

What Are the Differences Between a Website Embed, Popup, and Intercept?

The [website embed](#), [website popup](#), and [website intercept](#) are all methods for including your surveys on your website. In this article we'll discuss the differences between the website sharing methods.

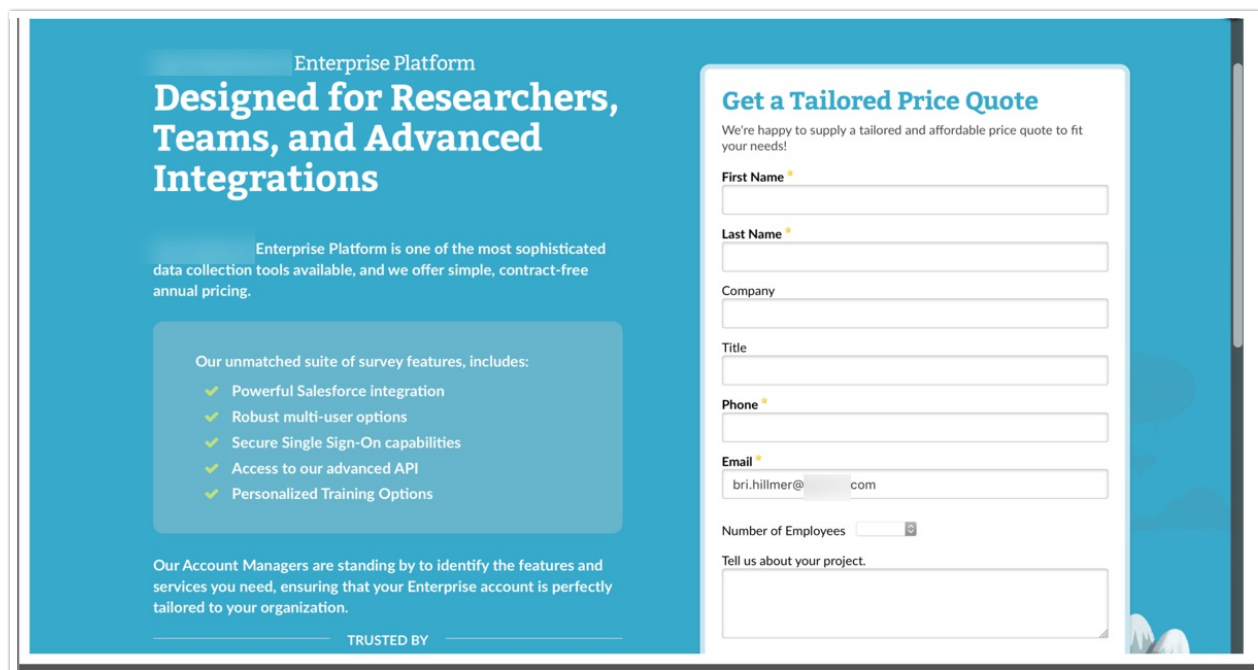
Website Embeds

Website embeds allow you to include the survey as part of a page on your website. The most common scenario for using an embed is a sign-up form that you wish to display to all site visitors like the below example.

Generally surveys are embedded on a particular page but can be included on all pages depending on your website's code.

You'll need to have access to your website's code or know someone who does to set up the website embed.

Check out our [Website Embed Tutorial](#) to learn more!



The image shows a website embed for an 'Enterprise Platform'. The main heading is 'Designed for Researchers, Teams, and Advanced Integrations'. Below this, it states 'Enterprise Platform is one of the most sophisticated data collection tools available, and we offer simple, contract-free annual pricing.' A list of features includes: Powerful Salesforce integration, Robust multi-user options, Secure Single Sign-On capabilities, Access to our advanced API, and Personalized Training Options. At the bottom, it says 'Our Account Managers are standing by to identify the features and services you need, ensuring that your Enterprise account is perfectly tailored to your organization.' On the right side, there is a 'Get a Tailored Price Quote' form with the following fields: First Name, Last Name, Company, Title, Phone, Email (pre-filled with 'bri.hillmer@' and '.com'), and Number of Employees (a dropdown menu). There is also a text area for 'Tell us about your project.' and a 'TRUSTED BY' logo at the bottom.

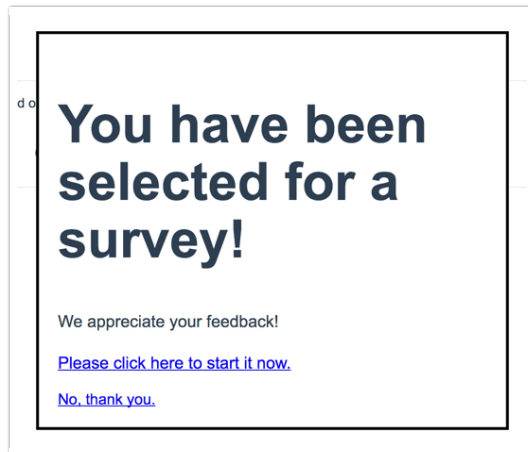
Website Popups

Website Popups do just that, they pop-up a window on your website to get your visitors' attention. Popups are typically used to collect some type of feedback.

Generally popups are set up on a particular page since a popup on several pages can be pretty annoying for your site visitors. Popups will always display as a popup window like the below example.

You'll need to have access to your website's code or know someone who does to set up the website popup.

Check out our [Website Popup Tutorial](#) to learn more!



Website Intercept

The Website Intercept option is the most powerful option for sharing a survey on your website. Using the intercept you can set up custom logic conditions to determine when the survey displays to survey respondents. In addition, the intercept has several display options including a top banner, bottom banner, modal dialog (popup window), or inline using a CSS selector you specify.

The scenarios for which you might use an intercept are similar to a popup but, with the addition of the powerful logic tools, you can control which visitors are surveyed and when they are surveyed.

There are 2 benefits to using these logic controls available via the intercept:

1. Logic prevents survey fatigue among your website visitors by only surveying appropriate visitors.
2. Logic ensures that you collect the best data possible by not surveying visitors for whom the survey is not relevant.

You'll need to have access to your website's code or know someone who does to set up the website intercept.

Check out our [Website Intercept Tutorial](#) to learn more!