

## SurveyMonkey

**Organisation:** SurveyMonkey Inc.

**Geographical scope:** International

**Target users:** Businesses, NGOs, researchers and marketing professionals.

### Overview

SurveyMonkey is a cloud-based survey platform that enables organisations to collect customer feedback, evaluate services and conduct market research through user-friendly online questionnaires.

### Main functionalities

- Online survey creation;
- Survey templates;
- Real-time response collection;
- Data visualisation;
- Basic statistical analysis;
- Integration with business applications.

### Contribution to biodiversity-based food marketing

SurveyMonkey facilitates consumer research and campaign evaluation, helping organisations better understand purchasing behaviour and expectations regarding biodiversity-based food products.

### Strengths

- Easy to use;
- Large template library;
- Strong visual reporting;
- Broad international adoption.

### Limitations

Many advanced features require paid subscriptions.

### Website

<https://www.surveymonkey.com/>

## **Userguide**

<https://help.surveymonkey.com/en/>

Languages : 20+ languages available