surveygizmo

QUESTION TYPES

Basic Question Types (use customizations to create more)	FREE	BASIC	PRO	TEAM EDITION
Textbox (Short Answer)	✔	✔	✔	✔
Essay (Long Text)	✔	✔	✔	✔
Radio Buttons (Multiple Choice)	✔	✔	✔	✔
Checkboxes	✔	✔	✔	✔
Dropdown Menu	✔	✔	✔	✔
Rating (Likert Scale)	✔	✔	✔	✔
Instructions/Text	✔	✔	✔	✔
Multi-Select Dropdown Menu	✔	✔	✔	✔
Textbox List	✔	✔	✔	✔
Textbox Grid	✔	✔	✔	✔
Dropdown Menu List	✔	✔	✔	✔
Net Promoter Score	✔	✔	✔	✔
Radio Button Grid	✔	✔	✔	✔
Checkbox Grid	✔	✔	✔	✔
Dropdown Menu Grid	✔	✔	✔	✔
Drag & Drop Ranking	✔	✔	✔	✔
Ranking Grid (1st, 2nd, 3rd, etc)	✔	✔	✔	✔
Continuous Sum	✔	✔	✔	✔
Star Rating Grid	✔	✔	✔	✔
Contact Form	✔	✔	✔	✔
Poll Charts		✔	✔	✔

	FREE	BASIC	PRO	TEAM EDITION
Images and Videos		✔	✔	✔
Video Embed		✔	✔	✔
Audio Embed		✔	✔	✔
Image Choice		✔	✔	✔
Custom Group		✔	✔	✔
Custom Table		✔	✔	✔
File Upload		✔	✔	✔
Captcha Type words from an image		✔	✔	✔
HTML5: Input Type for Textbox		✔	✔	✔
Social Media Action		✔	✔	✔
Quick Card Sort Categorize options by dragging Items into predetermined Groups		✔	✔	✔
Closed Card Sort Categorize options by dragging Items into customized Groups		✔	✔	✔
Open Card Sort Categorize options by dragging Items into respondent created Groups			✔	✔

Advanced Question Features	FREE	BASIC	PRO	TEAM EDITION
Slider Values	✔	✔	✔	✔
Cascading Dropdown Menu		✔	✔	✔
Semantic Differential		✔	✔	✔
Max Differential (Max Diff)			✔	✔
Conjoint Analysis Beta Access Only - Available on Request			✔	✔
Custom Questions Builder Create your own question types, including video questions, advanced sliders, heat maps, and eye tracking			✔	✔

Some Of Our Question Customization Features	FREE	BASIC	PRO	TEAM EDITION
Make Questions Required	✔	✔	✔	✔
Add/Edit Options in Bulk	✔	✔	✔	✔
"Other" Textbox				

	FREE	BASIC	PRO	TEAM EDITION
Add a textbox to your multiple choice question so users can write in their own answer	✔	✔	✔	✔
Create Max Word Size		✔	✔	✔
Change Textbox or Table Properties Define the length, height, and width of a textbox or table		✔	✔	✔
Separate Answer Titles and Reporting Values Create shorter reporting values for internal reference and clearer reporting		✔	✔	✔
Orientation of Labels and Options Change your question's orientation to vertical, horizontal, or Likert scale		✔	✔	✔
Dynamic Question Numbering		✔	✔	✔
Auto-Complete Suggest potential answers as a respondent types		✔	✔	✔
Template Hook Name Create a custom CSS class name		✔	✔	✔
Auto-Format Automatically format answers as currency, percentage, or a whole number		✔	✔	✔
Format Text Adjust the size of text or make it bold, underlined, or italicized; add hyperlinks and images		✔	✔	✔
Remove Question Numbering		✔	✔	✔
Open Text Analysis			✔	✔

File Uploading Options	FREE	BASIC	PRO	TEAM EDITION
Allow File Types List the types of files users can upload to your survey		✔	✔	✔
Set Maximum Upload Size Choose the maximum file size that survey takers can upload		✔	✔	✔
Export Survey Questions to Word		✔	✔	✔

