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How do I embed a survey question in an email invitation?



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5 months ago · Updated

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Embed a Single Choice question in the body of a distribution email by using images hyperlinked to the question's answer choices. You will need to:

- Create a hidden Single Choice question in your survey.
- In a survey invitation, edit the email HTML to include images linked to the answer choices of the hidden question.
- Test the distribution to ensure the responses are captured correctly.

Example

You are emailing a survey to a customer after they interact with your company. You want to include a survey question in the invitation email to engage the customer right away.

Detailed Steps

These instructions create a standard 10-point satisfaction or NPSSM 1 question emb



Chat

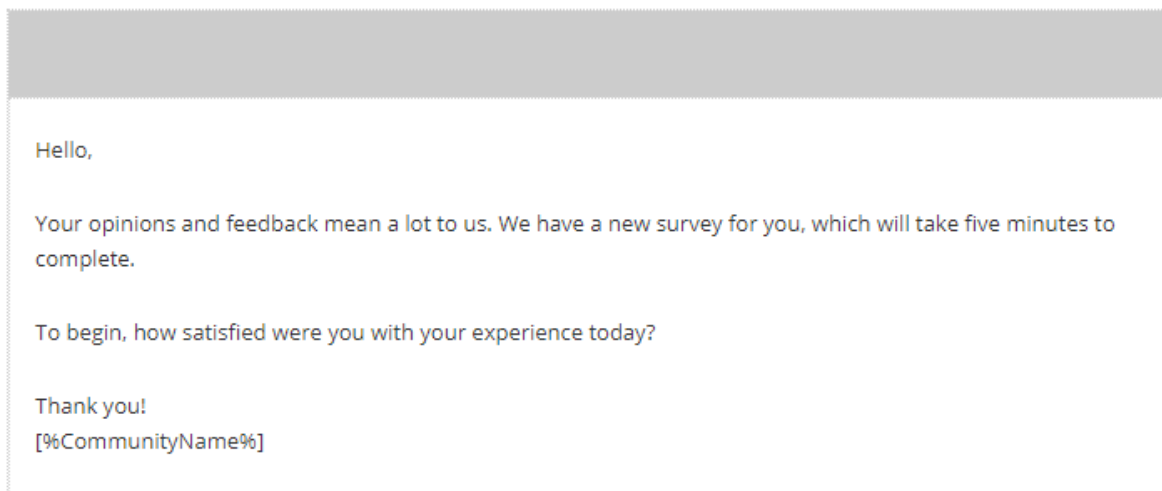
email using linked images. If you would like fewer answer options, you can delete the extra numbers from the email editor and survey question.

Step 1. Create a hidden survey question

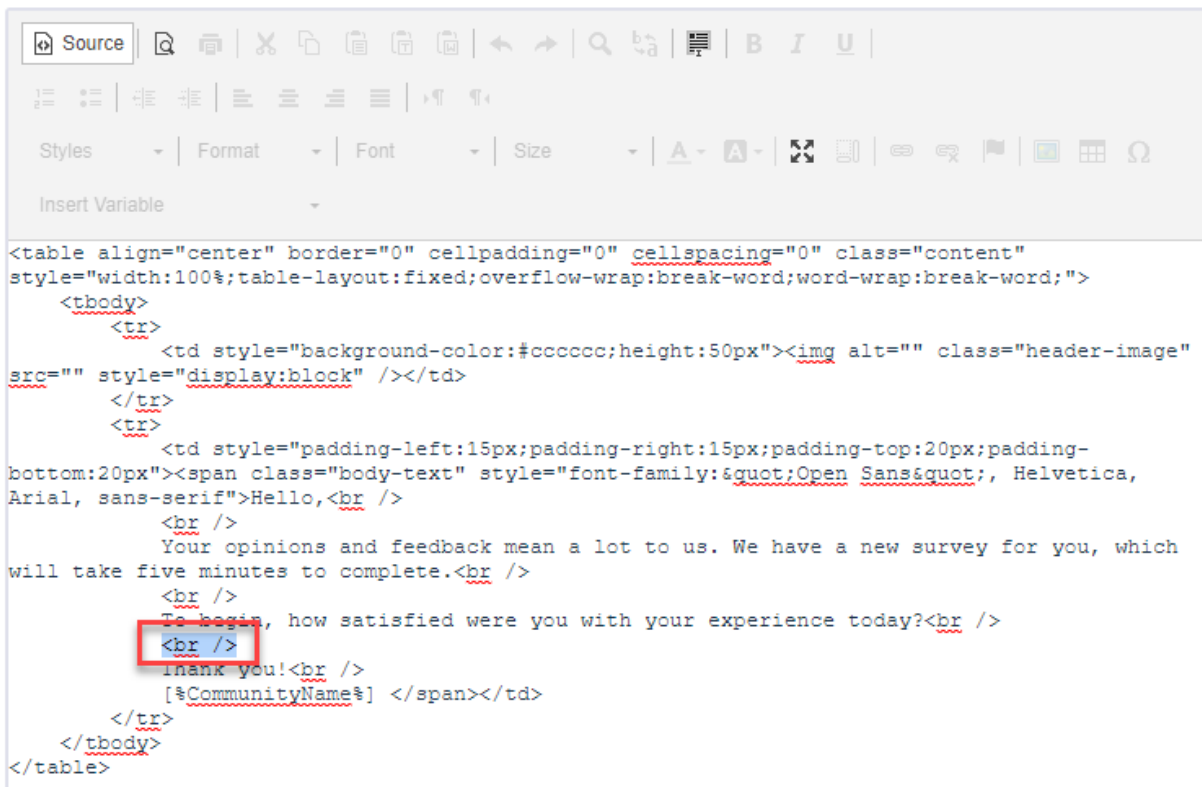
1. Go to the Surveys app and open the survey.
2. At the beginning of the survey, create a single choice question.
3. Name the question "embedquestion" and create answer options 1 through 10.
4. Under **Additional Options**, click **Hide question**.

Step 2. Create a survey invitation with linked images

1. On the **Distribute** tab, click **New** and then select **Invitation** or **Reminder**.
2. Name your distribution email, select the community, and click **Create**.
3. Edit the email body to contain your survey question.
 - For example, "To begin, how satisfied were you with your experience today?"



4. In the top left corner of the email editor, click **Source**.
5. After the highlighted `
`, place your cursor and press the return key to create a new line break in the code.



```

<table align="center" border="0" cellpadding="0" cellspacing="0" class="content"
style="width:100%;table-layout:fixed;overflow-wrap:break-word;word-wrap:break-word;">
  <tbody>
    <tr>
      <td style="background-color:#cccccc;height:50px"><img alt="" class="header-image"
src="" style="display:block" /></td>
    </tr>
    <tr>
      <td style="padding-left:15px;padding-right:15px;padding-top:20px;padding-
bottom:20px"><span class="body-text" style="font-family:"Open Sans", Helvetica,
Arial, sans-serif">Hello,<br />
      Your opinions and feedback mean a lot to us. We have a new survey for you, which
will take five minutes to complete.<br />
      To begin, how satisfied were you with your experience today?<br />
      Thank you!<br />
      [%CommunityName%] </span></td>
    </tr>
  </tbody>
</table>

```

6. After the new line break, paste the following code exactly:

```
<a href=" [%ActivityLink%]&embedquestion=1"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=2"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=3"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=4"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=5"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=6"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=7"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=8"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=9"><img alt="" class='
<a href=" [%ActivityLink%]&embedquestion=10"><img alt="" class=
<br /><br />
```

7. In the top left corner, click **Source** again to return to the email editor.
8. Edit the email text to your liking.

Hello,

Your opinions and feedback mean a lot to us. We have a new survey for you, which will take five minutes to complete.

To begin, how satisfied were you with your experience today?

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

Please select an answer to begin the survey.

Thank you!

[%CommunityName%]

Step 3. (Optional) Replace the linked images

If you want to embed a text question in your email, replace the default numbered box images with custom images that contain the answer text. For example, if one of your answers is "Cats", create an image that contains the word "Cats".

Note: In reporting, the answers recorded for this question will align with the numeric values in the hidden survey question. For example, if a respondent selects the first image, their answer will be recorded as "1" instead of the text that appears on the image.

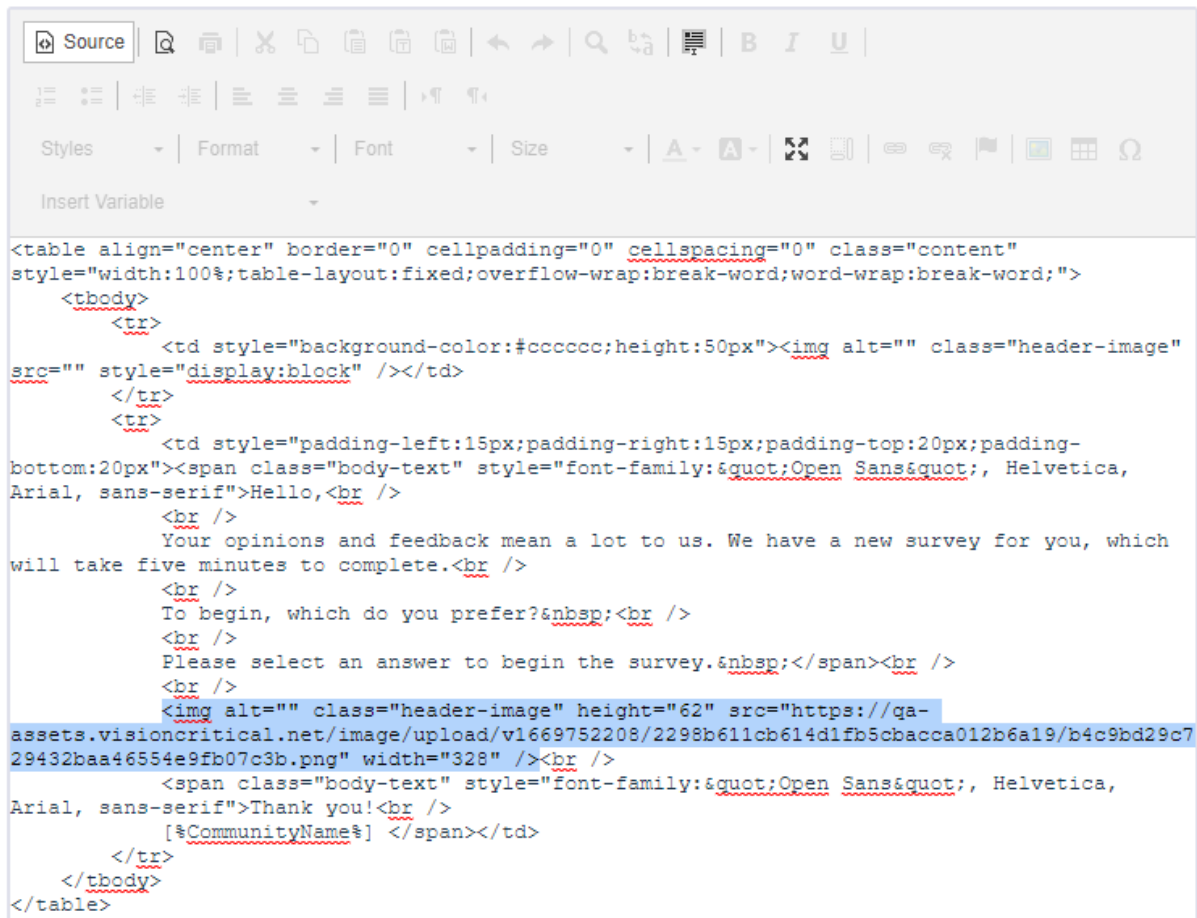
1. In the email editor, insert your first answer image before the "Thank you!" message using the **Upload Image** tool.



The screenshot shows an email editor with a toolbar at the top containing various icons for text formatting (bold, italic, underline), alignment, and insertion. Below the toolbar, the email content is displayed. It starts with a grey header bar, followed by the text "Hello,". Then, a paragraph reads: "Your opinions and feedback mean a lot to us. We have a new survey for you, which will take five minutes to complete." This is followed by the question "To begin, which do you prefer?". Below the question are ten numbered boxes (1 through 10) for selection. After the boxes, the text "Please select an answer to begin the survey." is shown. Below this is a radio button next to the text "Cats". At the bottom of the email content, it says "Thank you!" followed by a placeholder "[%CommunityName%]".

2. In the top left corner, click **Source**.
3. Locate and copy or cut the code that represents your image before the "Thank you!"

message. It begins with ``.

