

# Simple Email Survey Feature Setup (Ontraport)

## What does it do?

Simple Email Survey allows you to embed a one question survey into your emails. Based off your contact's answer, you can apply a specified tag, and redirect them to a specified web page. For example, a thank you page. This feature also provides some simple reporting, showing how many contacts submitted each answer.

## PlusThis Integration:

1. First, enter your survey question
2. Select a survey type: "Yes or No" or "Scale of 1 To 10" These two pieces of information are required to use this feature.

Enter your survey question:

Are you likely to refer a friend?

Choose your survey type:

Yes or No

*NOTICE: Survey type is locked after creation to protect your report data.*

**Note:** While you can edit specific feature information later, you can only select your survey type when you create a feature. This is done to help maintain consistent reporting data.

3. **If you selected a Yes or No** This form type displays your question with options to reply with a yes or no answer.
4. Select or create (using the +) a tag to apply if they select "Yes"
5. Specify a page to redirect them to if they select "Yes"
6. Select or create (using the +) a tag to apply if they select "No"
7. Specify a page to redirect them to if they select "No"

### Yes or No Form

If yes, apply this tag:

Simple Email Survey Yes



Then redirect here:

yes.com

If no, apply this tag:

Simple Email Survey No



Then redirect here:

no.com

## 8. If you selected Scale

**1 – 10** This form type displays your question with options to reply with a numeric answer ranging from 1 to 10.

9. Set descriptions for your scale ranges. For example, “Not likely” under the number 1, and “Very likely” under the number 10.

10. Use the range sliders to specify how you would like to handle a range of answers. For example, you can apply one tag, and redirect to one page if your contact answers between 1 and 5, and another set of conditions for contacts who answer between 6 and 10. The range sliders will interact with each other as you change them to prevent ranges from overlapping. Also, the minimum and maximum number for each range can be the same number, allowing you to specify conditions for each individual number.

11. Select or create (using the +) a tag to apply for each selection range

12. Specify a page to redirect them to for each selection range

13. Name and Save your feature

14. PlusThis will provide you with HTML code to be added to your email in the Email Builder.

Use the Green button to copy the code and paste it in an HTML snippet in your email.

15. After sending out your survey, you can view a report overview on this page to see how your survey is doing.

### Scale of 1 to 10 Form

Scale description (lower numbers):

Scale description (higher numbers):

Select a range of answers using the slider(s) below. Then determine which tag should be applied, and which page to redirect the user to, if they select an answer within that range.

**NOTICE:** Ranges cannot overlap.

Select a range of answers:



Apply this tag if answer is within this range:



Then redirect to the following URL:

Select a range of answers:



Apply this tag if answer is within this range:



Then redirect to the following URL:

Select a range of answers:



Apply this tag if answer is within this range:



Then redirect to the following URL: