

Understand Survey Question Types



New Name: Marketing Cloud Personalization

Interaction Studio (formerly Evergage) is now known as Marketing Cloud Personalization. The new name reflects our mission and vision for innovation in Salesforce Marketing Cloud. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in various places until we replace it.



With Interaction Studio Surveys you can create, design, and test surveys to gather feedback and data for visitor segmentation, enhanced personalization experiences, A/B testing, and business analysis.

Surveys comes loaded with 7 preconfigured survey types available in the Survey Designer Toolbox: single input, checkbox, radio group, dropdown, comment, rating, and matrix. Additionally, you have the option to use a panel to group questions together so you can apply visibility rules to the particular grouping.

This Article Explains

This article details the available survey types and how to create visibility rules using the Panel option.

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Single Input

- Single input is designed for a single line of free-form text
- This question type is best used when you are looking for a simple answer, since it would be difficult for respondents to view long responses before submitting them
- In the example shown, the question asks respondents for their favorite color

1. What is your favorite color?

Checkbox

- Checkbox gives the respondent the option to select one or more answers from a list. Multiple answers are stored as an array in the user profile
- This type is best used when you are looking to give respondents the flexibility to select more than one response
- In the example shown, the question asks respondents to select one or more options for catalog expansion

3. Where should we expand our catalog?

- Shoes
- Shirts
- Pants
- Dresses
- Accessories
- Home Decor
- Electronics

Radiogroup

- Radiogroup is similar to Checkbox in that you provide a list of items for the respondent to select from, but with this question type, only one answer may be selected from the list
- This question type is best used when you are looking for only one response to a particular question
- In the example shown, the question asks respondents for the most important consideration in making a purchase

3. What is your most important consideration in purchasing our products?

- Quality
- Value
- Shipping
- Flexibility in Returns

Dropdown

- The dropdown question type works like the radiogroup in that respondents can select only one option, but it doesn't use a lot of visual space in the survey
- This question type is best used when you have a limited amount of real estate, but need to provide a long list of items

4. Which brand is your favorite?

Choose...

5. Other feedback

- In the example shown, the question asks respondents to choose a favorite brand from a list of 7 choices

Comment

- With no maximum character limit, you can use the comment question type to gather longer, free-form text responses
- In the example shown, the question asks a fairly open-ended, freeform question about what else respondents want to share

Rating

- Rating can be used when you want respondents to assign a rating to a question. You can design a scale that works with the question you are asking, and the answer options will appear in all caps along a horizontal line
- While you can add as many choices as you like, from a usability perspective, this question type is best used when there are limited options
- In the example shown, respondents are asked about their experience on the website as compared to other recently visited sites

HTML

- If you need a more custom option for a survey question, you can use the HTML question type to add video, audio, images, or create a custom look for your question using HTML code
- The finished example at the top right shows the rendering of the sample code provided in the code block below it

5. What else would you like to share with us?

1. Please rate your experience on our site compared to other sites you have visited recently.

WORST 1 2 3 4 5 BEST



You may add any HTML code here, including images, text or links.

Sample HTML Code Block

```
<table>
<body>
<row>
<td><img src=https://cdn.evergage.com/evergage-
content/us/html-xxl.png width='100px' /></td>
<td style='padding:20px'>You may add any HTML code
here, including images, <b>text</b> or <a
href='http://surveyjs.io/Survey/Builder'
target='_blank'>links.</a></td>
</row>
</body>
</table>
```

Panel

The Survey Panel groups questions together for appearance and so you can apply rules that control visibility to the entire group of questions.

Adding questions to a panel is a quick way to determine visibility for a group of questions:

1. Click  on the gray **Panel** bar
2. Select the **Visible If** tab
3. Select a question
4. Choose relational operator, i.e. is empty, is not empty, equals, not equals, contains, etc.
5. Enter/select the value
6. Click **Apply**

Matrix

- A matrix includes selections in the radiogroup style, so respondents can only select one column option for each row
- This is best used for more complex survey questions, since a matrix can include multiple columns and rows in a single survey question
- In the example shown, the question asks respondents about their level of interest in receiving a monthly delivery of certain items

Edit: panel2 ✕

General

Name
panel2

Title
About You

Is visible?

Visible If

Please enter your zip code not equals

Press ctrl+space to get expression completion hint

1 {Please enter your address} notempty and {Please enter your city} notempty and {Please enter your zip code} notempty

Please enter a boolean expression. It should return true to keep the question/page visible. For example: (question1) = 'value1' or ((question2) * (question4) > 20 and (question3) < 5)
[For more details please check the documentation](#)

5. What is your interest level in receiving a monthly delivery of these personalized items curated just for you?

| | Not at all Interested | Somewhat Interested | Very Interested |
|---------|-----------------------|-----------------------|-----------------------|
| Dresses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Jewelry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shoes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |