



Quick Start Guide To:

Advanced Surveys

This Quick Start Guide explains the features of advanced surveys, which are available with our Pro and Team level services. With advanced surveys, you have the capacity to do the following:

1. Create surveys that ask almost any type of question and gather any information you want: short answers, long answers, true/false questions, and so on. These surveys are hosted on Swiftpage's servers, and you can link to them from your email templates and/or your own web site.
2. Create a background page for your survey, so your survey has the look and feel of your company's web site or other marketing materials.
3. Define a landing page for the survey, so that when someone clicks the Submit button after filling out the survey they are taken to your own web site, a Swiftpage template you have created, or any other web page.
4. Capture information from survey questions. You can choose to have the survey responses emailed to you one at a time, or sent to you as a daily summary of responses, or just to view the responses in the online editor. Survey responses can be exported in CSV format.
5. Use Swiftpage's Autoresponder either to send an automated email response when someone fills out a survey, or to add the new contact to a [Drip Marketing](#) Campaign, or both. More information about Swiftpage's Autoresponder function can be found by [clicking here](#).
6. If you use ACT! as your customer database, use surveys to add contacts to your database automatically using the [List Builder](#) function, or update your ACT! contact information automatically using the [List Updater](#) function.

Advanced surveys provide complete survey functionality to capture information from your contacts, collect it easily, maintain a consistent look and feel for your materials, and add contact information automatically into your ACT! database. Advanced surveys are a powerful tool for gathering contact information and integrating it with your existing customer database.