SurveyMonkey Launches Visual Themes and Layouts that Deliver On-Brand Survey Experiences

February 5, 2019

Easy-to-use customization features improve survey-taking experience with options to add branding, imagery, colors, and themes

SAN MATEO, Calif, Feb. 05, 2019 (GLOBE NEWSWIRE) -- Today, SurveyMonkey (Nasdaq: SVMK), a leading global survey software company, announced the launch of enhanced survey features that give customers the power to create a more engaging survey experience by adding branding elements, new layouts, colors and much more.

[SurveyMonkey Launches New Visual Themes Feature](#)

Organizations can now create on-brand surveys and leverage new prebuilt layouts, colors and much more.

"With our new themes, customers can create beautiful on-brand surveys by leveraging elements like vibrant colors, hero product shots and layouts that will elevate the survey-taking experience, which is an important brand touchpoint. We believe these elements help establish trust between organizations and their customers," said Samantha Bufton, vice president of product at SurveyMonkey. "We are committed to helping businesses improve their overall customer experience and engagement so that they can gather better insights to make data-driven business decisions."

These new features are mobile-friendly, so survey creators can be confident their surveys will look just as great on mobile devices. With one in three SurveyMonkey surveys taken on mobile devices in the U.S. (and growing), this is a key factor for businesses trying to reach people on the go. SurveyMonkey [research](#) has found that brand trust is an important factor for consumers purchasing decisions, making consistent branding all the more important at various customer touchpoints, including on surveys.

The new themes give customers control over the look and feel of their surveys. The offering allows anyone to customize surveys by enabling them to easily:

- Upload images to display on survey backgrounds that truly reflect company brand, or browse a database of thousands of high quality stock photos to find the perfect image.
- Position survey questions with custom layouts to fit perfectly with image backgrounds.
- Choose from a library of prebuilt themes crafted by SurveyMonkey experts that produces a customized design experience.
- Change fonts, colors, add logos, access white labeling options and more.

SurveyMonkey themes and customization features are [currently available](#) to all plan levels, with advanced branding and layout capabilities accessible within specific paid and enterprise plans.

About SurveyMonkey:

Founded in 1999, SurveyMonkey changed the way people gather feedback by making it easy for anyone to create their own online surveys. Today, SurveyMonkey's mission is to power curious individuals and organizations to measure, benchmark and act on the opinions that drive success. The company's People Powered Data platform enables conversations at scale to deliver impactful customer, employee and market insights. SurveyMonkey's 750+ employees are dedicated to fueling the curiosity of over 16 million active users globally.

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A photo accompanying this announcement is available at http://www.globenewswire.com/NewsRoom/AttachmentNg/2fd6aac1-5283-4e60-bd36-0c47762bd371

SVMK logo.png

Source: SurveyMonkey Inc.