

# Enterprise Grid<sup>®</sup> Report for Survey

## Spring 2023



### Survey Software

Contenders								Leaders
Niche								High Performers

Market Presence

Satisfaction

G2 Grid<sup>®</sup> Scoring

(Survey Software continues on next page)

# Survey Software Software (continued)

## Survey Software Definition

Survey software allows users to create online surveys, quizzes, polls, and other web forms. These are then distributed to an organization's targeted audience to conduct market research or solicit feedback and opinions. For businesses, survey software products provide insight into participants' opinions of events, projects, customer service, or other aspects of their business. Surveys are most often delivered via email blasts or as pop-ups on a company's site. Survey tools can also be leveraged by non-business entities for personal use or in academia to conduct questionnaire-based research.

While survey software can have significant overlap with [enterprise feedback management software](#) and [experience management software](#), the three categories are mutually exclusive. EFM products are more specific to business use cases and provide relevant features like Net Promoter Score (NPS) calculation and integrations with CRM software compared to products in the Survey category. They also provide more built-in analysis tools, triggers, and post-feedback actions compared to survey products. Products in the Experience Management category build on the core functionality of EFM by adding features that allow businesses to execute closed-loop actions based on received feedback.

Please note: Based on the stacking nature of these groups of products, the Experience Management, Enterprise Feedback Management, and Survey categories are mutually exclusive to provide clarity to the exact feature sets provided by each type of software solution.

To qualify for inclusion in the Survey category, a product must:

- ▶ Enable the creation and customization of questions
- ▶ Gather, report on, and archive response data
- ▶ Be shareable and distributable

## Enterprise Survey Grid® Scoring Description

Products shown on the Enterprise Grid® for Survey have received a minimum of 10 reviews/ratings in data gathered by March 07, 2023. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [Qualtrics CoreXM](#), [SurveyMonkey](#), [Google Workspace](#), [Google Surveys](#), [Microsoft Forms](#), [Doodle](#), [QuestionPro](#), [Alchemer](#), [Zoho Survey](#), [Typeform](#), [Jotform](#), [Suzy](#), and [Attest](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [SurveySparrow](#), [ThoughtExchange](#), [Jebbit](#), [Polly](#), [Feedback Loop](#), [Voxco Survey Platform](#), [Respondent](#), [Survicate](#), [SurveyMonster](#), and [SurveyLab](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Mailchimp All-in-One Marketing Platform](#), [Constant Contact](#), [Wufoo](#), [ServiceNow Now Platform](#), [Formstack Forms](#), [Forsta](#), [Mentimeter](#), and [ArcGIS Survey123](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [FormAssembly](#), [quantilope](#), [Survio](#), [SurveyLegend](#), [SurveyPro](#), [forms.app](#), [Survey For Business](#), [eSurvey](#), [Centiment](#), [SurveyRock](#), [SurveyCTO](#), and [SurveyBox](#)



# Grid® Scores for Enterprise Survey Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Enterprise Grid®. To learn more about each of the products, please see the profile section.

## Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
<a href="#">Qualtrics CoreXM</a>	1175	94	99	96
<a href="#">SurveyMonkey</a>	5472	100	90	95
<a href="#">Google Workspace</a>	1890	99	84	92
<a href="#">Google Surveys</a>	583	95	69	82
<a href="#">Microsoft Forms</a>	98	78	72	75
<a href="#">Doodle</a>	318	83	66	75
<a href="#">QuestionPro</a>	123	76	69	73
<a href="#">Alchemer</a>	205	74	61	67
<a href="#">Zoho Survey</a>	130	60	74	67
<a href="#">Typeform</a>	49	71	61	66
<a href="#">Jotform</a>	26	71	54	62
<a href="#">Suzy</a>	25	71	52	62
<a href="#">Attest</a>	28	55	54	55

(Grid® Scores for Enterprise Survey Software continues on next page)

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Scores for Enterprise Survey Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Enterprise Grid®. To learn more about each of the products, please see the profile section.

## High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
<a href="#">SurveySparrow</a>	98	78	49	64
<a href="#">ThoughtExchange</a>	14	69	45	57
<a href="#">Jebbit</a>	12	66	45	55
<a href="#">Polly</a>	17	73	36	54
<a href="#">Feedback Loop</a>	43	65	42	53
<a href="#">Voxco Survey Platform</a>	13	64	41	53
<a href="#">Respondent</a>	25	52	45	49
<a href="#">Survicate</a>	17	52	43	47
<a href="#">SurveyMonster</a>	22	56	26	41
<a href="#">SurveyLab</a>	10	57	17	37

## Contenders

<a href="#">Mailchimp All-in-One Marketing Platform</a>	52	46	58	52
<a href="#">Constant Contact</a>	45	43	55	49
<a href="#">Wufoo</a>	36	38	60	49
<a href="#">ServiceNow Now Platform</a>	15	31	60	46
<a href="#">Formstack Forms</a>	40	40	51	45
<a href="#">Forsta</a>	63	37	54	45
<a href="#">Mentimeter</a>	18	27	59	43
<a href="#">ArcGIS Survey123</a>	14	18	57	38

(Grid® Scores for Enterprise Survey Software continues on next page)

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Grid® Scores for Enterprise Survey Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Enterprise Grid®. To learn more about each of the products, please see the profile section.

## Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
FormAssembly	22	45	43	44
quantilope	10	34	44	39
Survio	23	33	41	37
SurveyLegend	63	39	32	36
SurveyPro	49	42	27	35
forms.app	10	40	27	34
Survey For Business	15	36	24	30
eSurvey	10	38	19	29
Centiment	13	30	21	26
SurveyRock	10	18	17	17
SurveyCTO	12	10	25	17
SurveyBox	10	9	4	6

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

# Grid® Methodology

## Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Survey category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

## Segmented Grid® Scoring Methodology

When viewing a Grid® by segment size, the same Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

- ▶ Small-Business Review: A review from someone who works at a company with 50 or fewer employees
- ▶ Mid-Market Review: A review from someone who works at a company with 51-1,000 employees
- ▶ Enterprise Review: A review from someone who works at a company with 1,001+ employees

## Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Enterprise Grid® Report for Survey | Spring 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through March 07, 2023. To view the Survey Grid® with the most recent data, please visit the [Survey](#) page.

### Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

*(Grid® Methodology continues on next page)*

\*\* Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

# Grid® Methodology (continued)

## Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

## Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

*(Grid® Methodology continues on next page)*



# Grid® Methodology (continued)

## Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through March 07, 2023. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

## Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

## Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Survey category](#).

## Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.





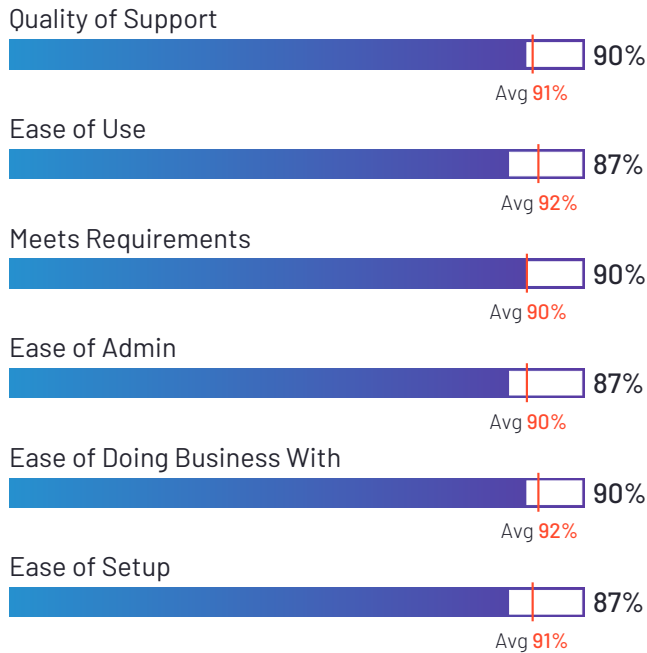
## Qualtrics CoreXM

4.4 ★★★★★ (2,663)



Qualtrics CoreXM has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Qualtrics CoreXM has the largest Market Presence among products in Survey. 95% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Qualtrics CoreXM at a rate of 89%. Qualtrics CoreXM is also in the Brand Intelligence category.

