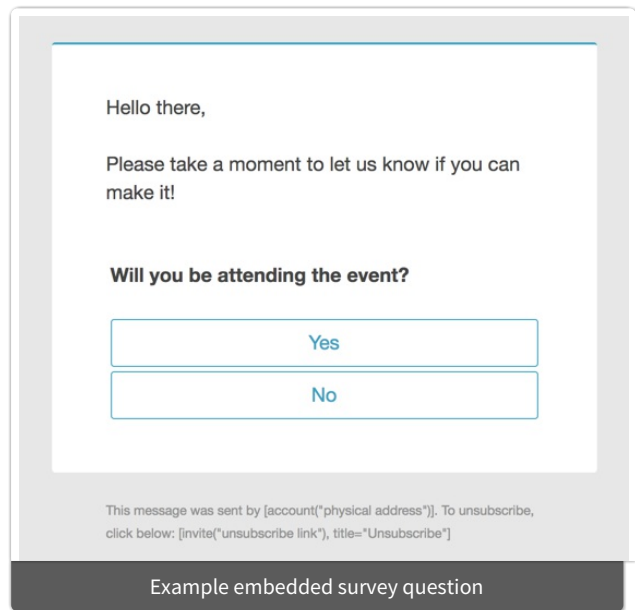


# Embed Survey in an Email

When using a SurveyGizmo [Email Campaign](#) to send out your survey you can choose to embed the first question from your survey into the body of your email message.

Your email recipients can click to select an answer from within the email message. Respondents will then be taken to the survey to respond to any remaining survey questions.

If you are integrating SurveyGizmo with a third-party application ([Salesforce](#), [MailChimp](#), or [HubSpot](#)), consider exploring an [alternate method](#) for embedding a survey question in an email message.



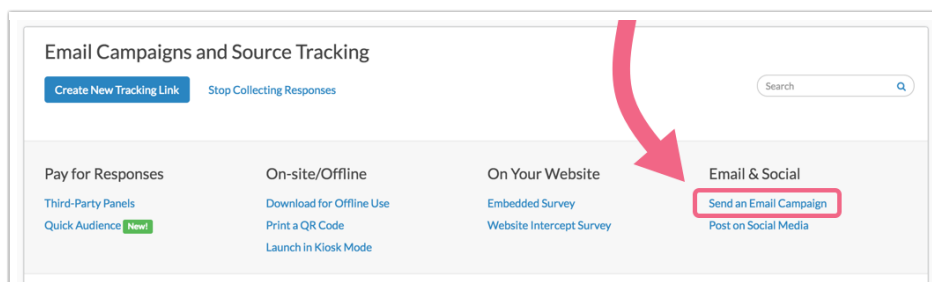
## Compatible Questions

- [Radio Button Question](#)
- [Dropdown Menu Question](#)
- [Rating \(Likert Scale\)](#)
- [Net Promoter Score®](#)

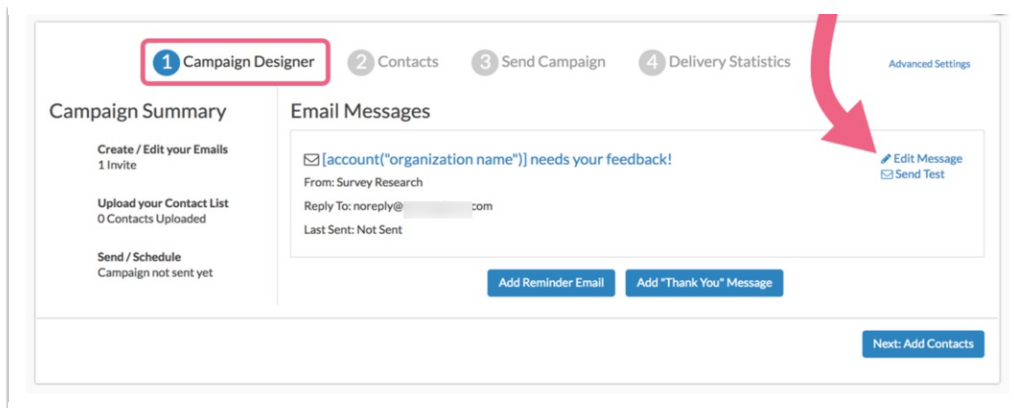
*Only the first question* in your survey can be embedded using this method. As long as the first question in your survey is one of the above-listed question types, it will be available for embed in your email message.

