



Your visitors can be your best friends or your worst enemies. By listening directly to them, you can understand what about your site works, what doesn't and what it takes to provide the best possible website experience.

What is 4Q?

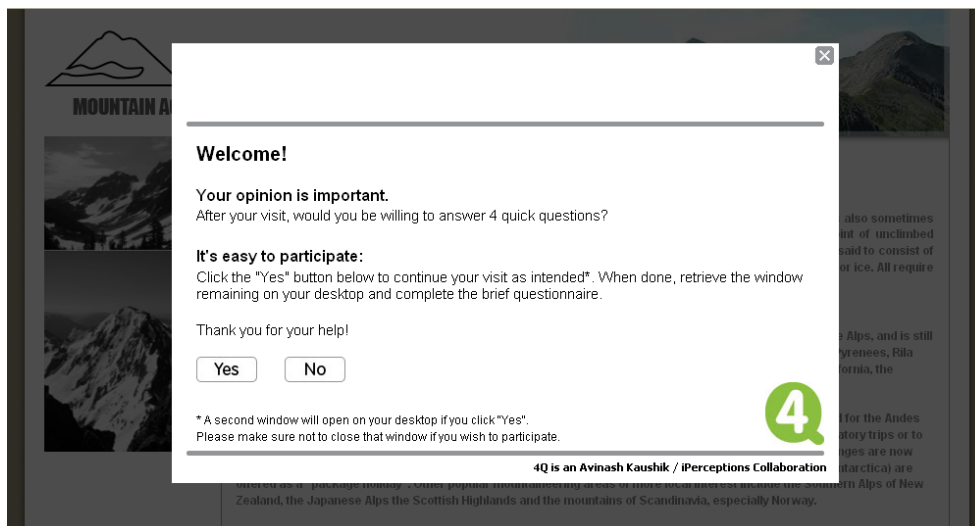
4Q is a permission based on-exit online survey that provides an easy to use and framework to answer 4 essential questions:

- How satisfied are the visitors?
- What is the purpose of their visit?
- Are they completing what they set out to do?
- If not, why not? If yes, what did they like best about the online experience?

Key Benefits

- Ability to discover why people visit your site, and whether they found what they were looking for on your site
- Ability to aggregate the information into actionable items to ultimately increase site usability, enhance customer experience and increase conversions
- Non-Intrusive: 4Q surveys are designed to be collaborative brand building exercises, not annoying browsing interruptions, thus increasing response rates

Using these insights, the website owner can make continuous improvements to the website based on the feedback received from the online surveys



The online survey is presented to a predetermined percentage of website visitors, and only those who agree, will be presented with the actual survey

The consenting visitor is then given 4 simple questions:



Privacy Policy

Based on today's visit, how would you rate your site experience overall?

Very bad		Bad		Fair		Good		Very good		Outstanding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
0	1	2	3	4	5	6	7	8	9	10

Make a selection to continue



Privacy Policy

Which of the following best describes the primary purpose of your visit?

- Check news
- Research
- Buy
- Expand my network
- Check for product updates
- Other, please specify

Click forward to continue





Were you able to complete the purpose of your visit today?

- Yes
- No

Make a selection to continue



What do you value most about the mondaytest.co.uk/ website?

500

Click forward to continue





Features

- **Flexible Parameters:**

- Control of when to turn it on, when to turn it off etc.
- Control over the rate at which the survey is shown, i.e. for all visitors, 50% or any other percentage of visitors

Survey Invitation Rate

49%

Move the slider to change the survey invitation rate. Moving it left decreases the rate, while moving it right increases the rate. The invitation rate lets you control what percentage of your visitors get invited to participate in your 4Q survey. For example, if the rate is set at 50%, then half of your visitors will receive an invitation.