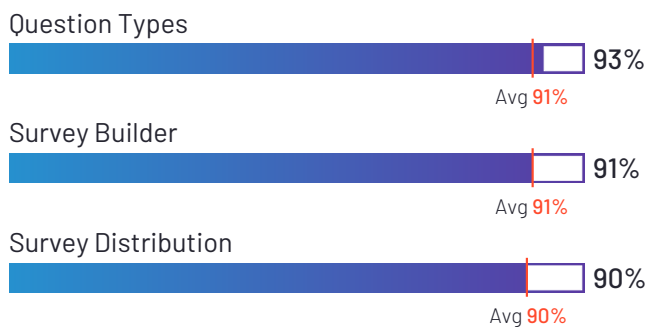
### Satisfaction Ratings



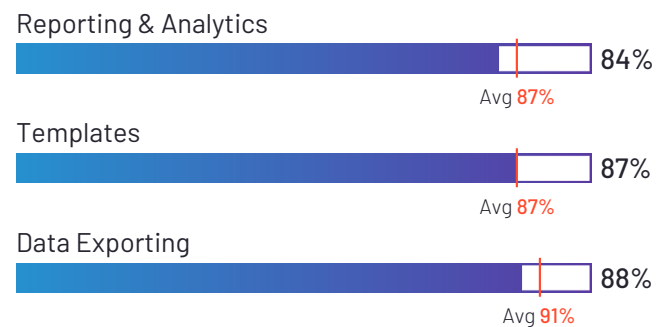
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Qualtrics



**HQ Location**  
Provo, UT



**Year Founded**  
2002



**Employees (Listed On LinkedIn)**  
6,087



**Company Website**  
[qualtrics.com](https://qualtrics.com)



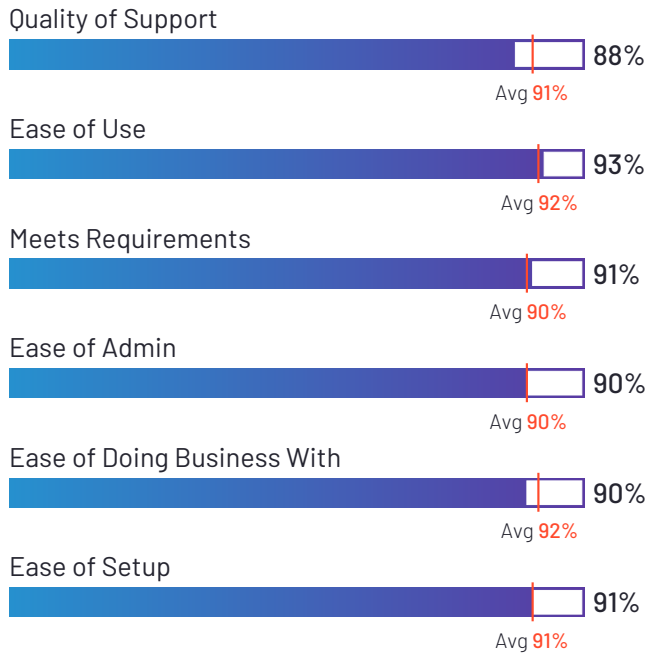
# SurveyMonkey

4.4 ★★★★★ (18,398)

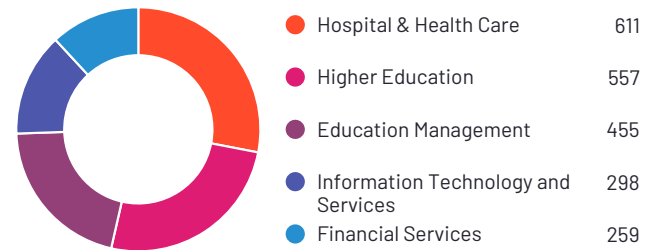


SurveyMonkey has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. SurveyMonkey received the highest Satisfaction score among products in Survey. 94% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyMonkey at a rate of 88%. SurveyMonkey is also in the SAP Store and Online Form Builder categories.

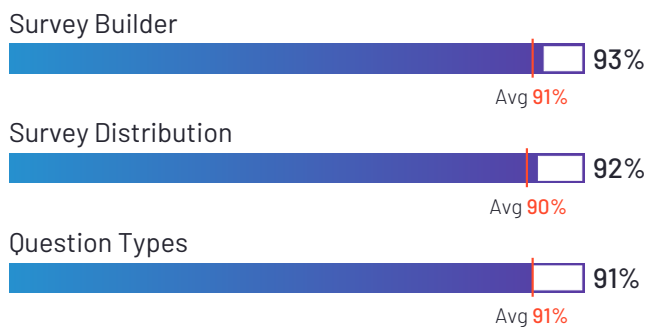
## Satisfaction Ratings



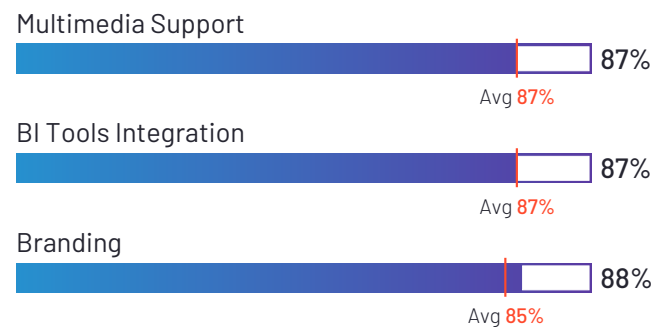
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Momentive



**HQ Location**  
San Mateo, CA



**Year Founded**  
1999



**Employees (Listed On LinkedIn)**  
1,611



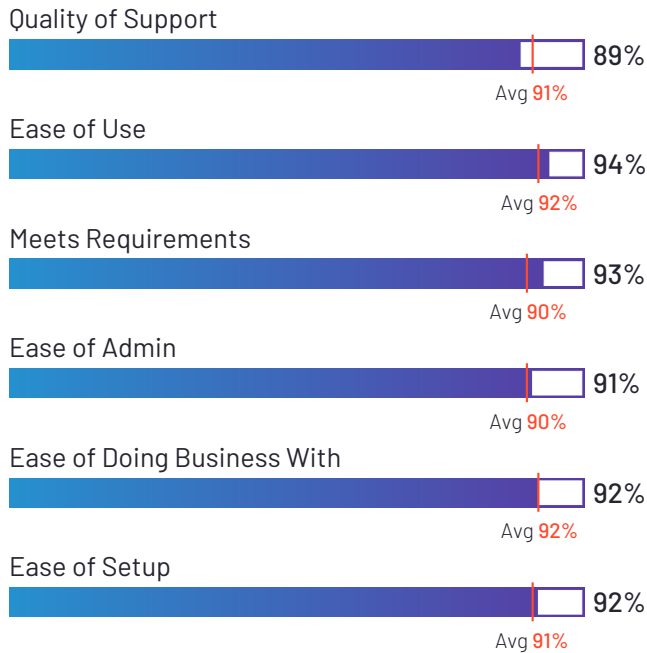
**Company Website**  
[momentive.ai](https://momentive.ai)

Google Workspace

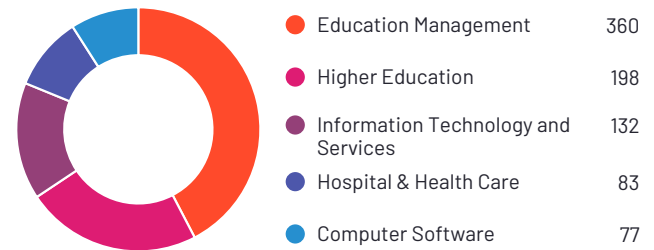
**4.6** ★★★★★ (40,337) Google Workspace has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Workspace at a rate of 91%. Google Workspace is also in the Business Instant Messaging, Screen Sharing, Note-Taking Management, Spreadsheets, Website Builder, Presentation, Document Creation, Cloud Content Collaboration, Office Suites, Calendar, Email, and Video Conferencing categories.



