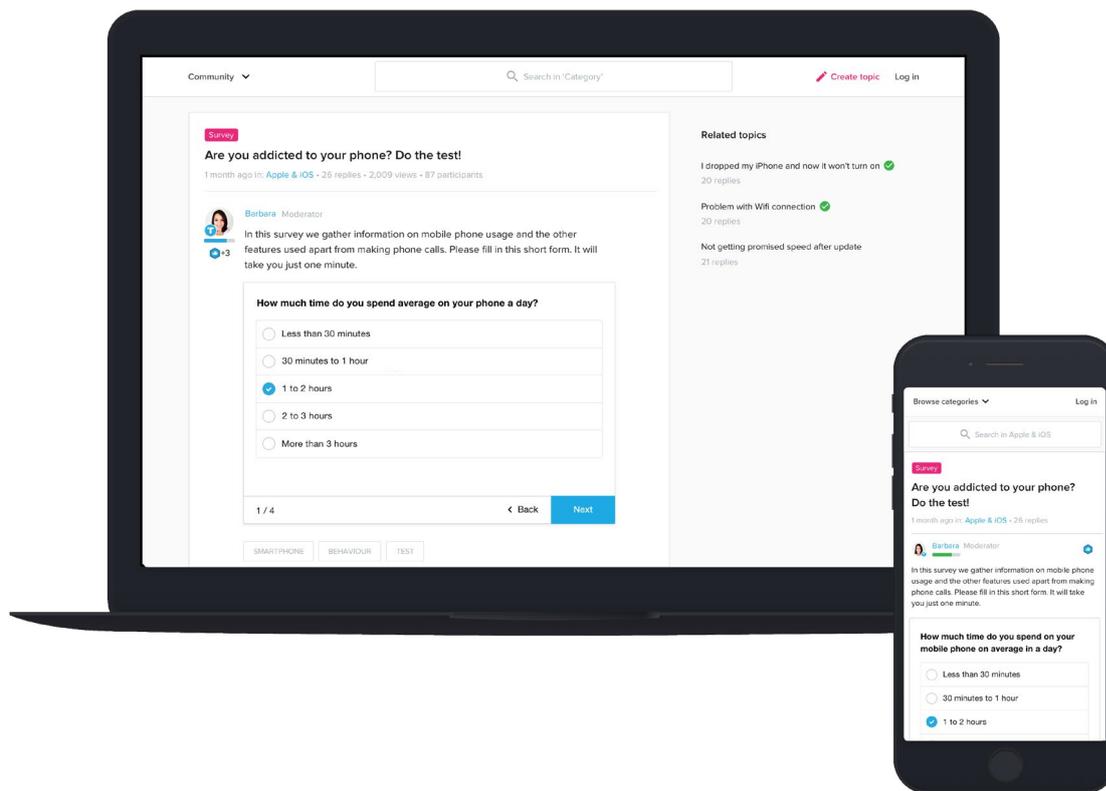


inSided Surveys

Collect insights within your community



Collect insights within your community

inSided Surveys enables you to conduct research and collect insights within your community. Use the results from Surveys to make better business decisions, understand the impact of your marketing efforts, and keep a pulse on the health of your brand.

Why is a customer community the ideal place to conduct surveys?



A community is where customers are already convening to have discussions and ask or answer questions.



The diverse cohort of customers in a typical community can offer balanced feedback on your products, services, and sales and marketing efforts.



Community research can supplant third-party research, saving time and money.

Leverage Surveys to:



Measure customer satisfaction

Asking questions on your community provides insight into your customers' likes and dislikes. Make sure they're satisfied by running surveys as a quick pulse check.



Drive community engagement

Deepen customers' connection to your community by engaging them on topics they care about. Publish surveys to increase time-on-site within the community and encourage return visits.



Optimizing your marketing campaigns

The more information you have about your customers, the better your marketing will be. Use the Surveys to learn about your customer base and improve your messaging.



Improving your products

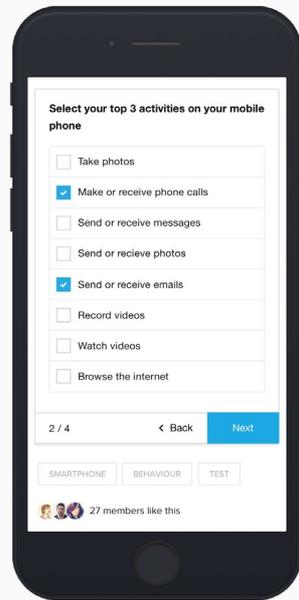
Involving customers in product development results in a faster release cadence and happier users. Leverage surveys to assess how people use your product - and find out what they think could be improved.



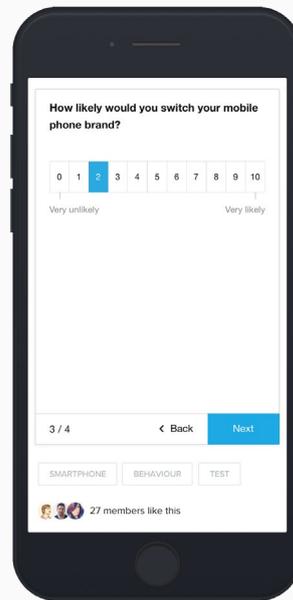
Testing a new idea

You have a vision for a new product or service, but are unsure how to implement the concept or gauge its potential. Talk to your customers in the community to identify what matters most to them and determine how to move forward.

inSided Surveys makes it possible to publish questionnaires anywhere in your inSided customer community. Two different question types are included:

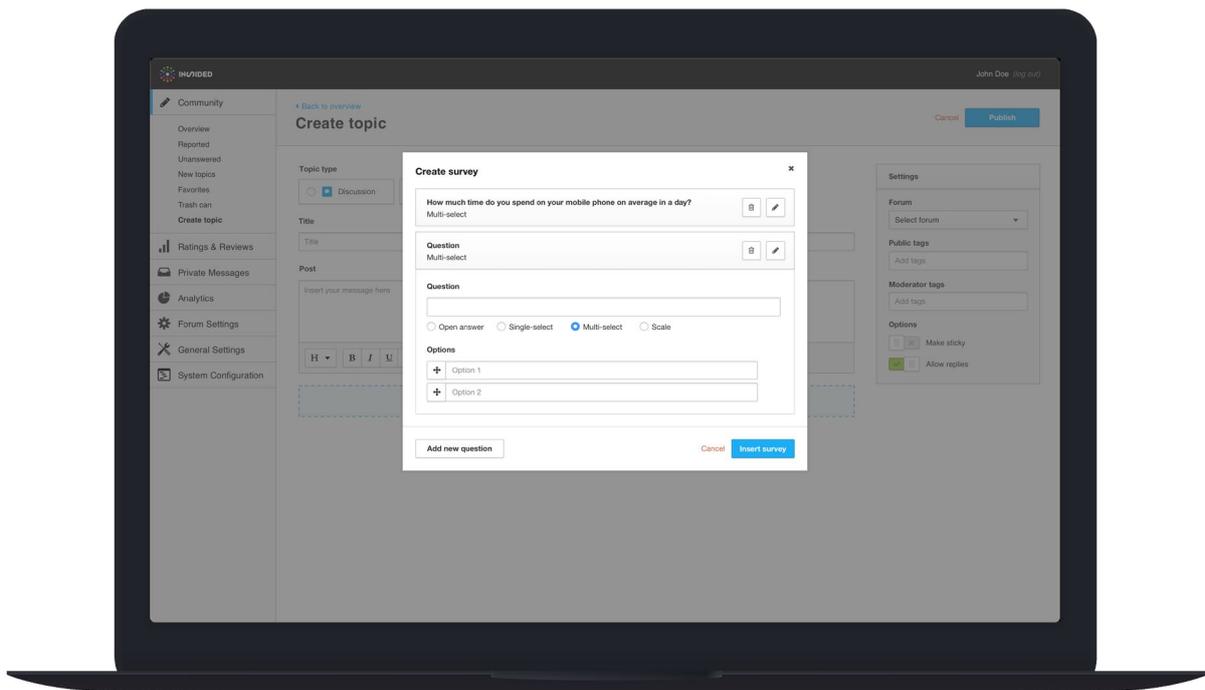


multiple-choice



numeric (0-10) scale

Navigate to the inSided moderation environment to either create a new survey or view the results of an existing survey. You can not only see the overall outcome of each survey, but dig deeper into every question and even view specific users' responses.



inSided Surveys Success Tips

Surveys makes it easy to create and share questionnaires with your customers. Certain best practices help you get the most out of each survey that you run.

Maximize relevance

Post every new survey to a community category that fits with the survey's subject matter - or create a category exclusively for surveys.

Be concise

While surveys can have as many questions as you'd like, shorter surveys (< 5 questions) typically see the highest engagement.

Invite participation

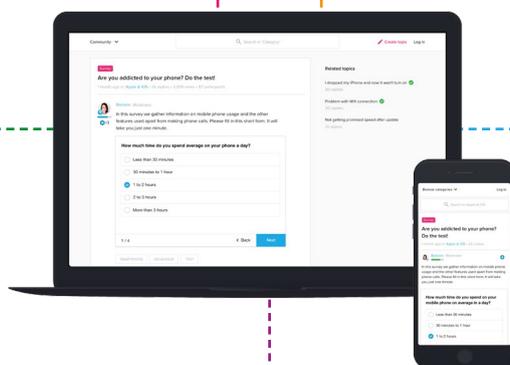
inSided allows moderators to send private messages to either individual users or a group of users. Leverage this feature to get your surveys in front of more people.

Improve visibility

Community moderators can make a survey "sticky" so that it stays at the top of its category. This increases the likelihood that people will see, click on, and engage with the survey.

Share externally

Promote a survey by sharing it to your social media accounts or in an email. Give people a sneak peek of what the survey is about and get them excited to participate.



Why inSided?

inSided boasts a 15+ year service record in online communities. We have set up several communities on our own account, which are attracting millions of visitors, demonstrating that community building is firmly rooted in our DNA.

Our clients characterize our corporate culture as open, passionate, entrepreneurial, personal, flexible, creative, solution-oriented and supportive. Every client - big or small - is important to us. Therefore, we are represented in offices worldwide, including Amsterdam, New York, Berlin, London and Madrid.

Our customers

Amongst our clients are:



Interested? Please contact your inSided account manager and discover how we can help your community grow.



+31 20 427 95 97



hello@insided.com



www.insided.com