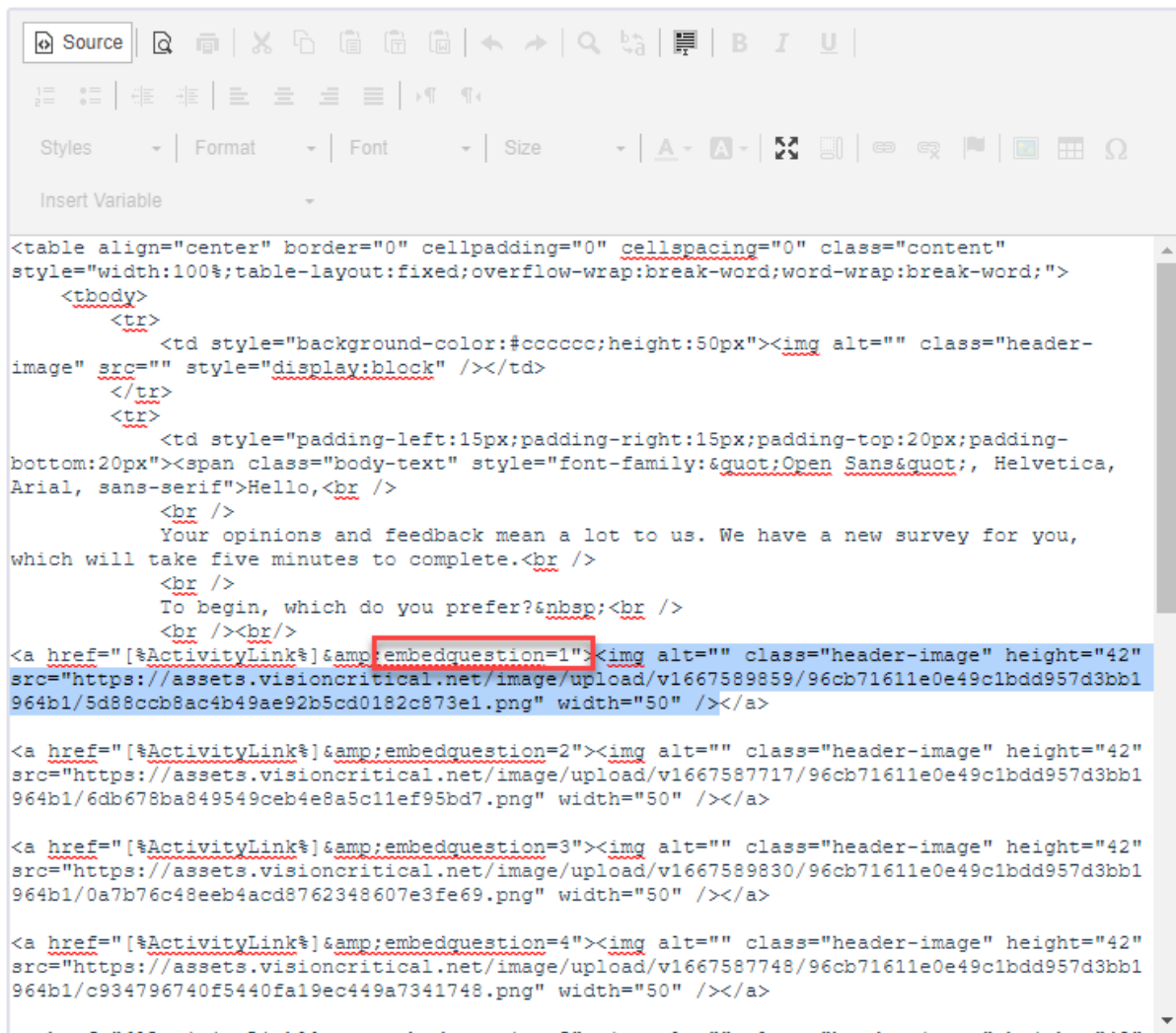


```

<table align="center" border="0" cellpadding="0" cellspacing="0" class="content"
style="width:100%;table-layout:fixed;overflow-wrap:break-word;word-wrap:break-word;">
  <tbody>
    <tr>
      <td style="background-color:#cccccc;height:50px"><img alt="" class="header-image"
src="" style="display:block" /></td>
    </tr>
    <tr>
      <td style="padding-left:15px;padding-right:15px;padding-top:20px;padding-
bottom:20px"><span class="body-text" style="font-family:"Open Sans";, Helvetica,
Arial, sans-serif">Hello,<br />
      <br />
      Your opinions and feedback mean a lot to us. We have a new survey for you, which
will take five minutes to complete.<br />
      <br />
      To begin, which do you prefer?&nbsp;<br />
      <br />
      Please select an answer to begin the survey.&nbsp;</span><br />
      <br />
      <br />
      <span class="body-text" style="font-family:"Open Sans";, Helvetica,
Arial, sans-serif">Thank you!<br />
      [%CommunityName%]</span></td>
    </tr>
  </tbody>
</table>

```

4. Locate the image code for "embedquestion=1" and replace it by pasting your image code.



```

<table align="center" border="0" cellpadding="0" cellspacing="0" class="content"
style="width:100%;table-layout:fixed;overflow-wrap:break-word;word-wrap:break-word;">
  <tbody>
    <tr>
      <td style="background-color:#cccccc;height:50px"><img alt="" class="header-
image" src="" style="display:block" /></td>
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    <tr>
      <td style="padding-left:15px;padding-right:15px;padding-top:20px;padding-
bottom:20px"><span class="body-text" style="font-family:"Open Sans";, Helvetica,
Arial, sans-serif">Hello,<br />
      <br />
      Your opinions and feedback mean a lot to us. We have a new survey for you,
      which will take five minutes to complete.<br />
      <br />
      To begin, which do you prefer?&nbsp;<br />
      <br /><br />
      <a href="[%ActivityLink%]&amp;embedquestion=1"></a>

      <a href="[%ActivityLink%]&amp;embedquestion=2"></a>

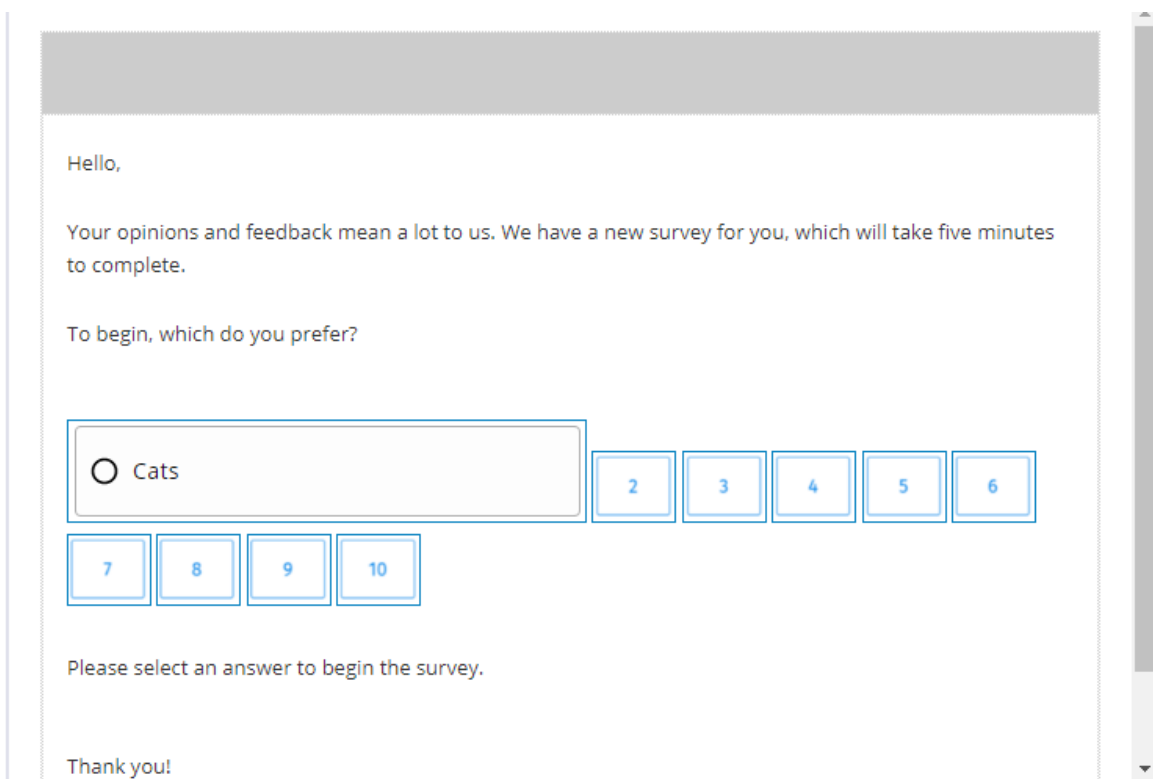
      <a href="[%ActivityLink%]&amp;embedquestion=3"></a>

      <a href="[%ActivityLink%]&amp;embedquestion=4"></a>

```

5. In the top left corner, click **Source** to return to the image editor.

- **Result:** The image for answer option 1 should be replaced by your image.



Hello,

Your opinions and feedback mean a lot to us. We have a new survey for you, which will take five minutes to complete.

To begin, which do you prefer?

☐ Cats

2 3 4 5 6

7 8 9 10

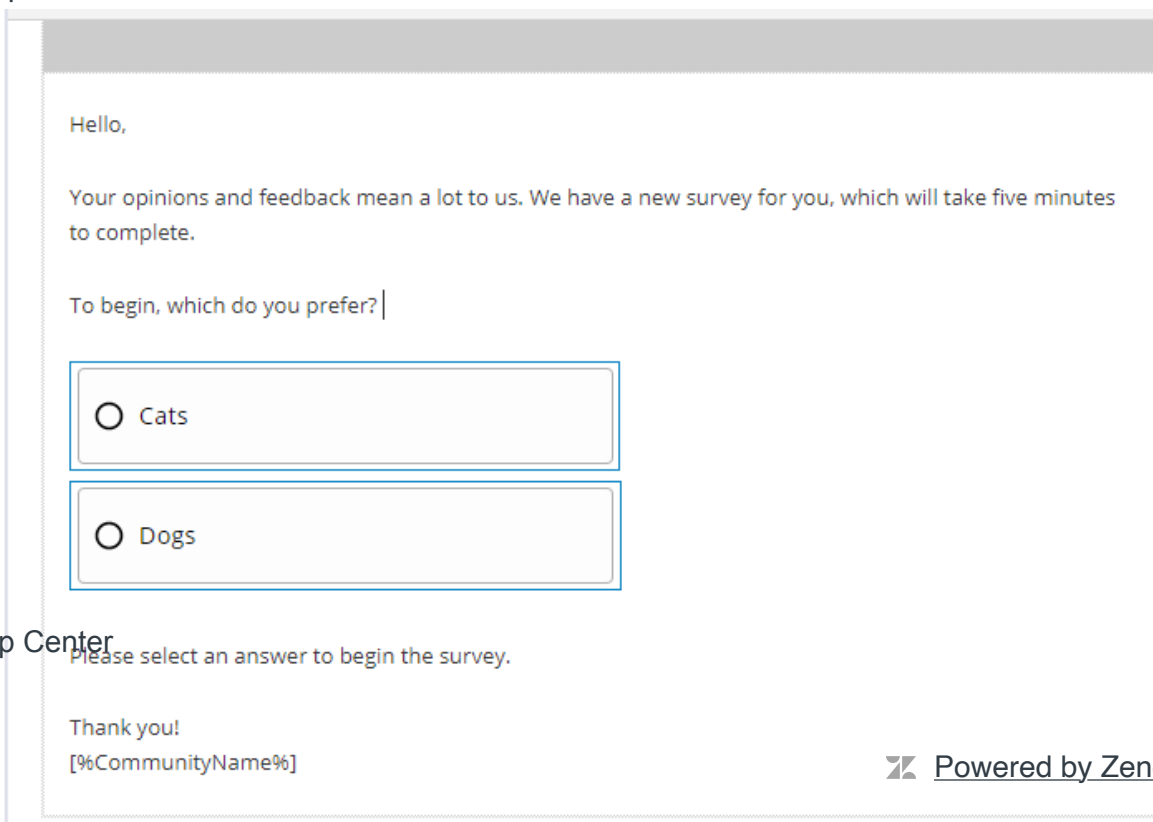
Please select an answer to begin the survey.

Thank you!

6. Repeat steps 1-5 for each answer option.

7. Once you are finished, delete any extra number images from the email editor.

- **Result:** The email contains linked custom images that feel like an embedded survey question.



Hello,

Your opinions and feedback mean a lot to us. We have a new survey for you, which will take five minutes to complete.

To begin, which do you prefer?

☐ Cats

☐ Dogs

Please select an answer to begin the survey.

Thank you!

[%CommunityName%]

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Step 4. Test the distribution

1. On the **Build** tab, unhide the hidden embedquestion so you can view the recorded answer.
2. On the **Distribute** tab, select your invitation and click **Test Email**.
3. In the **Test Email** dialog, enter your email in the **Recipients** box and click **Send Test**.
4. Once you are satisfied that the embedded survey question is captured correctly, in the **Build** tab, rehide the embedquestion.

More Information

Please click the WebHelp links below for more information:

- [Survey Builder](#)
- [Create an invitation](#)
- [Send a test email](#)

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