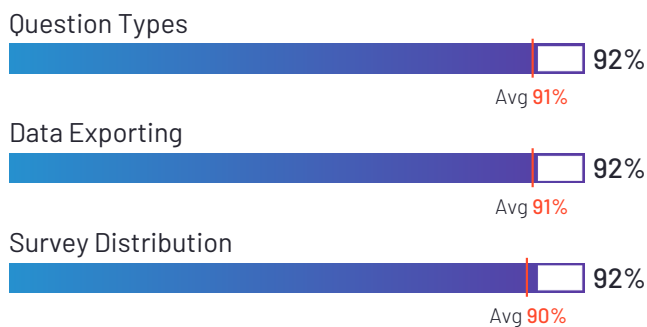
## Satisfaction Ratings



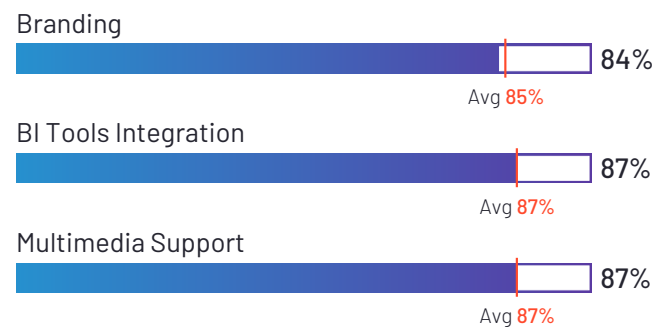
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Google



**HQ Location**  
Mountain View, CA



**Year Founded**  
1998



**Total Revenue**  
\$182,527 (USD MM)



**Employees (Listed On LinkedIn)**  
326,537



**Company Website**  
[cloud.google.com](https://cloud.google.com)



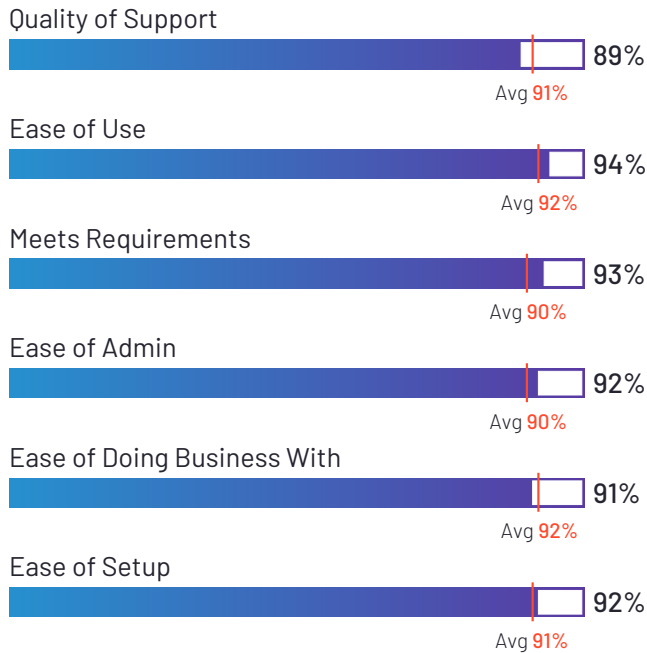
## Google Surveys

4.5 ★★★★★ (2,639)

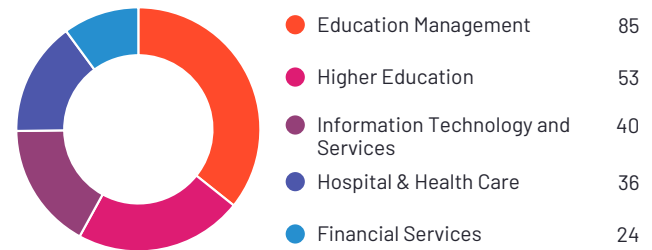


Google Surveys has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 84% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Surveys at a rate of 90%.

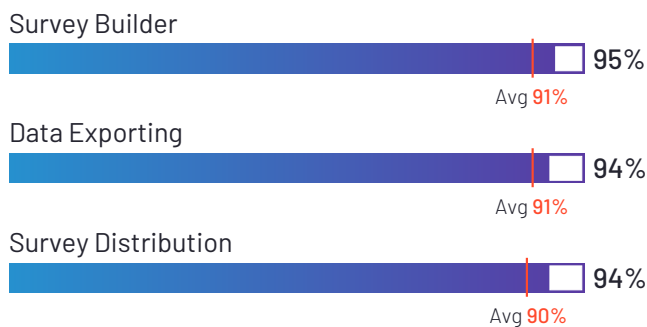
### Satisfaction Ratings



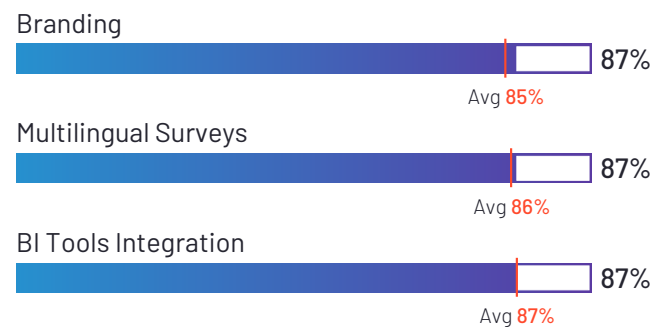
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Google



**HQ Location**  
Mountain View, CA



**Year Founded**  
1998



**Total Revenue**  
\$182,527 (USD MM)



**Employees (Listed On LinkedIn)**  
326,537



**Company Website**  
[cloud.google.com](https://cloud.google.com)



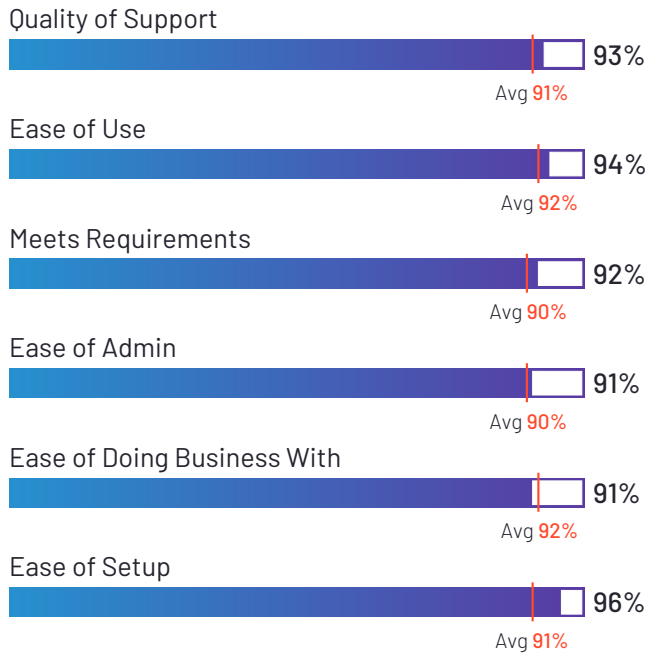
# Microsoft Forms

4.4 ★★★★★ (289)

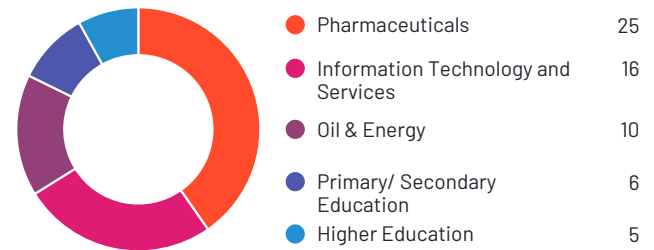


Microsoft Forms has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Microsoft Forms at a rate of 91%. Microsoft Forms is also in the Online Form Builder category.