## Setup

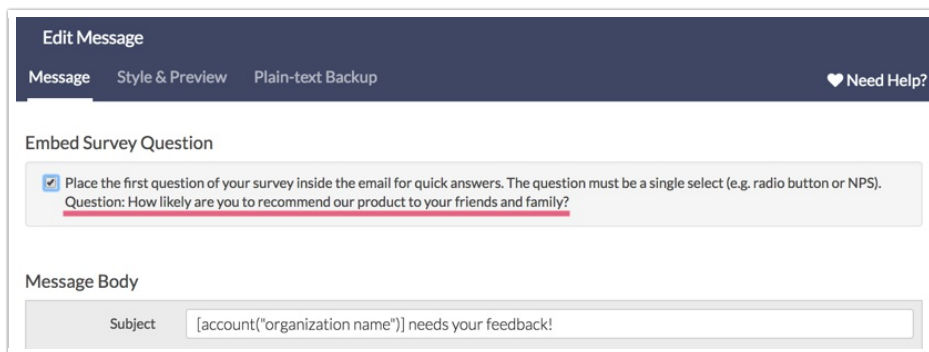
1. Use one of the compatible questions as the first question in your survey.
2. Navigate to your survey's **Share** tab and create an email campaign by clicking on the **Send an Email Campaign** link. Please refer to the [Send Your Survey Via Email](#) article for more detailed instructions about email campaigns.



3. Within the **Campaign Designer** step, click **Edit Message**.



4. At the top of the **Message** tab, you will see the **Embed Survey Question** option. Select the checkbox to have your first question inserted in the email message.



5. Customize the content of your **Message Body**. *The embedded question will not be visible within the Message Body.* Feel free to remove or update the default body text as needed. Any text you add in the Message Body field will appear *above* the embedded survey question when recipients open their email. At this time, there is no way to add text that will appear below the embedded survey question.

Since the embedded question also serves as a link to your survey, you might elect to remove the text link that is inserted into the message by default. To see how the embedded question will be displayed within the email, click on the message's **Style & Preview** tab.

Edit Message
♥ Need Help?

Message Style & Preview Plain-text Backup

### Embed Survey Question

Place the first question of your survey inside the email for quick answers. The question must be a single select (e.g. radio button or NPS).

### Message Body

Subject

Reply To

From Name

B I U | Size | A A | ☰ ☰ | ☰ ☰ | ☰ ☰ | ☰ ☰ | Source | I x | Merge Codes

Hello [contact("first name")],

As a valued member of our community, we would like to invite you to participate in a quick survey.  
[Let the contact know why they have been chosen to participate in your survey]

Your responses will help us better serve your needs and improve our products for all our users.  
[Explain the purpose of the survey and how you will use the results. Keep in mind you don't want to bias the results so try not to cue the respondent with any language about what you are trying to prove.]

Take the survey now; it is only open for a week.  
[Create a sense of urgency by mentioning a deadline, if it is appropriate]

Typically, it only takes 5 minutes to complete.  
[Mention a realistic estimate of how long the survey will take (and always try to reduce the length of your survey.)]

And, all completed surveys are placed into a raffle for a free widget!  
[If you are offering an incentive, now is the time to mention it]

