

Google Surveys 360



Google Surveys 360 brings the

Customer Voice

to the Google Analytics 360 Suite.

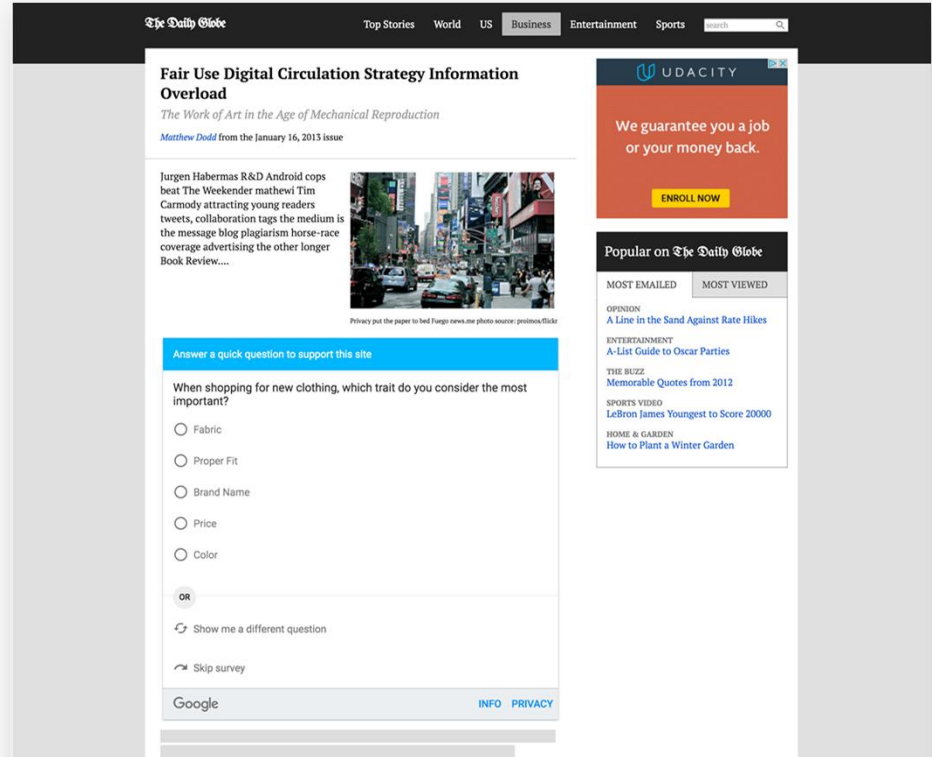
Over 10M+ available respondents

Millions of respondents complete surveys on partner publisher sites

Over 5M+ active users on mobile app, Google Opinion Rewards

Unique sample source of real, everyday people

Demographics provided (inferred on web and declared on app), tapping into Google's advertising technology



The screenshot shows a web browser displaying the homepage of 'The Daily Globe'. The navigation bar includes 'Top Stories', 'World', 'US', 'Business', 'Entertainment', and 'Sports'. A search bar is visible on the right. The main content area features an article titled 'Fair Use Digital Circulation Strategy Information Overload' by Matthew Dodd, dated January 16, 2013. Below the article is a survey overlay with the question: 'When shopping for new clothing, which trait do you consider the most important?'. The survey options are: Fabric, Proper Fit, Brand Name, Price, and Color. There is an 'OR' section with a 'Show me a different question' link and a 'Skip survey' link. At the bottom of the survey overlay are 'Google', 'INFO', and 'PRIVACY' links. On the right side, there is a sidebar with a 'UDACITY' advertisement that says 'We guarantee you a job or your money back.' and an 'ENROLL NOW' button. Below the ad is a 'Popular on The Daily Globe' section with 'MOST EMAILED' and 'MOST VIEWED' tabs. The 'MOST VIEWED' tab is selected, showing a list of popular articles: 'OPINION: A Line in the Sand Against Rate Hikes', 'ENTERTAINMENT: A-List Guide to Oscar Parties', 'THE BUZZ: Memorable Quotes from 2012', 'SPORTS VIDEO: LeBron James Youngest to Score 20000', and 'HOME & GARDEN: How to Plant a Winter Garden'.

Core Use Cases



Consumer Research

Take a pulse on consumer demands, behaviors and preferences

Get answers to tactical business questions

Make timely decisions with fast, accurate and actionable consumer data



Ad Effectiveness Measurement via User List Targeting

Reach the right people at the right time through the power of User List targeting

Gain deeper insight into the 'why' and 'how' to complement campaign metrics

Measure campaign awareness and recall



Brand Tracking

Keep a regular pulse on brand awareness, perception or purchase intent

Identify leading indicators of shifting perception

Measure the impact of current events or buzz

Google Surveys, a pay-as-you-go solution, will still be available for those who don't need advanced features and support.

Survey Dashboard

Survey	Status	Created	Last Run	Next Run
Mobile gift shopping research - brand	Collecting responses	July 9, 2014	July 9, 2014	July 9, 2014
Coupons and grocery shopping research - mobile + shopping	Analysis pending	Jun 10, 2014	Jun 10, 2014	Jun 17, 2014
Share icon awareness icons - used + situ	Pending review	Jun 26, 2014	Jun 26, 2014	Jun 26, 2014

Brand survey

Once your product is built and available to the public a common use case for surveys is measurement of the awareness and favorability of your brand.

Status: Collecting responses | Targeting: USA (English) | Responses: 25000 per question | Frequency: One-time

Response dropoff

Line chart showing response dropoff over 4 screening questions. The y-axis ranges from 0 to 25k.

Survey Question

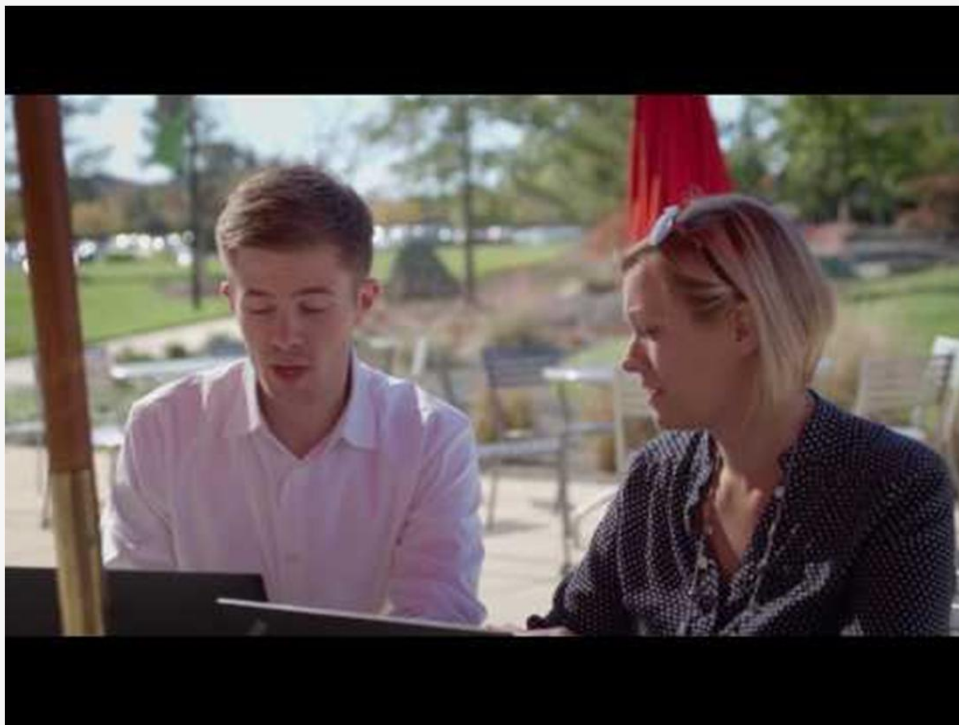
Q1 (Current question) How likely are you to recommend 'Stakkin's Peanut Butter' to friends and family?

11,564 respondents

Response	Percentage
1	4.3%
2	2.0%
3	3.6%
4	3.2%
5	17.1%

Application Categories

Category	Percentage
Social media	49.9%
Music/Radio	35.6%
Productivity	27.3%
Utilities	26.0%
None of the above	23.8%
Gaming	20.2%



Learn more at
g.co/Surveys

Appendix



Consumer Research

YouVisit

Research with Google Surveys

YouVisit understood how powerful their technology was and knew that more people were trying virtual reality. In order to provide significant data on this, they needed to understand the marketplace.

What They Did

They were able to run surveys across a statistically significant sample set which gathered data on the consumer awareness of virtual reality.

Outcome

From this data, they were able to make decisions about the future of their business by understanding what users were looking for in an immersive experience.





Ad Effectiveness Measurement via User List Targeting

BuzzFeed

Research with Surveys 360

BuzzFeed launched their unique advertising strategy by placing products in their fun, interactive videos.

What They Did

They needed to understand how effective their ads were with the audiences that were viewing them.

Outcome

Through Google Surveys 360, they were able to target the audiences who had seen their ads and understand the effectiveness of their strategy, as well as share the results with their clients.





Brand Tracking

Orbitz

Research with Surveys 360

Orbitz had a significant brand tracking campaign planned for 2016 to track how consumers are booking travel online.

What They Did

Orbitz used Google Surveys 360 Brand Tracker functionality to target respondents who had booked online travel in the past year.

Outcome

Orbitz is now able to follow and track their brand against competitors to understand how they fit into the market and how awareness and more importantly, intent is changing over time.