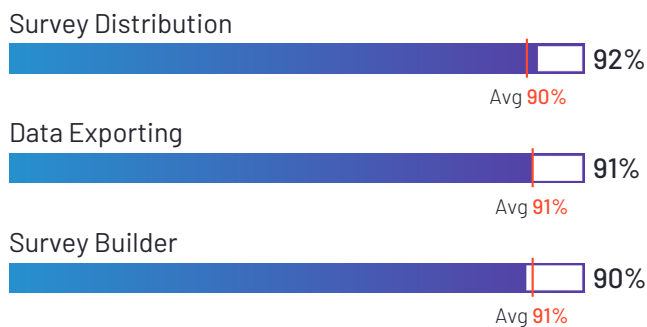
## Satisfaction Ratings



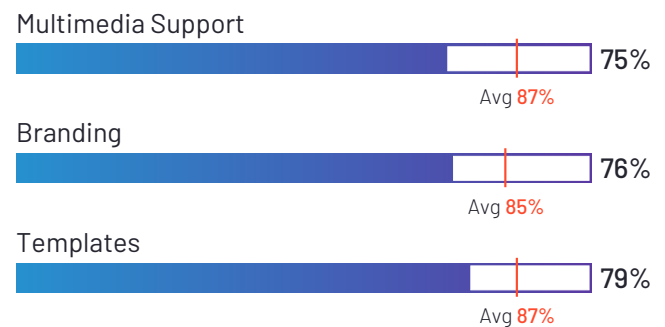
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Microsoft



**HQ Location**  
Redmond, WA



**Year Founded**  
1975



**Total Revenue**  
\$143,015 (USD MM)



**Employees (Listed On LinkedIn)**  
229,212



**Company Website**  
[microsoft.com](https://microsoft.com)



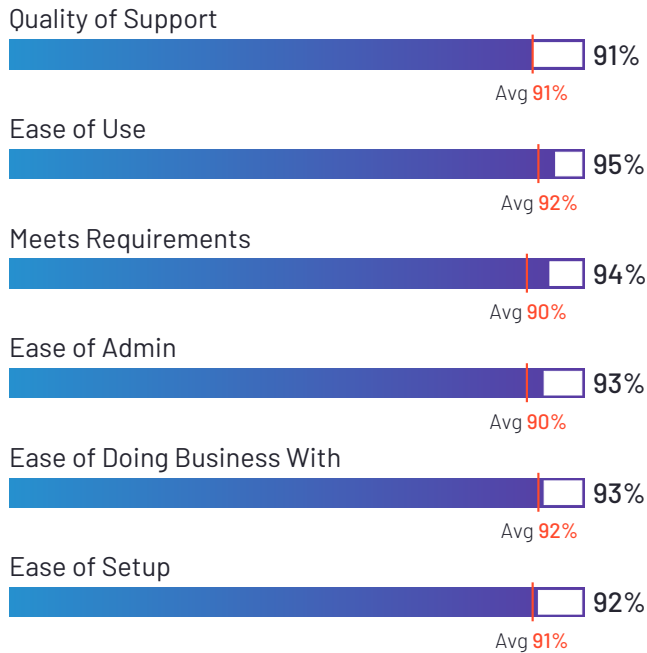
# Doodle

4.4 ★★★★★ (2,057)



Doodle has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Doodle at a rate of 91%. Doodle is also in the Business Scheduling, Appointment Reminder, and Online Appointment Scheduling categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Doodle



**HQ Location**  
Zurich, Switzerland



**Year Founded**  
2007



**Employees (Listed On LinkedIn)**  
127



**Company Website**  
[www.doodle.com](http://www.doodle.com)



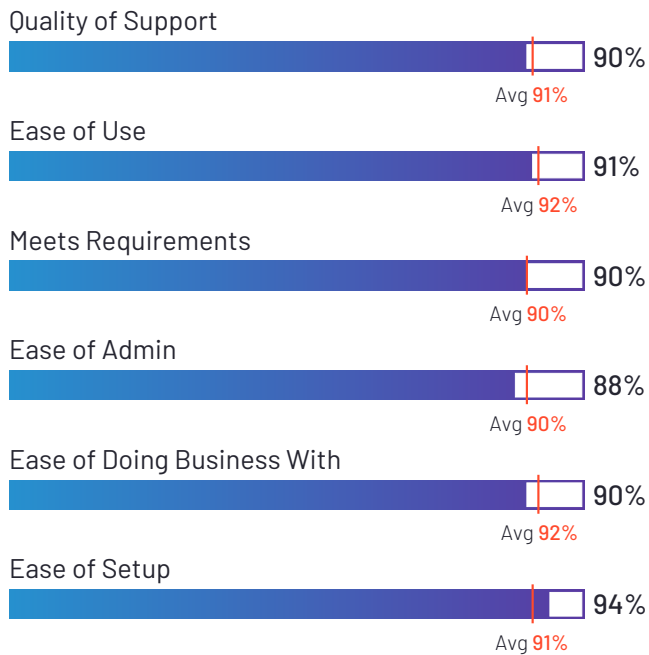
## QuestionPro

4.5 ★★★★★ (676)



QuestionPro has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend QuestionPro at a rate of 88%.

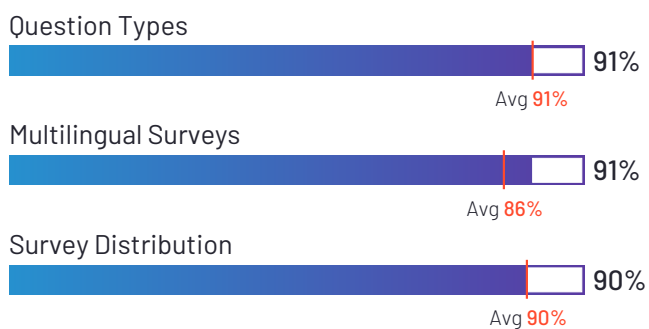
### Satisfaction Ratings



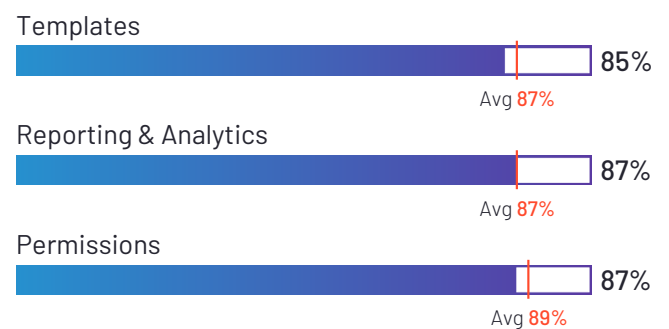
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
QuestionPro Survey Software



**HQ Location**  
San Francisco, CA



**Year Founded**  
2002



**Employees (Listed On LinkedIn)**  
411



**Company Website**  
[questionpro.com](https://questionpro.com)

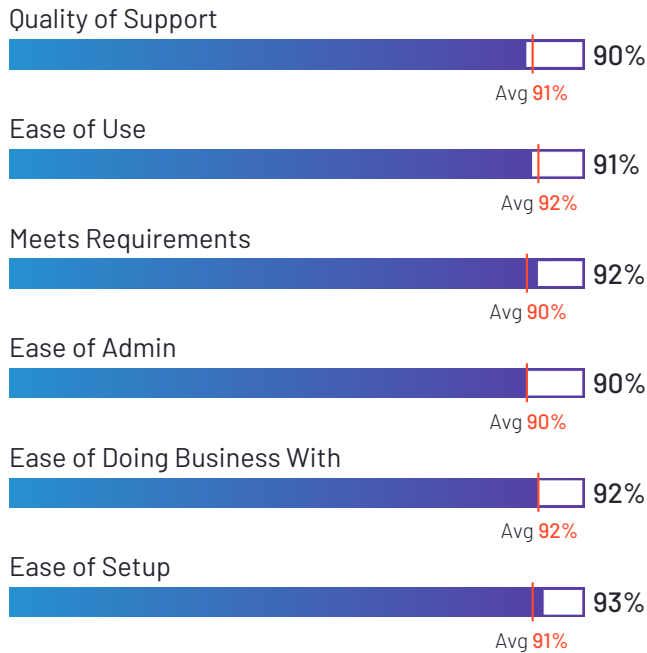
Alchemer

4.4 ★★★★★ (812)

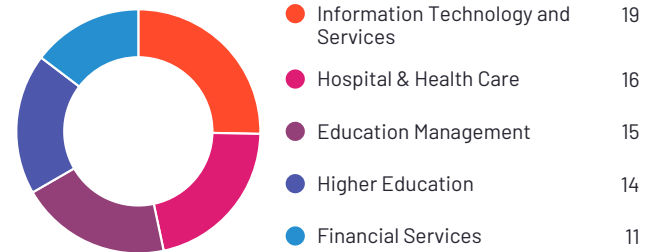


Alchemer has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Alchemer at a rate of 89%.

