



## Online Survey Features

The Informz survey module provides the ability to generate both a Web-based survey link and a link to be embedded directly in an email publication.

*“The Informz survey module allows us to efficiently and effectively get instant feedback from our members.”*

**Matt Merrigan**

American Association of School Personnel Administrators

### Survey Creation

- > Ensure consistent corporate branding with customizable templates
- > Unlimited number of questions and pages
- > Wizard-driven interface
- > Assess survey with preview and test functionality

### Advanced Features

- > Question options include multiple choice, range, short answer, true/false, yes/no, and many more
- > Branch logic capability
- > Generate a URL link to post on Website or embed survey link in email.

### Email Invitations

- > Send survey invitation mailings and last-chance reminders
- > Distribute targeted follow-up mailings based on survey responses
- > Utilize personalization in survey emails to increase response rate

### Survey Reporting Tools

- > Analyze survey statistics including completion rate
- > Easily export raw data
- > View survey reports and drill-down to individual responses

### Support, Training & Extras

- > Web-based application
- > Online recorded webinar training included
- > Bi-monthly client newsletter with tips and tricks
- > Dedicated eMarketing Advisor

### Security

- > Nightly data backup
- > Survey results are accessible only by authorized users