers require data in real time



3 OF 4

Three-quarters of businesses will restructure and reorganize their organization to exploit data opportunities



2 OF 3

Almost two-thirds of businesses will introduce new C-level roles like a Chief Data Officer to leverage data

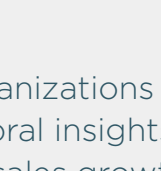
3 Years



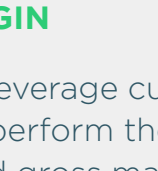
#1 THREE YEARS RUNNING

Data Scientist is the best job in the U.S. for three years running

85%



25%



85% IN SALES GROWTH; 25% IN GROSS MARGIN

Organizations that leverage customer behavioral insights outperform their peers in sales growth and gross margin

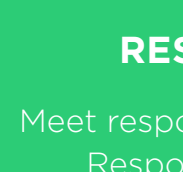
In an experience-driven world, engaging your audience is critical. There's a whole new world of surveys out there as market researchers embrace innovation and digital transformation. So, how can you capture more authentic, honest and insightful data?

MASTER THE SURVEY EXPERIENCE

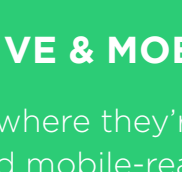
01

FIRST IMPRESSIONS MATTER

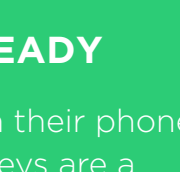
You have less than a second to capture respondents. Spend time creating well-designed—graphics and copy—surveys, invitations and assets.



Users form first impressions in half a second



94% of that first impression is design related

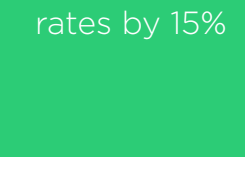


Strong corporate identity increases response rates up to 10%

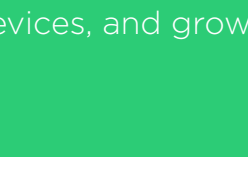
02

RESPONSIVE & MOBILE-READY

Meet respondents where they're at—on their phone! Responsive and mobile-ready surveys are a must-have today.



Responsive visual emails increase click rates by 15%

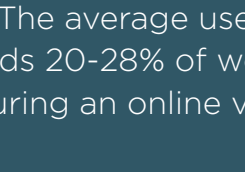


30-40% of online surveys are completed on mobile devices, and growing

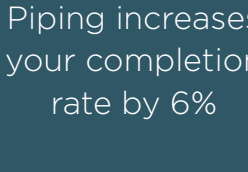
03

ENGAGE WITH QUESTION TYPES

Don't rely on long, drawn out, text-only questions. Delight your respondents throughout your survey.



The average user reads 20-28% of words during an online visit

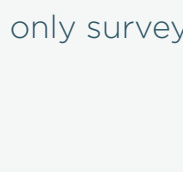


Piping increases your completion rate by 6%

04

MIX THE MODE OF DATA CAPTURE

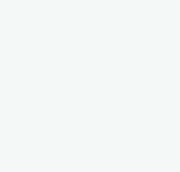
Know your audience. Capture data in a mode relevant to your target respondent. Digital may be ubiquitous, but it's not the only option nor necessarily the most effective.



Nearly 2 out of 10 adults would be excluded from a web-only survey



5% and 15% of the population are offline in North America and Europe respectively

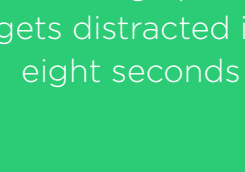


More than half of households in the U.S. don't have landlines

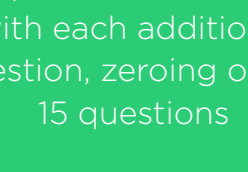
05

KEEP IT SIMPLE

Survey fatigue is real. So, keep it simple and concise. Ask what you truly need, and nix the extra data or steps.



The average person gets distracted in eight seconds

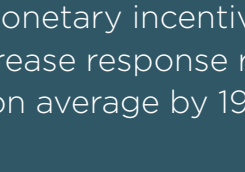


Drop-off rates increase with each additional question, zeroing out at 15 questions

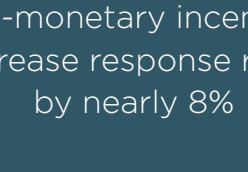
06

OFFER A DIFFERENT INCENTIVE

We all know the saying, time is money. It goes to show incentives, especially monetary, can greatly affect the response rate of your survey, when undertaken smartly.



Monetary incentives increase response rates on average by 19%

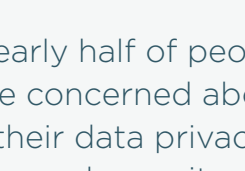


Non-monetary incentives increase response rates by nearly 8%

07

EMBRACE DATA SECURITY

Trust and transparency are foundational—don't take either for granted. Embrace data privacy and security, deploying the best practices available (including GDPR compliance).



Nearly half of people are concerned about their data privacy and security



Only a fifth of companies believe they are GDPR compliant

In today's experience economy, your surveys are the keys to driving engagement, increasing quality response rates and unlocking invaluable insight. It's time to reinvent the survey, and start creating surveys that delight.

When it comes to mastering the survey experience, **Questback is the smart choice.**