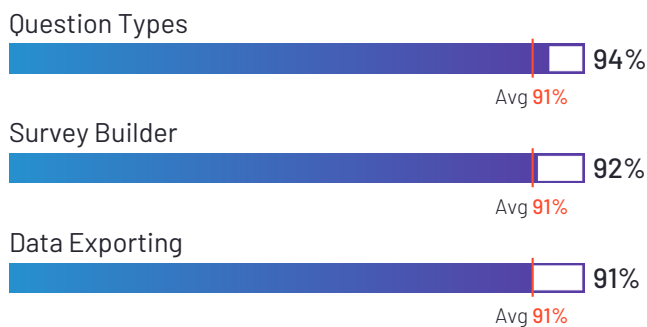
## Satisfaction Ratings



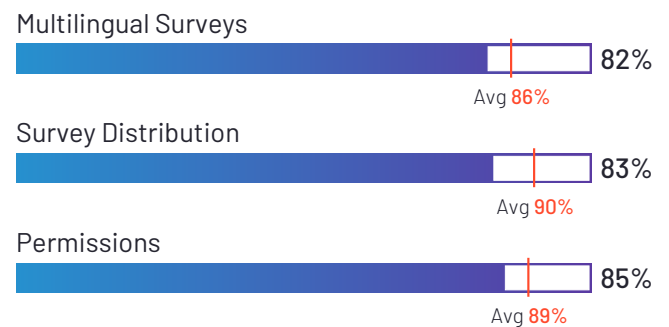
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Alchemer (formerly SurveyGizmo)



**HQ Location**  
Louisville, CO



**Employees (Listed On LinkedIn)**  
163



**Company Website**  
[alchemer.com](https://alchemer.com)





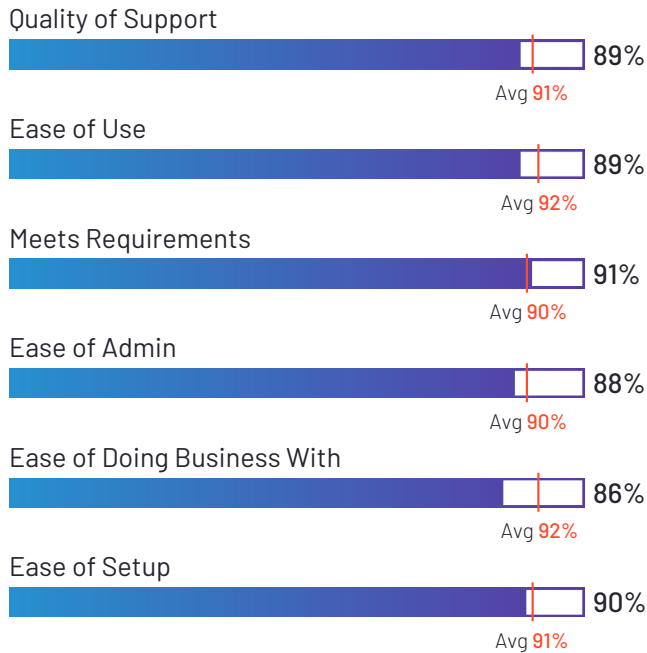
## Zoho Survey

4.4 ★★★★★ (782)

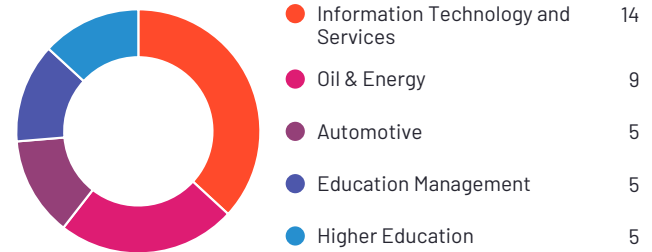


Zoho Survey has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Zoho Survey at a rate of 88%.

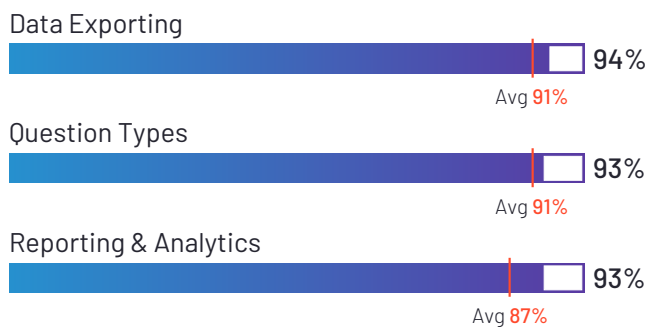
### Satisfaction Ratings



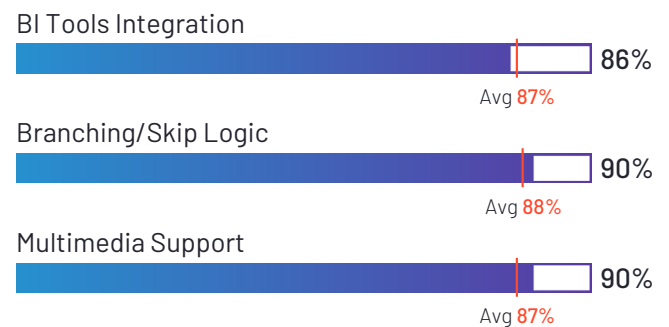
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



#### Ownership

Zoho Corporation Pvt. Ltd.



#### HQ Location

Austin, TX



#### Year Founded

1996



#### Employees (Listed On LinkedIn)

16,280



#### Company Website

[www.zoho.com](http://www.zoho.com)



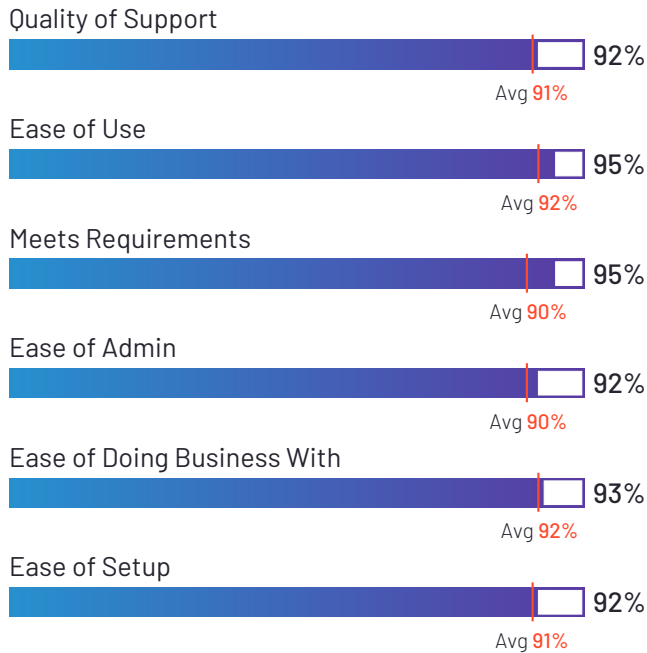
# Typeform

4.5 ★★★★★ (633)

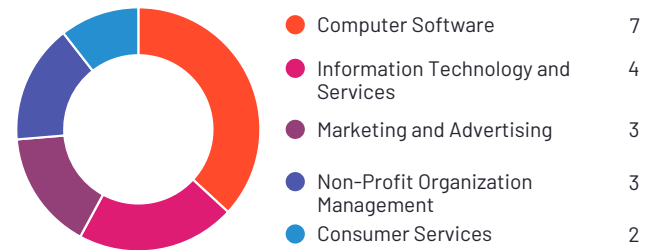


Typeform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Typeform at a rate of 93%. Typeform is also in the Online Form Builder, Chatbots, and Lead Capture categories.

