

# Surveys



### 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.



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.

Articles in this Section
<ul style="list-style-type: none"><li><a href="#">Create or Edit a Survey</a></li><li><a href="#">Understand Survey Question Types</a></li><li><a href="#">Analyze Survey Results</a></li></ul>