BRAND & DESIGN CONTROL

Survey Branding	FREE	BASIC	PRO	TEAM EDITION
Dozens of Pre-Built Survey Templates		✔	✔	✔
Custom Thank You Page		✔	✔	✔
Fully Customizable XHTML/CSS Templates		✔	✔	✔
Customize Font Family and Size		✔	✔	✔

	FREE	BASIC	PRO	TEAM EDITION
Customize Template Colors		✔	✔	✔
Edit Survey Width		✔	✔	✔
Change Logo Alt Text and Footer Text		✔	✔	✔
Edit General Error Message		✔	✔	✔
Edit "Next", "Submit", and "Close" Button Text		✔	✔	✔
Optional Back Button		✔	✔	✔
Optional Progress Bar		✔	✔	✔
Upload Logo		✔	✔	✔
Optional "Powered by SurveyGizmo" Logo		✔	✔	✔
Customize Language			✔	✔
Language Selector Bar			✔	✔

Link Branding (Generate Branded Survey URLs)	FREE	BASIC	PRO	TEAM EDITION
Branded Subdomain Link Example: http://YourCompany.sgizmo.com/s3/SurveyName			✔	✔
Private Domain Link Example: http://surveys.yourwebsite.com/s3/YourSurveyName			✔	✔

iPad, iPhone, and Mobile Survey Themes	FREE	BASIC	PRO	TEAM EDITION
iPad Surveys Create iPad-compatible surveys		✔	✔	✔
iPhone Surveys Create iPhone-compatible surveys		✔	✔	✔
Android Surveys Create surveys compatible with Android phones and tablets		✔	✔	✔

Libraries	FREE	BASIC	PRO	TEAM EDITION
Question Library Use our massive question library, and build one of your own		✔	✔	✔
File Library Upload and store your own images and documents in your SurveyGizmo account		✔	✔	✔
Theme Library Use our standard themes...or make your own		✔	✔	✔

INSIGHTFUL REPORTING & DATA ANALYSIS

Create Reports

	FREE	BASIC	PRO	Team Edition
Real-Time Reporting Standard reports automatically update with new responses	✔	✔	✔	✔
Standard Report Graphs and averages from your data	✔	✔	✔	✔
Profile Report Compares one individual's response to all responses			✔	✔
Cross Tab Report Full Cross Tab report, complete with horizontal and vertical percentage and index			✔	✔
Cross Tab Mini A miniature version of a Cross Tab report that cross tabulates data for only two questions at a time			✔	✔
Page Fall-Off Report Displays counts of respondents who abandon the survey on each page			✔	✔
TURF Report Total Unreplicated Reach and Frequency analysis			✔	✔

Customize Reports

	FREE	BASIC	PRO	TEAM EDITION
Browse All Responses Individually	✔	✔	✔	✔
Graph Your Data View your data in a bar graph, pie chart, or spreadsheet	✔	✔	✔	✔
View Reports Online	✔	✔	✔	✔
Close Partial Records Submit all partial records as finished	✔	✔	✔	✔
Create an Appendix Add an appendix of essay responses and/or group contact information to your survey reports		✔	✔	✔
Separate Answer Titles and Reporting Values Create short reporting values for internal reference and clearer reporting		✔	✔	✔
Embed Report Into a Website or Intranet		✔	✔	✔
Standard Report Table Averages		✔	✔	✔
Filter Your Reports View only specific answers to specific questions		✔	✔	✔
Include "Partial" Responses		✔	✔	✔
Private Reports Require a password to view a report		✔	✔	✔
Geo-Targeting/Tracking Include geographic data in reports and exports		✔	✔	✔
Remove Question Numbering		✔	✔	✔

Export Data	FREE	BASIC	PRO	TEAM EDITION
Export Data to CSV	✔	✔	✔	✔
Export Report to PDF			✔	✔
Export Data to SPSS			✔	✔

Schedule Reports	FREE	BASIC	PRO	TEAM EDITION
Schedule Report to Run Automatically run daily, weekly, or monthly reports		✔	✔	✔
Schedule Email Reports Email a scheduled report to up to 5 people		✔	✔	✔