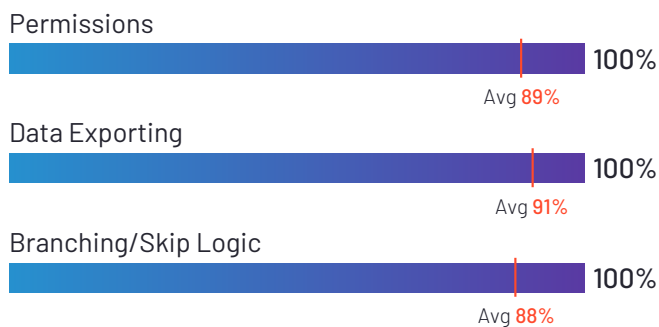
## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Typeform



**HQ Location**  
Barcelona



**Year Founded**  
2012



**Employees (Listed On LinkedIn)**  
607



**Company Website**  
[bit.ly](https://bit.ly)



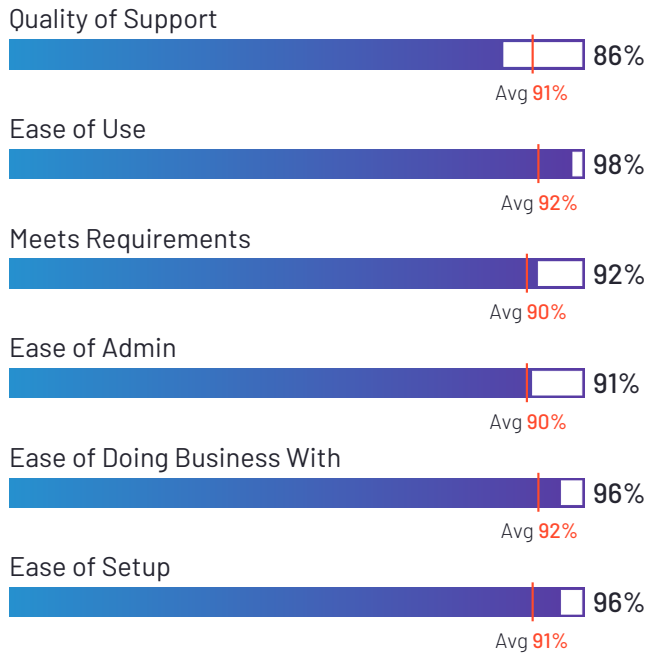
# Jotform

4.7 ★★★★★ (1,469)

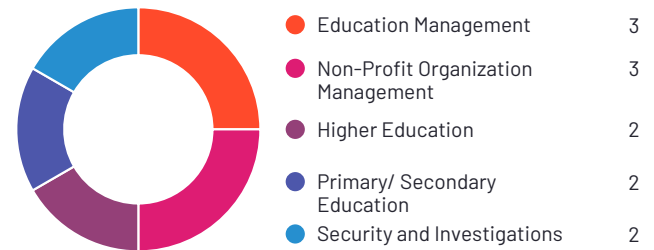


Jotform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Jotform at a rate of 95%. Jotform is also in the Vaccine Tracking, Online Form Builder, Event Registration & Ticketing, Field Service Management, Employee Engagement, 360 Feedback Tools, and Applicant Tracking Systems (ATS) categories.

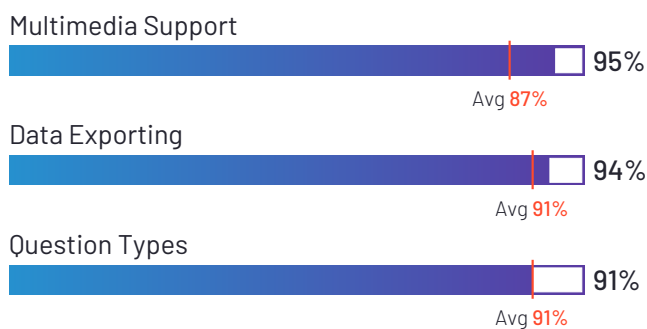
## Satisfaction Ratings



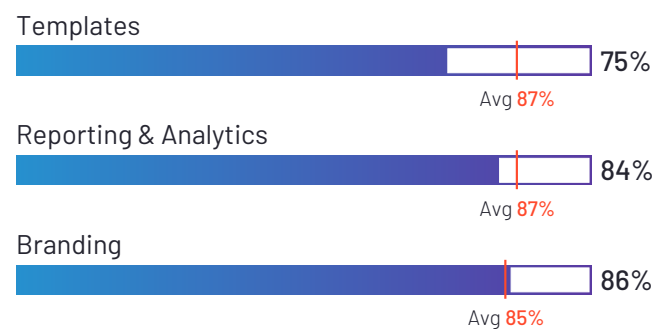
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Jotform



**HQ Location**  
San Francisco,  
California



**Year Founded**  
2006



**Employees (Listed  
On LinkedIn)**  
625



**Company Website**  
[jotform.com](https://jotform.com)



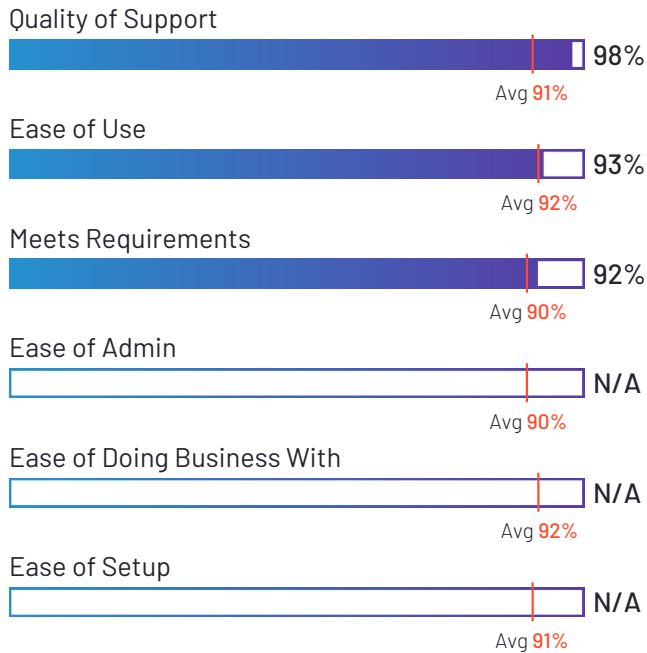
Suzy

4.7 ★★★★★ (82)



Suzy has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Suzy at a rate of 96%. Suzy is also in the User Research and Brand Intelligence categories.

## Satisfaction Ratings

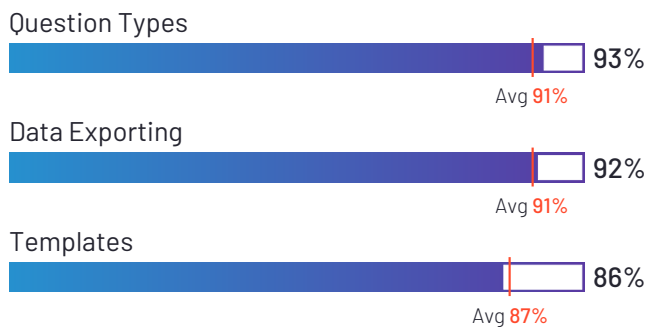


\*N/A is displayed when fewer than five responses were received for the question.

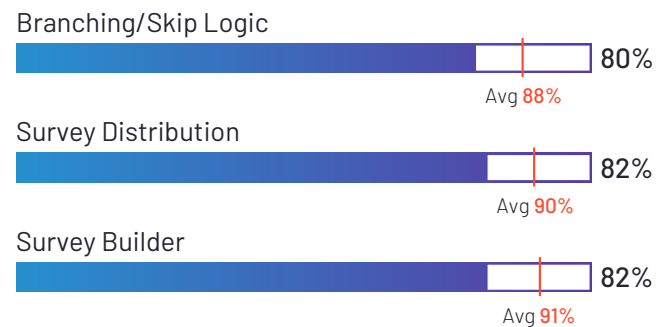
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Suzy



**HQ Location**  
New York, NY



**Year Founded**  
2017



**Employees (Listed  
On LinkedIn)**  
314



**Company Website**  
[suzy.com](https://suzy.com)



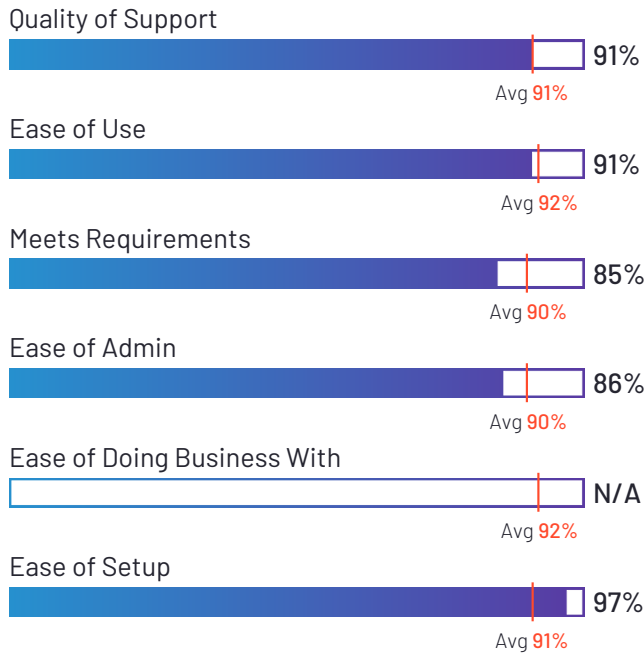
# Attest

4.5 ★★★★★ (135)



Attest has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Attest at a rate of 87%. Attest is also in the Brand Intelligence category.

## Satisfaction Ratings

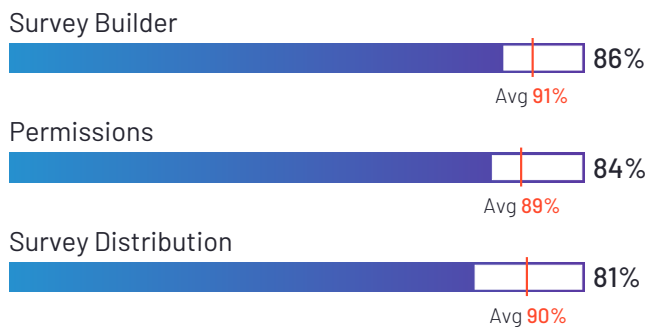


## Top Industries Represented

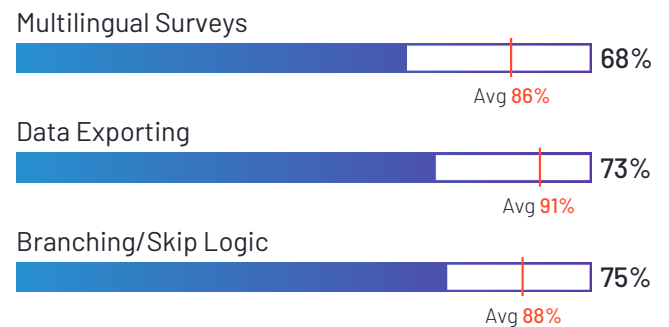


\*N/A is displayed when fewer than five responses were received for the question.

## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Attest



**HQ Location**  
London



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
169



**Company Website**  
[askattest.com](https://askattest.com)



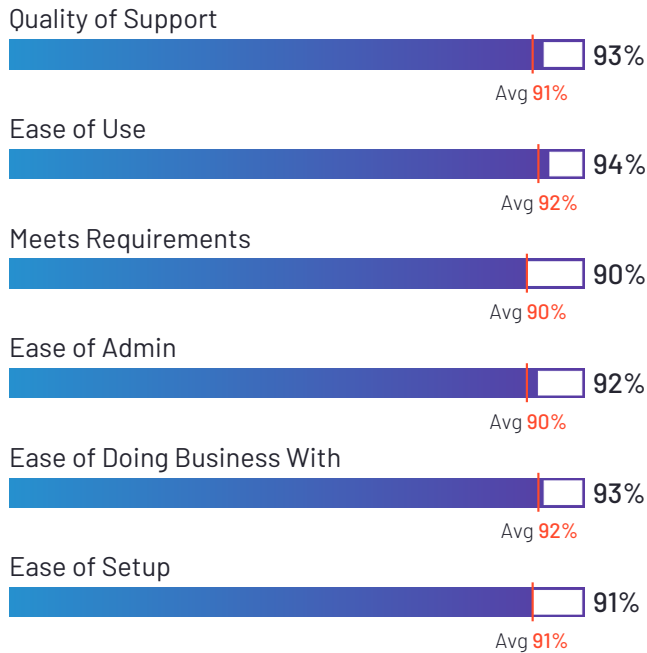
# SurveySparrow

4.4 ★★★★★ (1,744)

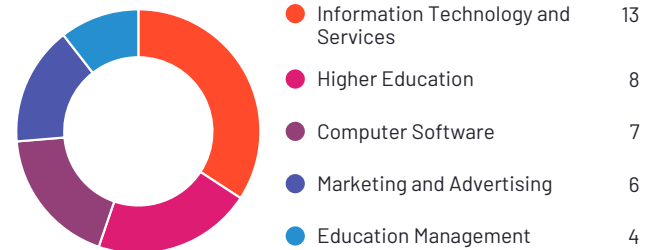


SurveySparrow has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 96% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveySparrow at a rate of 89%. SurveySparrow is also in the Feedback Analytics, Exit Interview Management, Online Form Builder, and Employee Engagement categories.

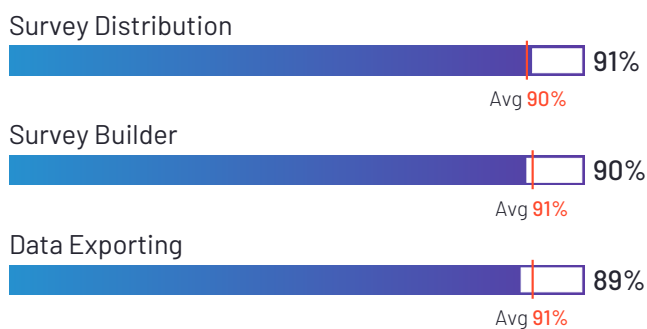
## Satisfaction Ratings



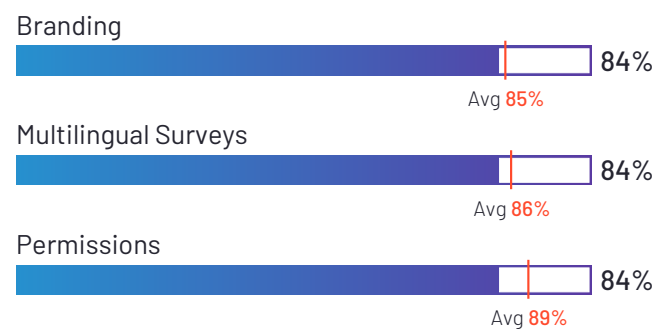
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
SurveySparrow Inc.



**HQ Location**  
Palo Alto, CA



**Year Founded**  
2017



**Employees (Listed On LinkedIn)**  
225



**Company Website**  
[surveysparrow.com](https://surveysparrow.com)



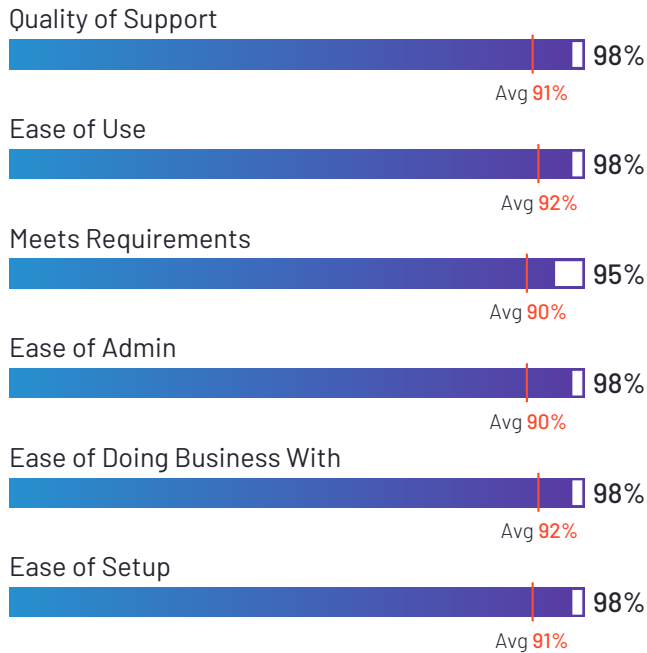
## ThoughtExchange

4.7 ★★★★★ (45)

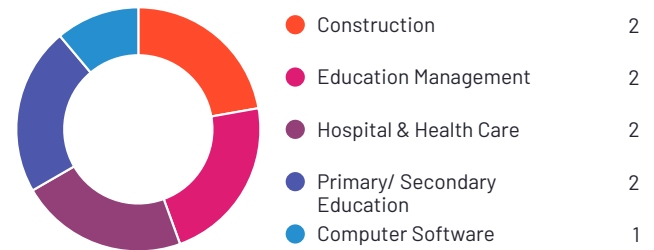


ThoughtExchange has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend ThoughtExchange at a rate of 96%. ThoughtExchange is also in the Employee Engagement, Audience Response, and Decision-Making categories.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
ThoughtExchange



