

# Discover How to Increase Survey Response Rates

A Guide by **Advantage**

**Looking to capture more responses and make the process of completing your survey more enjoyable for respondents?** Achieve the response rate you're seeking while increasing respondent value by adopting these survey best practices:

## 1. Communicate an Efficient Experience



Respondents value an easy and pleasurable survey experience. You can convey this (and how much you appreciate their feedback) at the onset of the program. Position your survey to respondents in a way that makes them feel that their contributions are meaningful, by framing participants as experts within their space. Leverage Advantage's email templates or utilize your own!

## 2. Launch on Monday Mornings for Peak Attention



Schedule your survey invites and reminders strategically. We recommend sending these on Monday mornings to get the attention and focus of recipients before the work week introduces other priorities. If Monday morning is not available, send them early in the morning or late in the evening so they are in the respondent's inbox at the beginning of the day.

## 3. Utilize Prelaunch Emails to Build Awareness



Prelaunch emails alert and prime respondents by letting them know that a request for survey participation is coming soon. Prelaunch emails increase response rates, especially when launching a program for the first time with a respondent group that may be unfamiliar with the study.

## 4. Leverage Senior Leader Endorsements



Whenever possible, leverage a salient endorsement from a notable business leader to strengthen the importance of receiving prompt and thorough feedback from your respondent group. Endorsement from a C-Suite leader adds legitimacy and encourages follow through.