



Use surveys in your shopify store to find out what your customers want

Source: <https://getsitecontrol.com/usecase/add-survey-to-shopify-page/>



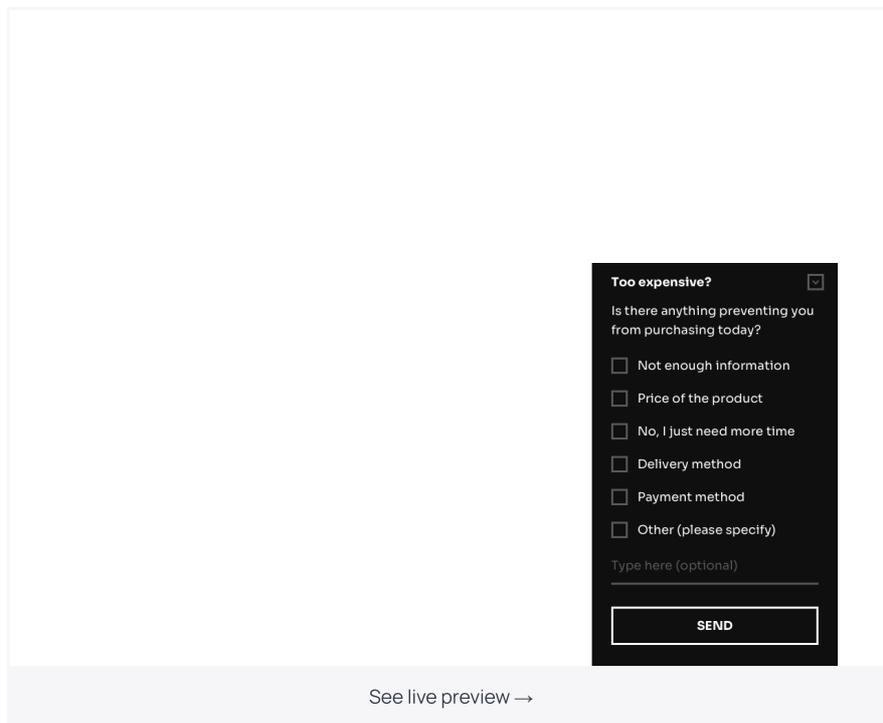
Nina De la Cruz

5 min read

Of all tools, surveys are the only surefire way to find out what your customers think about your business.

- Do they like the new collection?
- What prevents them from purchasing?
- Would they recommend your store to a friend?

Luckily, there is an easy way to get answers to all these questions. With Getsitecontrol, a no-code website form builder, you can add surveys to a Shopify store in the form of a modal popup, sticky bar, or a slide-in.



To make sure you collect valuable insights only, you can determine a set of rules for when and where to display your survey.

For example, the survey above is aimed to identify your customers' objections. The best strategy would be to display it if a customer has been on a product page for too long without moving further down the funnel.

Keep reading if you want to know how to:

- [Add a survey to Shopify store with Getsitecontrol](#)
- [Incentivize customers to participate \(spoiler: offer them a coupon\)](#)
- [Display a survey right before a customer leaves using exit-intent trigger](#)

How to add a survey to Shopify

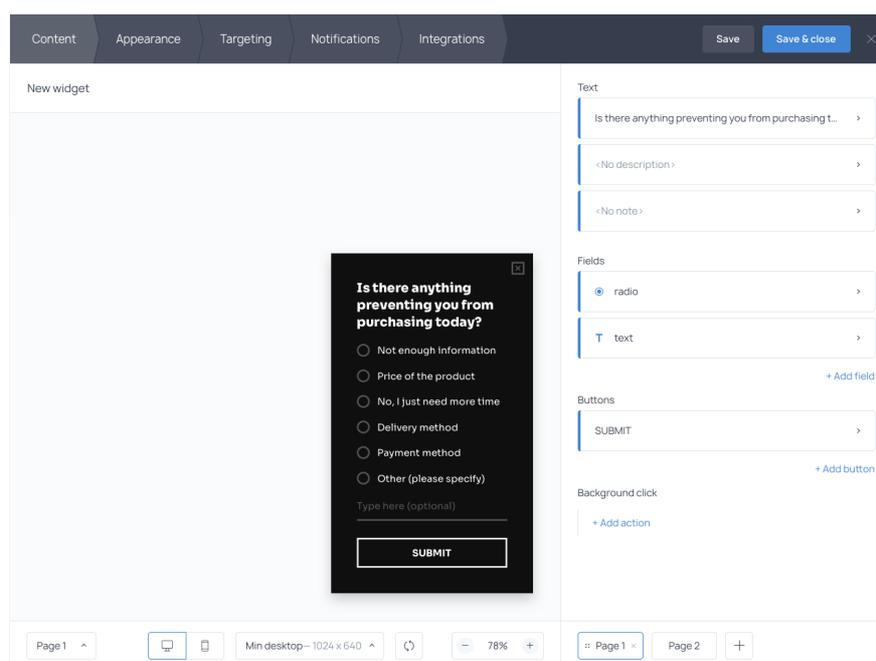
Before we get started, you'll need to install Getsitecontrol on your website. [Find Getsitecontrol in the Shopify App Store](#) and start your free trial. Then follow the steps from the guide below.

Step 1. Select a survey template

The fastest way to create a survey is by using survey form templates from the Getsitecontrol gallery.

Suppose you want to find out what prevents people from purchasing your new product collection. Instead of creating a survey from scratch, you can use the template featured above! Make a click on it to activate the preview mode; then follow the instructions on the right-hand side of the screen. You'll be prompted to sign in to Getsitecontrol using your Shopify account.

Once in the dashboard, you'll be able to customize the content:



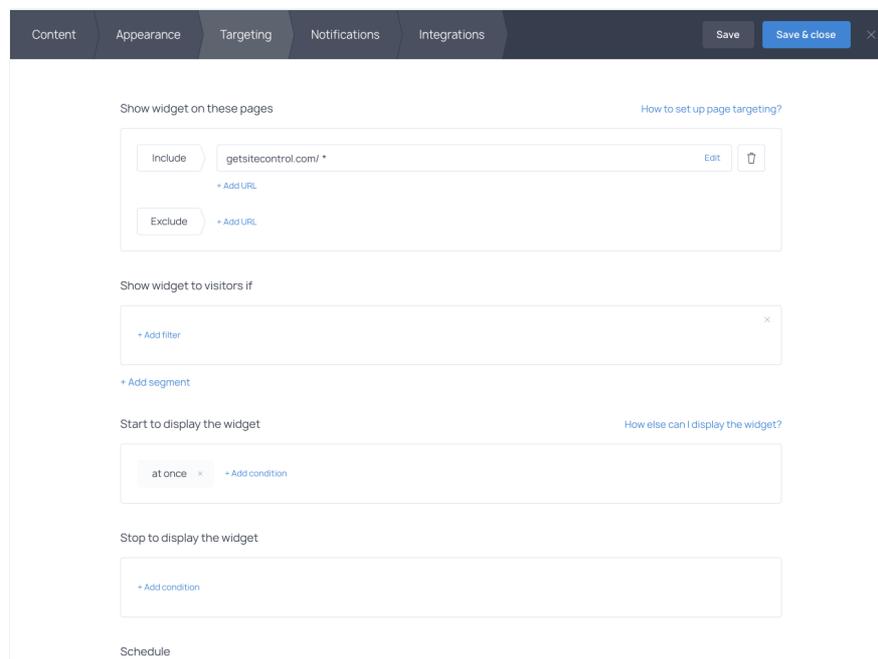
Use the right-side menu to edit the copy, add or modify fields, and adjust the text on the button. Notice, in the bottom right corner the form has a second page. It's a thank you note displayed after a customer submits their response, and you can modify its content, too.

Step 2. Decide where and when you want to display the survey

If you're trying to find out what prevents people from purchasing particular products, you need to display the survey:

- On pages with these particular products only
- After a customer has spent a significant amount of time on a page without being active

Before you start, you need to add tags to the products from the new collection in your Shopify dashboard. Once the new products are tagged, open the Targeting tab.



The screenshot shows the 'Targeting' tab in a Shopify dashboard. The interface is divided into several sections for configuring when and where a widget is displayed:

- Show widget on these pages:** This section allows for page targeting. It features an 'Include' field with a text input containing 'getsitecontrol.com/*' and an 'Exclude' field. Both fields have '+ Add URL' links below them. There are 'Edit' and 'trash' icons for the included URL.
- Show widget to visitors if:** This section is for visitor targeting. It includes a '+ Add filter' button and a '+ Add segment' link.
- Start to display the widget:** This section controls when the widget begins to show. It currently has a condition set to 'at once' with a '+ Add condition' link. A link 'How else can I display the widget?' is also present.
- Stop to display the widget:** This section is for ending the widget display. It includes a '+ Add condition' link.
- Schedule:** This section is partially visible at the bottom of the interface.

In this tab, you need to set three rules.

1. Find **Show widget to visitors if** and apply the Shopify filter. Then select 'Product tag' and specify the tag you created earlier. This way, the survey will only pop up on the pages with the products from your new collection.
2. Find **Start to display the widget** and remove the 'at once' condition. Then select either 'Time on page' or 'Inactivity' and type the number of seconds that makes sense to you.
3. Move on to **Stop to display the widget** and select the desired condition. For instance, you can stop displaying the survey after a customer submits their response or closes the form.

If you save and activate your Shopify survey at this point, it will start displaying under the conditions you've selected. To view real-time responses, just keep an eye on the general statistics report right in your Getsitecontrol dashboard.

How to offer a coupon as a survey incentive

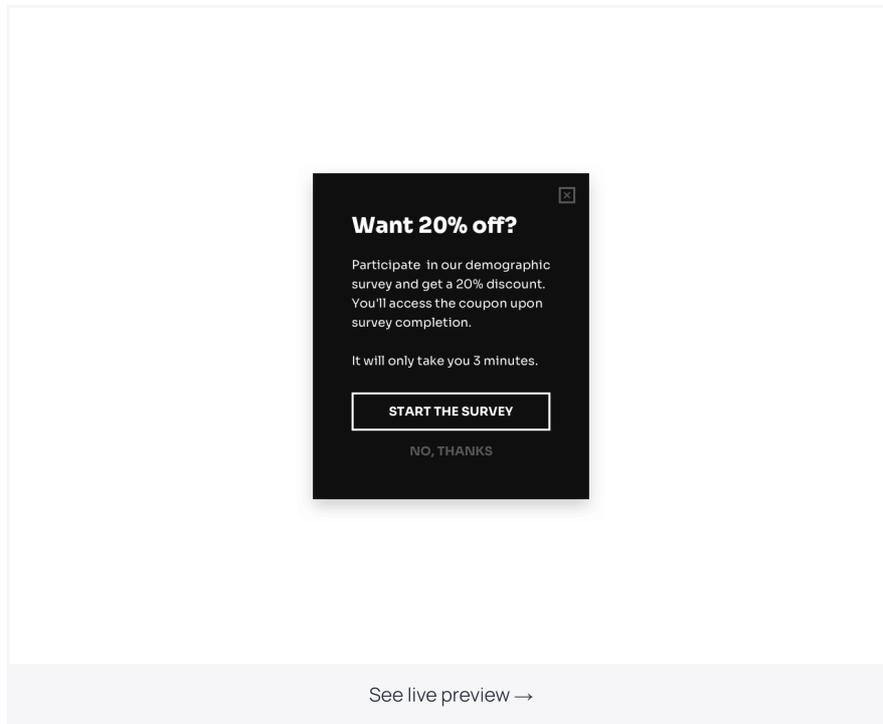
Now, if you've ever tried to run any survey that requires effort from the respondents, you know that people tend to ignore those.

So, how do you incentivize customers to participate? The answer is simple. You offer coupons.

If you ask an open-ended question or if your survey contains multiple pages, offering an incentive is a good idea.

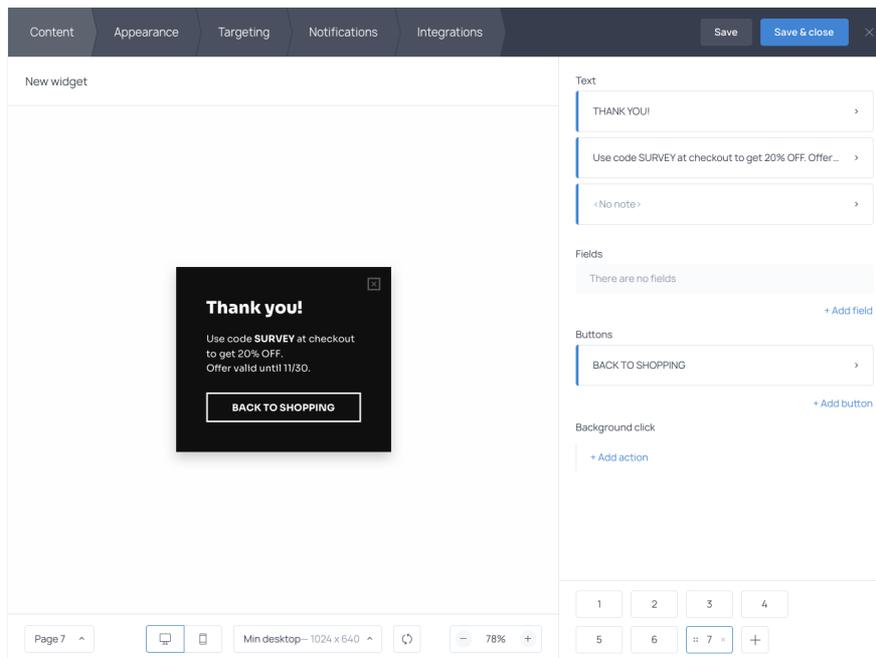
Coupons help to lower survey abandonment and increase survey response rates.

For example, if you're running a multi-page demographic survey in your Shopify store, consider providing a discount to entice customers to participate:



In getsitecontrol, you can manually add a page like this one to any survey form. Just keep mind that you'll also need to include the coupon code to the last page. See the example below 📌

To add a new page, use the '+' sign at the bottom right corner of your Getsitecontrol dashboard. Then, generate a coupon code in your Shopify account and paste it on the last page of our survey.

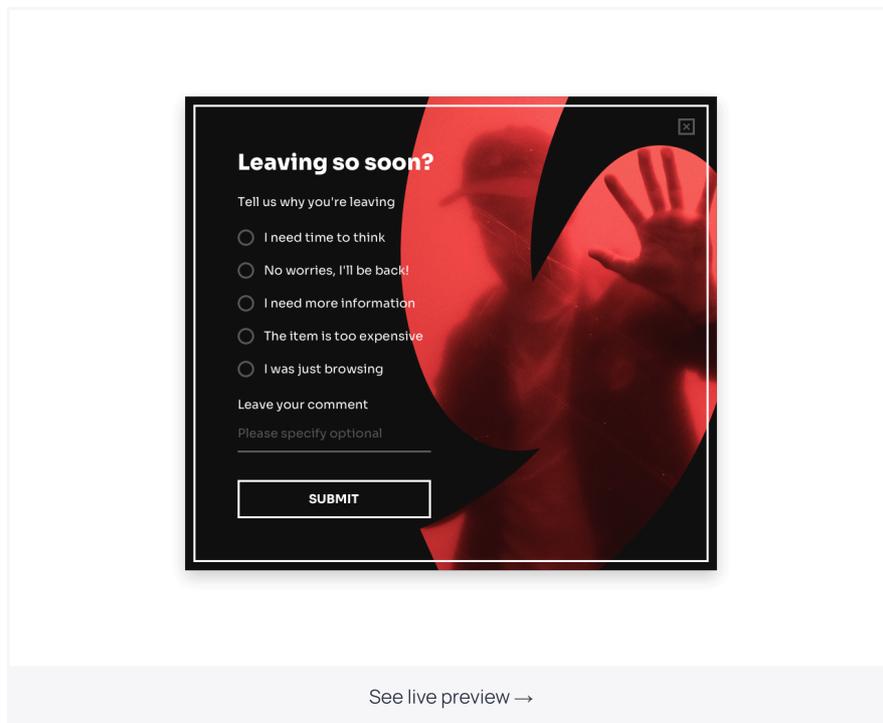


Note: you can drag pages and manually change their order.

How to create an exit-intent survey for Shopify

Right before your customers leave the store, you may want to ask them about their experience. It is possible due to the exit-intent technology available in Getsitecontrol. The exit-intent detector recognizes user mouse movements toward the exit and launches popup right before a customer closes the page.

For instance, if they are leaving your store without taking any action, ask them what happened:



A Shopify survey like this one can help you identify the bottlenecks in your marketing funnel. Use it on strategically important pages to find out what prevents you from getting more sales.

To activate the exit-intent rule, just go to the Targeting tab and select [Start to display the widget: Exit intent](#). To specify where to display the survey, you have two options:

- either type the exact page URL in the [Include](#) field,
- or set the [Show widget to visitors if](#) condition and select one of the Shopify filters.

Use surveys in your Shopify store to collect valuable insights

With Getsitecontrol, you can run sitewide marketing research, survey a selected segment of your audience, or measure customer satisfaction. And with an abundance of survey templates, you won't need to create anything from scratch. Check out [the survey template gallery](#) to see it for yourself!

Install Getsitecontrol to your Shopify store today and you'll collect plenty of data even before your trial period is over.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of [Grow on Shopify](#) section.