Cancel
Save Message

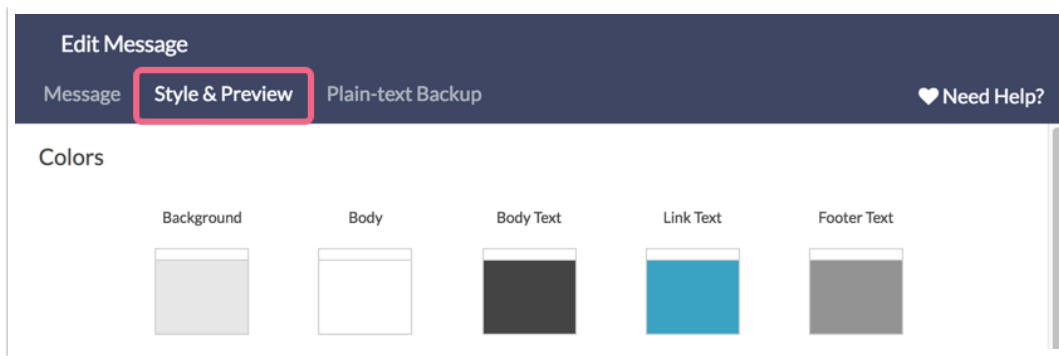
6. Once you have finished updating the content of your email message, make sure to **Save Message**.

## Customize Your Embedded Question

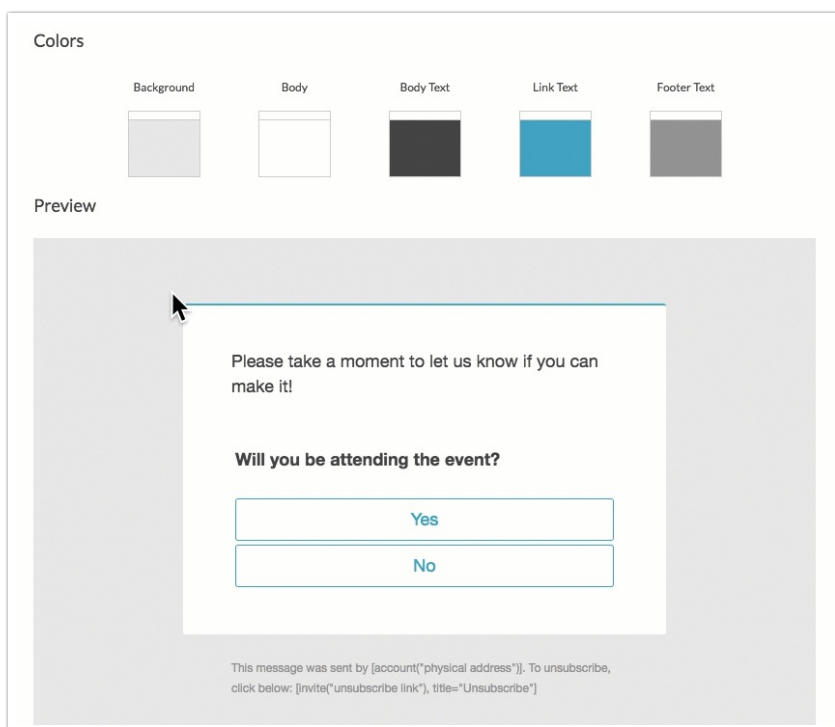
If you wish to customize the look and feel of your embedded question go to the **Style & Preview** tab of the message.

You have the option to customize the colors of the following email message components:

- **Background** - controls the color of the message background
- **Body** - controls the color of the message body - the background for your email text
- **Body Text** - controls the color of the body text - the text input via the **Message** tab
- **Link Text** - controls the text of the "link" as well as the color of the embedded question's answer options.
- **Footer Text** - controls the text of the email footer, found below the message *Body* and placed over the *Background*



To change colors click on the color swatch to update the color using either the color wheel or **HEX Code** field. Not sure where to find a Hex Code? Check out our documentation in [Hex Code Tools](#).



Make sure to click **Save Message** when you are done updating the look and feel.

## Incompatible Question Settings

There are several question settings that will be ignored or stripped if the question is embedded within the email campaign message:

- **Logic** - If the question is triggered via [Question Logic](#) or is on a page triggered with [Page Logic](#), that logic will be *ignored* if the question is embedded in the email. Logic will function normally if the survey is not taken via the email embed.
- **Answer Option Randomization** - If the embedded question is using [answer option randomization](#), the randomization will be *ignored* if the question is embedded in the email. Randomization will function normally if the survey is not taken via the email embed.
- **Randomly Flip Scales** - If the embedded question is using the setting to [Flip Scales Randomly](#), this

setting will be *ignored*. The setting will work normally if the survey is not taken via the email embed.