Advanced Reporting Features	FREE	BASIC	PRO	TEAM EDITION
Track Time Spent on Survey		✔	✔	✔
Time Spent on Survey		✔	✔	✔
HTTP Form Post Post survey data to outside sources			✔	✔
Data Cleaning Tools Remove responses based on common signs of bad data, such as straight-lining or Christmas tree behavior			✔	✔
Custom Reporting for Custom Questions Create your own custom question reports using our survey API			✔	✔

ADVANCED SURVEY LOGIC & BRANCHING

Advanced Logic	FREE	BASIC	PRO	TEAM EDITION
Survey Login (password protection)		✔	✔	✔
Give Each Respondent a Unique ID		✔	✔	✔
Hidden Value		✔	✔	✔
Soft-Required Questions		✔	✔	✔
Quiz Score with Pass/Fail		✔	✔	✔
Quiz Score with Tally Assign points per answer and keep a running total for a magazine-style quiz		✔	✔	✔
Send Email Send an email with survey results		✔	✔	✔
Redirect Browser		✔	✔	✔

Feature		FREE	BASIC	PRO	TEAM EDITION
Hide a Question by Default Choose not to display a question unless certain conditions are met			✔	✔	✔
Page Randomization Prevent bias by randomizing the order of your survey's pages			✔	✔	✔
Question Randomization Change up the order in which your survey questions appear			✔	✔	✔
Option Randomization Randomize answers to your survey questions			✔	✔	✔
Column Randomization In a table-style question, you can randomize the order of columns			✔	✔	✔
Auto-Close Date Set individual survey links to close automatically on a certain date			✔	✔	✔
Link Quota Automaticaly close your survey after it reaches a specified number of complete responses			✔	✔	✔
Question-Based Quota Use particular answers to limit the number of similar responses your survey can receive			✔	✔	✔
RegEx Validation			✔	✔	✔
Duplicate Protection IP and Cookie based, allowing for one response per computer				✔	✔
Scripting Control Create custom scripting				✔	✔

Branching & Skip Logic	FREE	BASIC	PRO	TEAM EDITION
Show or Hide a Question Use the answer to a previous question to show or hide another question		✔	✔	✔
Advanced Page Jumping Jump a respondent to a specific page based on previous answers		✔	✔	✔
A/B Split Testing		✔	✔	✔

Piping	FREE	BASIC	PRO	TEAM EDITION
Question Piping Repeat a question based on previously selected options		✔	✔	✔
Option Piping Append the answers from a question on a previous page to the answers of the current question		✔	✔	✔
URL Variable Option Piping Add a new option into a question from each value in a URL variable		✔	✔	✔
Page Piping Repeat an entire page of questions for each previously selected option		✔	✔	✔

SURVEY DISTRIBUTION & DATA COLLECTION

It's Your Data	FREE	BASIC	PRO	TEAM EDITION

	FREE	BASIC	PRO	TEAM EDITION
Responses Per Survey	Unlimited	Unlimited	Unlimited	Unlimited
Data Exporting	✔	✔	✔	✔
Never Delete Data	✔	✔	✔	✔
Data Import Tool		✔	✔	✔

Send Out Links

	FREE	BASIC	PRO	TEAM EDITION
Default Link Example: http://www.surveygizmo.com/s3/3725648/example-survey	✔	✔	✔	✔
Secure Link Example: https://www.surveygizmo.com/s3/38596389/YourSurveyName		✔	✔	✔
Short Link Example: http://sgiz.mobi/s3/8221856d51d9			✔	✔
Branded Subdomain Link Example: http://acme.SurveyName.sgizmo.com/s3/			✔	✔
Private Domain Link Example: http://surveys.yourwebsite.com/s3/YourSurveyName			✔	✔