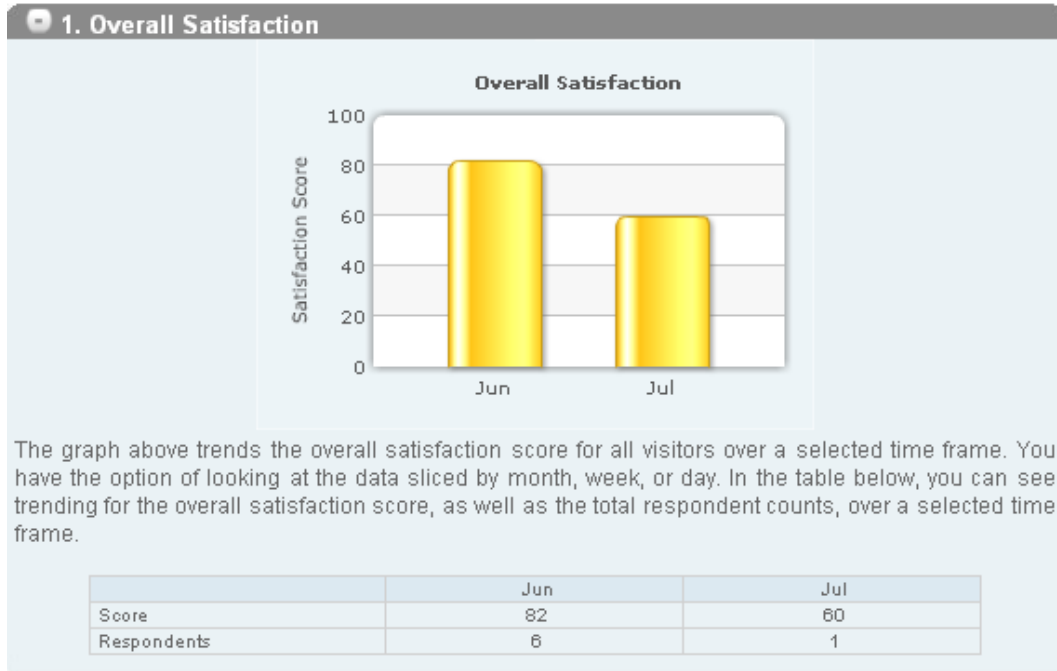
Once you're comfortable with your changes, please click on the update button. If you're not sure about making the changes right now, then just click on the cancel button to go back to the previous screen.

- **Visual Reports:**

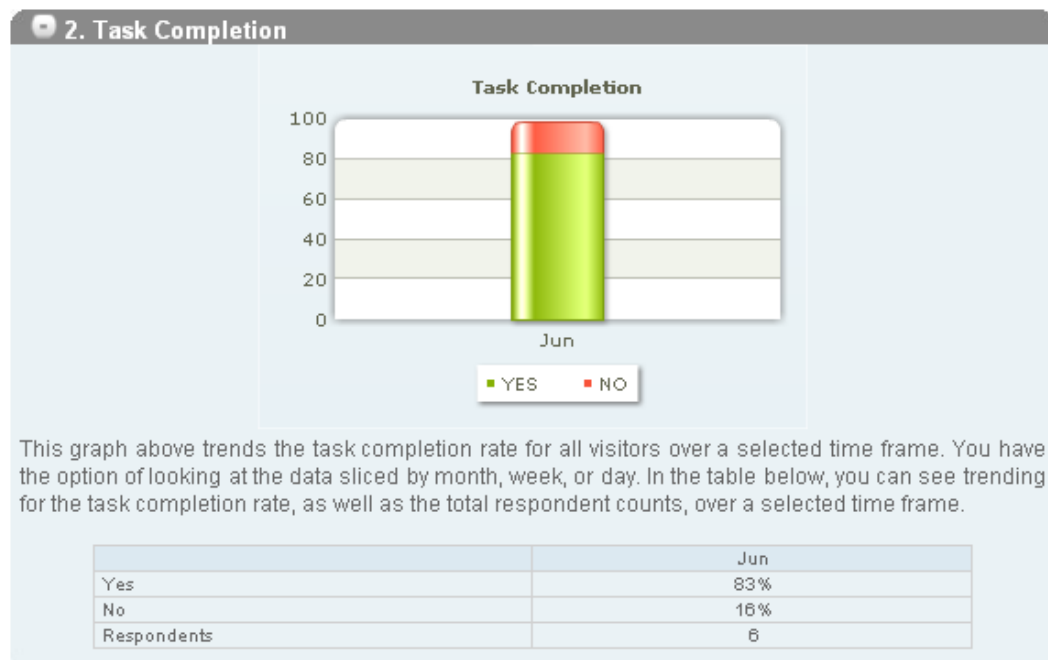
Visual reports show summarised statistics of user responses



This graph shows the overall visitor satisfaction at a glance



This graph shows the overall satisfaction rate



This graph shows to what degree website visitors accomplished what they were looking for



3. Distribution of Primary Purpose (Why people visit your site)

The table below trends the purpose of visit shares (%) over a selected time frame. You have the option of looking at the data sliced by month, week, or day.

	Overall	Jun	Jul
Check news	14%	17%	0%
Research	14%	17%	0%
Buy	14%	17%	0%
Expand my network	29%	17%	100%
Check for product updates	0%	0%	0%
Other, please specify	29%	33%	0%
Total %	100%	100%	100%
(Count)	(7)	(6)	(1)

This table shows trends of visitors' purpose on the website over time