

Online Survey Features List

Informz is affordably priced and allows you to implement an unlimited number of surveys, ask an unlimited number of questions and receive an unlimited number of responses, for \$500 annually.

Survey Creation

- Customizable survey templates, including graphics in survey backgrounds
- Create an unlimited number of questions, spanning an unlimited number of pages
- Wizard-driven interface
- Question library bank
- Re-use questions
- Survey preview to assess survey and test functionality
- One button activation of survey
- Require answers
- Easily re-order questions

Advanced Features

- Add personal profile information into questions
- Multiple question types (14), including multiple choice, range, short answer, long answer, true/false, yes/no and much more.
- Over 40 different multiple choice options
- Up to 10 options for range-type questions
- Complex skip-logic and conditional branching
- Customizable "Thank you" page with hyper-linking ability
- Embed survey in email
- Generate a URL link to send through your own email system or web site
- Add optional instructions for each question
- Deactivate survey when finished collecting responses

Email Invitations

- Target follow-up mailings based on respondent's answers
- Target follow-up mailings based on survey response or non-response
- Designate "from" and "reply-to" email address in survey invitations
- Send survey invitation reminders



Online Survey Features List

- Insert personalization fields into survey mailings

Survey Reporting Tools

- Collect responses 24 x 7 and view from any computer with internet access
- Export raw data to Excel
- Unlimited responses for each survey
- Unlimited period of availability to view results
- View number of people who completed survey
- View average amount of time to complete survey
- View results in real time, and download data as often as needed.
- View detailed answers for each question or all survey responses at once

Security

- Nightly data backup
- All survey information is strictly private and confidential

Support, Training & Extras

- Web-based application - no software to download or install
- New features and updates installed instantly
- New user training class
- Dedicated eMarketing Advisor
- One price: no extra fees per survey or respondent
- Bi-monthly client newsletter with tips and tricks
- Survey creation and programming services
- Unlimited usernames and associated passwords

