

# Surveys



Surveys enable you to design, test, and deploy questions to your visitors and customers in order to gather explicit feedback. The data collected from the surveys can then be used to create user segments, enhance personalization experiences, a/b test to validate business impact, as well as to analyze feedback results.

## This Section Explains

This section details how to use surveys to enhance personalization experiences, a/b test to validate business impact, as well as to analyze feedback results.

For information about inserting traditional Evergage form elements into messages, please refer to the last section of [Style Evergage Messages](#).

## Articles in this Section

- [Understand Survey Question Types](#)
- [Create or Edit a Survey](#)
- [Use Surveys in Campaigns](#)
- [Analyze Survey Results](#)