- **Merge codes and Formatting** - If merge codes or formatting (such as bolding, bullets, images, etc.) are being used within the question title or answer option text, these items will be stripped from the text in the embedded version of the question. These items will be rendered normally if the survey is not taken via the email embed.
- **Hide by default** - The Logic Rule to [Hide this question by default](#) will be ignored if applied to the first question.

### Embed Survey Question

Place the first question of your survey inside the email for quick answers. The question must be a single select (e.g. radio button or NPS).  
Question: How satisfied/dissatisfied are you?  
**⚠️ The first question of your survey has incompatible settings for email embedding, and they will be removed or ignored ([Learn more](#))**

## FAQ

### How will this work for my recipients?

When respondents receive your email they will be able to click an answer option within their email. Upon clicking, the respondent will be directed to the survey.

Depending on whether their email is a web-based service (e.g. Gmail) or a desktop client (sometimes Outlook) their experience will be a little different. For web-based email clients, the survey will open a new tab in their browser. If they are using a desktop client, the browser will be opened (if not already open). If the respondent's browser is already open it will direct them to a new tab in their browser.

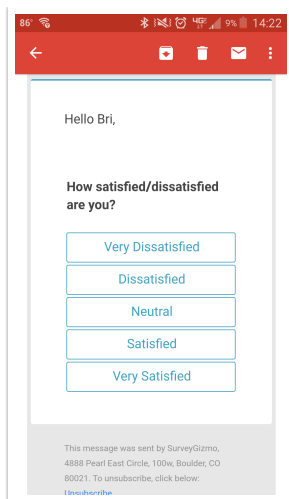
### Can I prevent the respondent from redirecting to the survey?

No. Respondents need to be navigated to the survey in order for us to record their responses.

### How will this look on mobile devices?

On smaller screens, the options of the question will be listed vertically.

---



### Can I hide the first question from displaying when they are redirected to the survey?

You can!

### How to hide your embedded question in the survey *if you have other survey questions on the first page*

You can hide the embedded question from displaying when the respondent is redirected to the survey by going to the **Layout** tab of the embedded question and entering **sg-hide** in the **CSS Class Name** field. If you have other questions on the page this is all you need to do.

CSS Class Name <input type="text" value="sg-hide"/>
--

### How to hide your embedded question in the survey *if you only have the one question (the embedded question) on the first page*

If you only have one survey question (the embedded question) on the first page of the survey and you wish to hide the embedded question you'll need to take an extra step in order to ensure responses are recorded.

Start by going to the **Layout** tab of the embedded question and entering **sg-hide** in the **CSS Class Name** field.

CSS Class Name <input type="text" value="sg-hide"/>
--

Next, you'll need to add [Page Timer Action](#) to the page with the embedded survey question you are hiding.

This gives the survey enough time to populate the question before the page is submitted.

1. Click the **Action** link on the first page and select **Page Timer** from the list.
2. On the **Primary Setup** tab of the Page Timer select **Timer is only for the time spent on this page** under **Timer Functions**.
3. Under **Additional Options** select **Automatically proceed to next page after timer is up** .
4. Under **If required questions are unanswered when timer is up** select **Ignore unanswered questions and proceed to next page**.
5. Set a time limit of at least 1 second in the **Time Limit** field and **Save Action**.

**Edit Action**

Primary Setup Logic

**Timer Functions**

Timer sets one time limit for respondent to complete the survey

Timer is only for the time spent on this page

**Additional Options**

Automatically proceed to next page after timer is up

Prevent respondent from proceeding to the next page while timer is running

Timer repeats on all subsequent pages

Allow respondent to extend time limit

**If required questions are unanswered when timer is up**

Ignore unanswered questions and proceed to next page

Automatically redirect to the following page:

...

**Time Limit**

00:00:01

6. Finally, in order to hide the page timer from displaying, copy the below CSS code and go to the **Style** tab of your survey. Scroll to the bottom of the survey preview to access the link for the **HTML/CSS Editor**. Paste the code into the **Custom CSS** tab.

```
.sg-timer-bar {  
display: none;  
}
```

## + Alternative Method: Embed Survey In Email

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