GetFeedback®　　**Google Analytics**

Google Analytics, your engine for GetFeedback optimization

Integrate GetFeedback and Google Analytics

to understand how respondents interact with your forms and how you can improve them.

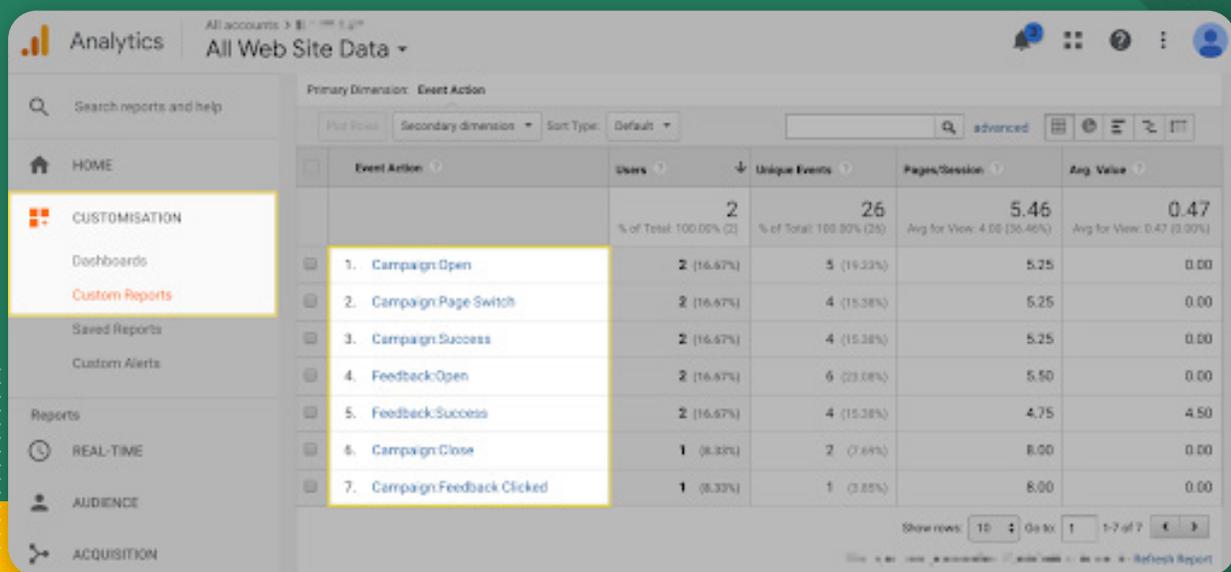| Get Feedback	Google Analytics
Your customer experience platform	Your web analytics platform

Track how many respondents open and complete your forms and see where they get stuck.

Do you want to improve the response and completion rates on your web surveys? You can use web analytics to track how people interact with your surveys, from calculating how many visitors open online forms to pinpointing drop-off points where respondents leave your survey early.

This integration makes it easy to collect passive metrics, like open and completion rates, as well as track overarching feedback campaign goals—all within your Google Analytics environment.

It lets you drill into the specifics of why some forms perform well and others don't, so you can optimize your campaigns to improve user experience, open rates, completion rates, and more.

Here's how CX and digital marketing teams can use this integration to build better feedback forms:

Customer Success

Create custom reports to show exactly how users interact with GetFeedback

Digital Marketing

Measure feedback and campaign events directly from your analytics environment

Curious to learn more? See how the integration works.