

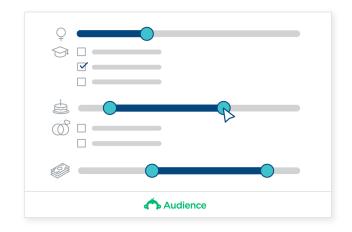
Your new secret weapon for creating impactful marketing content

Use fast global surveys to find fresh angles, gain topic authority, and project thought leadership



4 steps to powering your content strategy with surveys

- **1** Find a topic that:
 - appeals to your audience
 - answers unanswered questions
 - connects to your brand message
- **Design an engaging survey** that uses the right question types, works on mobile, and includes demographics for comparisons.
- Target the right population: Send to your existing contacts and followers or use SurveyMonkey Audience, the fastest DIY global survey panel.
- Dig into your data to get catchy soundbites and headlines that will make your content go viral and attract news coverage.



Want more details?

Join these top brands today!

See how winning companies create viral content with SurveyMonkey Audience



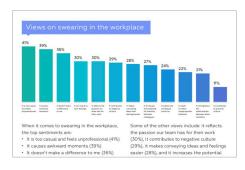
Netflix: Cheating in streaming couples is real

The online entertainment company gets passionate media coverage thanks to a global survey with over 30,000 responses in 11 days.

Motherhood Is Hard to Get Wrong. So Why Do So Many Moms Feel So Bad About Themselves? A survey of 913 mothers commissioned by TIME and conducted by SurveyMonkey Audience found that half of all new mothers had experienced regret, shame, guilt or anger, mostly due to unexpected complications and lack of Support. More than 70% felt pressured to do things a certain way. More than half said a natural birth was extremely or very important, yet 43% wound up needing drugs or an epidural, and 22% had umplaned C-sections. Breastfeeding, too, proved a greater challenge than anticipated. Out of the 20% who planned to breastfeed for at least a year, fewer than half actually did. The majority of mothers in the survey, as well as those I talked to in dozens of additional interviews. nointed to

Time: A vision of perfect moms that's hurting them

The magazine uses our fast consumer panel to reveal that more than 70% of new moms feel pressured by society's expectations.



Wrike: Is it ever OK to swear at work?

The work management platform gets more than 100 media mentions thanks to a groundbreaking study where 57% of people confess to swearing at work.

"We spent weeks using our own social media or email campaigns to try to get 1,000 responses. With SurveyMonkey Audience, you can do that in an hour."

Brad Sanzenbacher, Senior Corporate Communications Manager



