



## TRAVEL USE CASE

# Interaction Studio Surveys

Last updated: August 19th, 2021

<b>Available In</b>	<b>Premium</b> Edition
<b>Channel(s)</b>	Web
<b>Play Title</b>	Onboard, Discover, Compare, Convert, Expand Plays
<b>Use Case Name</b>	Interaction Studio Surveys
<b>Use Case Overview</b>	<p>Ask questions, analyze answers, and personalize based on responses.</p> <p>With every website visit, Interaction Studio captures "context" about that customer, from whether they are a returning visitor and their historical affinities and interactions, to the device being used, geography, and other information that will give insight into that unique individual. Interaction Studio Surveys enable you to take that a step further and collect zero party data, or explicit answers to questions from the prospect or customer. You can use the answers to enable real-time, same-session personalization based on a visitor's survey responses to the questions you want to ask them most!</p>
<b>Targeted Audience</b>	B2C
<b>Location</b>	Anywhere! A survey can be launched as an interstitial or modal at any point in a visitor's journey. This could be as they are on their first site visit for progressive profiling (learning more about a visitor to personalize their site experience), or after a purchase or a trip to get a better understanding of their sentiment towards their past experience.
<b>Business Challenge</b>	When it comes to personalization, context is key. Context is everything, and it is not always easy to capture digitally. Interaction Studio Survey's give you the ability to connect directly with your visitors on the questions you want to ask most and the ability to combine both implicit and explicit data.
<b>Personalization Solution Approach</b>	<p>Examples of surveys that could be created and deployed, in real time.</p> <ul style="list-style-type: none"><li>● First Time Visitors<ul style="list-style-type: none"><li>○ What are your travel interests and preferences? Personalize recommendations and promotions based on answers.</li></ul></li><li>● Pre-trip<ul style="list-style-type: none"><li>○ What additional services are you interested in to augment your trip.</li></ul></li><li>● Post-trip<ul style="list-style-type: none"><li>○ How satisfied are you with the travel experience? Add visitor's with a negative sentiment into a follow up program.</li></ul></li><li>● Loyal travelers<ul style="list-style-type: none"><li>○ Understand visitor brand relationship and sentiment.<ul style="list-style-type: none"><li>■ What are your key reasons for using our travel services? What can we do to improve the experience?</li></ul></li></ul></li></ul>

## Suggested Campaign

### Configure Your Campaign

#### [Create or Edit a Survey](#)

[Create your segment](#) of visitors to target the campaign depending on the specific needs of your use case. This could be targeting visitors who have reached multiple pages, have not purchased, and have shown interest in a specific category (at least 1 minute browsing X category) - or in another situation this segment could target visitors who recently completed a purchase.

Instructions on how to build a Survey are available at the links below:

- [Create a Survey](#)

### Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

### Review & Interpret Your Results

Once your survey is live on your site, you can begin analyzing the survey feedback. Checkout the link below for a deep dive into how survey responses appear in reporting!

#### [Analyze Survey Results](#)

### Take it to the Next Step

The real value of Interaction Studio Surveys is realized once the survey responses that have been collected, are then used for personalization.

---

#### Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)  
[Support](#)

