Creating a survey and integrating it in mailings
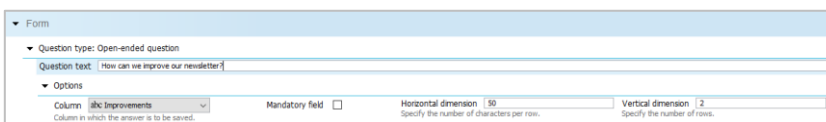## Smart Guide

This Smart Guide shows you how to create a survey using a dynamic webpage and integrate it into your mailings. The answers of your recipients are stored in their profiles in *Inxmail Professional*. For this purpose, you must create the following table columns in the recipient database.
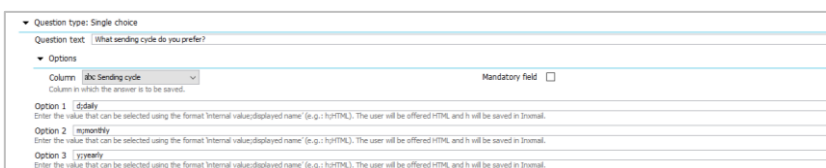
Preparation: Columns that need to be created: Wellness, Beauty, Sport (all as *Yes/No* column type), Improvements and Sending cycle (both as *Text* column type) [1].

Creating a survey

1. Open the ⚙ *(Global settings)* and the ☁ *(Files & web pages)* agent.

2. Click the Web pages tab and then click 🗋 *(Create new web page)*.

3. Enter a name and select *Survey (standard)* as the template.

4. Click *OK*.

5. In the *Settings* main element, select the *List* whose recipients are to be given access to the survey.

6. In the *Target page* field, specify the landing page to which the survey participants are to be directed after answering the questions. Should none exist, leave the field blank. The predefined text stored in the *Style* main element will take effect [2].

7. Specify whether mandatory fields are to be marked with an asterisk (*).

8. Click the *Form* main element [3]:

9. The *Open-ended question* is preset for the first form field. Enter the following *Question text* and settings here [4]:

10. Click ➕ *(Add element)* on the form toolbar.

11. On the *Element for form* level, select the *Question type: Single choice* element, then click *Add + Close*.

12. Enter the following question in the *Question text* field and enter *Option 1* (*Option 2* and *Option 3* will be added in the next step):

13. Click the *Question type: Single choice* element name and then click the + *(Add element)* button to expand the form.

14. Select the *Element for question type: Single choice* level followed by the *Option* element, and confirm with *Add + Close*.

15. Fill out the second option, and add the third option using the same procedure.

16. Click + *(Add element)* on the toolbar.

17. On the *Element for form* level, select the *Question type: Multiple choice* element and click *Add + Close*.

18. Enter the following Question text and Option 1:

19. Click the *Question type: Multiple choice* element name and then click the + *(Add element)* button to expand the form.

20. Select the *Element for question type: Multiple choice* level followed by the *Option* element, and confirm with *Add + Close*.

21. Fill out the second option, and add the third option using the same procedure [5].

22. Click 🖫 *(Save)*. Then click 🗗 *Publish web page*. Specify the *File name* and *Directory* and confirm with *OK*.

23. To test the survey, click 🔍 *(View published web page)* and enter your email address. Confirm by clicking *Send*. The link to the survey will then be sent to you. Clicking the link will take you to the survey [6].

Integrating the survey into your website

Integrate the form into a web page using *Dynamic entry*. You need a container web page for this. The page must contain the Inxmail `[$include(content)]` command [7].

1. In the *Settings* main element, add the *Dynamic entry element* and enter the URL of the blank page including the character set encoding.

2. Click 🖫 (*Save).*

3. Click 🖥 *View web browser preview* to open and test the form.

Integrating the survey into your newsletter (Smart Template)

1. Click 🖥 (*View web browser preview*) and copy the URL from the browser.

2. In the 🖂 Mailings agent, double-click the mailing into which the survey is to be integrated.

3. In the editor, click the position where you want to integrate the survey link. Click the 🔗 *(Insert link)* button and paste the copied URL from the clipboard. Alternatively, you can integrate the link in your mailing using the *Further link* element (depending on template programming).

4. Click 🖫 (*Save).*

5. Test the integrated link in the 🔍 *Check* workflow step before sending the mailing [8].

Storage and analysis of the data

After the user has sent the survey, *Inxmail Professional* saves the survey result in the corresponding columns of the recipient table. You can create an Analysis of recipient data on the 📊 (*Reports*) tab.