Embed a Survey

	FREE	BASIC	PRO	TEAM EDITION
JavaScript Embed Embed surveys using JavaScript		✔	✔	✔
iFrame Embed Embed surveys using an iFrame		✔	✔	✔
HTML Embed Copy the HTML code for the first page of the survey		✔	✔	✔
Pop-up Surveys Display a survey on top of a user's current browser		✔	✔	✔
Website Intercept Survey Collect feedback from website visitors while they're on your site				✔

Email Invitations

	FREE	BASIC	PRO	TEAM EDITION
Save and Continue Links Save your respondents' progress so they can complete the survey at a later time		✔	✔	✔
Contacts Per Survey			20,000	50k+
Plain Text Emails			✔	✔
Test Emails Send a test email to non-SurveyGizmo users			✔	✔
HTML Emails			✔	✔
Reminder Emails Send a reminder to finish survey			✔	✔

Feature		FREE	BASIC	PRO	TEAM EDITION
Thank You Messages Send a thank you message to those that have completed your survey				✔	✔
Schedule Email Campaigns Schedule your email invitations to go out at the best possible time (Must be an approved sender to use this feature)				✔	✔
Specify "From and Reply" Addresses				✔	✔
View Status of Sent Emails See email bounces and unsubscribes along with data about how email recipients interacted with your survey				✔	✔
Secure Email Invite Links Send secure survey links (SSL/HTTPS)				✔	✔

Pay for Responses with a Panel

	FREE	BASIC	PRO	TEAM EDITION
Reach a Custom Audience Tell us about your study and our team will coordinate with our panel partners to reach the audience that you want to hear from			✔	✔

Contact Management System

	FREE	BASIC	PRO	TEAM EDITION
Full-Featured Contact Management Manage your contacts for survey distribution entirely from within the SurveyGizmo application			✔	✔

Email Contact Management

	FREE	BASIC	PRO	TEAM EDITION
Upload Contacts From File			✔	✔
Add a Single Contact			✔	✔

iPad, iPhone, and Mobile Surveys

	FREE	BASIC	PRO	TEAM EDITION
iPad Surveys Create iPad-compatible surveys		✔	✔	✔
iPhone Surveys Create iPhone-compatible surveys		✔	✔	✔
Android Surveys Create surveys compatible with Android phones and tablets		✔	✔	✔
Mobile Survey Auto-Detection Auto-detect mobile browsers and serve mobile themes		✔	✔	✔

Share Surveys via Social Media

	FREE	BASIC	PRO	TEAM EDITION
Facebook Integration Post surveys to your Facebook Wall		✔	✔	✔
Twitter Integration Share surveys directly to Twitter		✔	✔	✔

Kiosk Surveys

	FREE	BASIC	PRO	TEAM EDITION

	FREE	BASIC	PRO	TEAM EDITION
Kiosk Surveys Auto-advance surveys after completion for kiosks and exhibits		✔	✔	✔

Offline Surveys	FREE	BASIC	PRO	TEAM EDITION
Offline Surveys Create HTML5 surveys that let you collect data without internet access		✔	✔	✔

QR Codes	FREE	BASIC	PRO	TEAM EDITION
QR Codes/2D Matrix Allows users to take your surveys by scanning QR codes (2D matrices)		✔	✔	✔

Anonymous Surveys	FREE	BASIC	PRO	TEAM EDITION
Anonymous Survey Data Collect anonymous survey data from respondents			✔	✔

ACTIONS & TRIGGERS

Basic Actions	FREE	BASIC	PRO	TEAM EDITION
Poll Charts Display chart of poll results to respondents in real-time		✔	✔	✔
Captcha Type words from an image		✔	✔	✔
Response Review Allow respondents to review their answers before submitting their survey		✔	✔	✔

Advanced Actions	FREE	BASIC	PRO	TEAM EDITION
Google Spreadsheet Integration		✔	✔	✔
Payment Forms		✔	✔	✔
HTTP Form Post			✔	✔
JavaScript Actions			✔	✔

Branching & Skip Logic	FREE	BASIC	PRO	TEAM EDITION
A/B Split Testing		✔	✔	✔

Advanced Logic	FREE	BASIC	PRO	TEAM EDITION
Send Email Send an email with survey results		✔	✔	✔

Quiz Score with Pass/Fail		✔	✔	✔
Quiz Score with Tally Assign points per answer and keep a running total for a magazine-style quiz		✔	✔	✔
Hide a Question by Default Do not show a question unless certain conditions are met		✔	✔	✔
Survey Login (password protection)		✔	✔	✔
HTTP Form Post Post data to outside sources			✔	✔
Scripting Control Create custom scripting			✔	✔

TEAM EDITION & COLLABORATION TOOLS

Administration	FREE	BASIC	PRO	TEAM EDITION
Admin Users	✔	✔	✔	✔
User Counts	1	1	1	5
Collaboration Test Links Share your survey with other people to make comments and collaborate on changes				✔

Teams & Permissions	FREE	BASIC	PRO	TEAM EDITION
Teams & Roles				✔
User Permissions				✔
User-Based Data Filters				✔
Non-Admin Users				✔

TOP NOTCH SECURITY & RELIABILITY

Survey Security	FREE	BASIC	PRO	TEAM EDITION
Survey Login (password protection)		✔	✔	✔
Private Reports Require a password to view a report		✔	✔	✔
Secure Links Example: https://www.surveygizmo.eu/s3/38596389/YourSurveyName		✔	✔	✔
Secure Email Invite Links Send secure survey links (SSL/HTTPS)			✔	✔
Project Data Encryption 256-bit encryption for your data as it is stored at rest			✔	✔

Account Management Security	FREE	BASIC	PRO	TEAM EDITION
Team-Based Permissions				✓
User-Based Permissions				✓

Reliability	FREE	BASIC	PRO	TEAM EDITION
Redundant Firewalls and Load Balancers Hardware redundancy to keep your data safe	✓	✓	✓	✓
Compatible with All Web Browsers	✓	✓	✓	✓
99% Guaranteed Uptime	✓	✓	✓	✓

SIMPLE THIRD PARTY INTEGRATIONS

Team Edition Solution Integrations	FREE	BASIC	PRO	TEAM EDITION
Integrate through Zapier Connect to apps so your data can be where you want it, when you want it		✓	✓	✓
Salesforce.com Integration Pull & push information to and from Salesforce				✓
ExactTarget Integration Pull & push information to and from ExactTarget				✓

CUSTOMIZE WITH API & DEVELOPER TOOLS

Free Survey API	FREE	BASIC	PRO	TEAM EDITION
Open API Access			✓	✓

Advanced Question Features & Integration Tools	FREE	BASIC	PRO	TEAM EDITION
HTTP Form Post Post data to outside sources			✓	✓
Custom Scripting			✓	✓
Custom Questions			✓	✓
Custom Reporting			✓	✓

WE TAKE SUPPORT TO THE NEXT LEVEL

Support and Other Services	FREE	BASIC	PRO	TEAM EDITION
Online Documentation	✓	✓	✓	✓

Blog, Tutorials, Webinars	▼	▼	▼	▼
Online Community Get answers from other users and our approved moderators for 24/7 survey support		✔	✔	✔
Email Support		✔	✔	✔
Chat Chat with our service team if you have questions		✔	✔	✔
Scheduled Phone Support Schedule an appointment to talk with a member of our team			✔	✔

BUILD SURVEYS, POLLS, AND MORE!

The Basics	FREE	BASIC	PRO	TEAM EDITION
No Contracts to Sign	✔	✔	✔	✔
Account Users	1	1	1	5
Unlimited Surveys	✔	✔	✔	✔
Unlimited Questions	✔	✔	✔	✔
Upgrade or Downgrade at Any Time	✔	✔	✔	✔
Multi-Page Surveys	✔	✔	✔	✔
Import Surveys From Word	✔	✔	✔	✔
Supports All Languages	✔	✔	✔	✔
Unlimited Quizzes & Web Forms		✔	✔	✔
Custom Templates		✔	✔	✔
Localization			✔	✔

Monthly Limits	FREE	BASIC	PRO	TEAM EDITION
Responses per Month Only completed responses count toward limit	Unlimited	Unlimited	Unlimited	Unlimited