**HQ Location**  
Rossland, BC



**Year Founded**  
2009



**Employees (Listed On LinkedIn)**  
190



**Company Website**  
[thoughtexchange.com](https://thoughtexchange.com)

jebbit

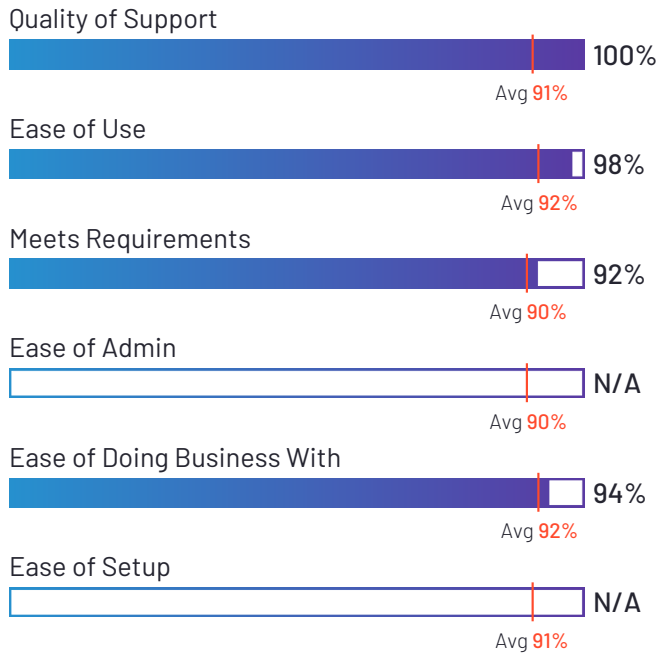
## Jebbit

4.7 ★★★★★ (54)



Jebbit has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Jebbit at a rate of 95%. Jebbit is also in the SAP Store, E-Commerce Personalization, Conversational Marketing, Online Form Builder, Lead Capture, and Pop-Up Builder categories.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Jebbit



**HQ Location**  
Boston, MA



**Employees (Listed  
On LinkedIn)**  
133



**Company Website**  
[www.jebbit.com](http://www.jebbit.com)





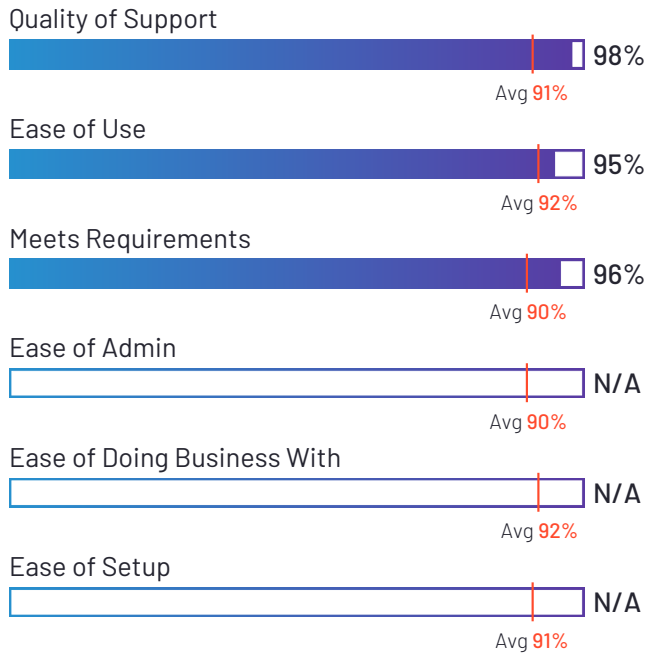
# Polly

4.6 ★★★★★ (72)

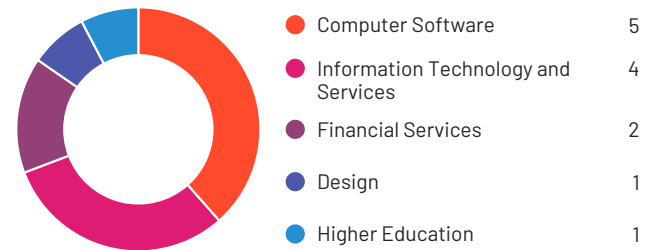


Polly has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 90% of users believe it is headed in the right direction, and users said they would be likely to recommend Polly at a rate of 95%. Polly is also in the Productivity Bots and Employee Engagement categories.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Polly.ai



**HQ Location**  
Seattle, WA



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
25



**Company Website**  
[www.polly.ai](http://www.polly.ai)



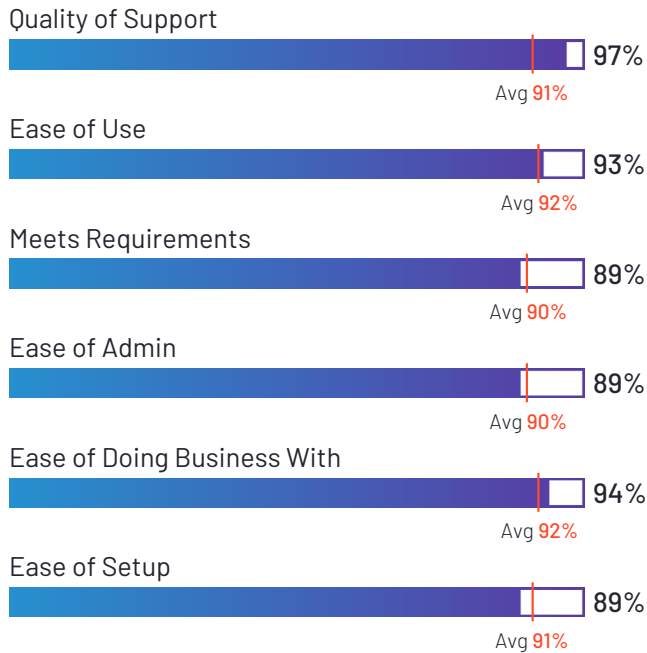
## Feedback Loop

4.5 ★★★★★ (124)

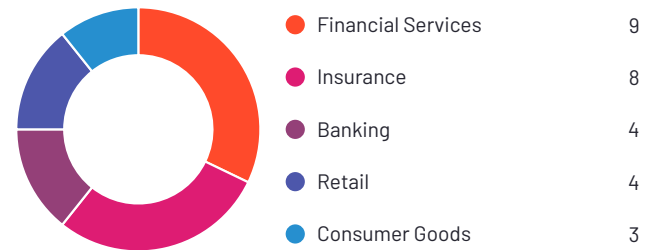


Feedback Loop has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 79% of users believe it is headed in the right direction, and users said they would be likely to recommend Feedback Loop at a rate of 93%. Feedback Loop is also in the User Research category.

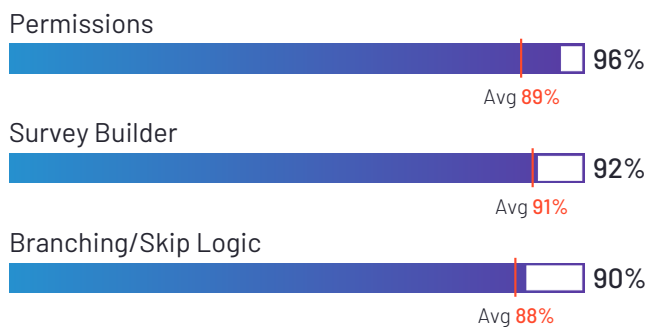
### Satisfaction Ratings



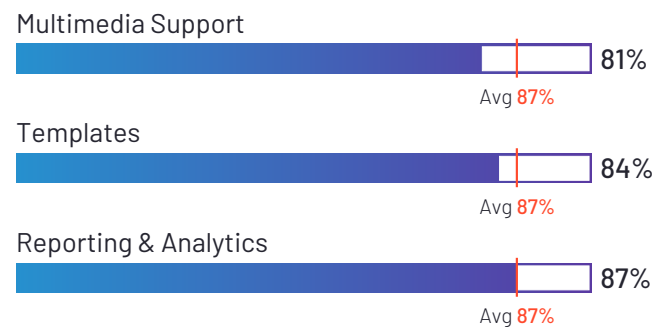
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Feedback Loop



**HQ Location**  
New York, New York



**Year Founded**  
2014



**Employees (Listed On LinkedIn)**  
34



**Company Website**  
[feedbackloop.com](https://feedbackloop.com)



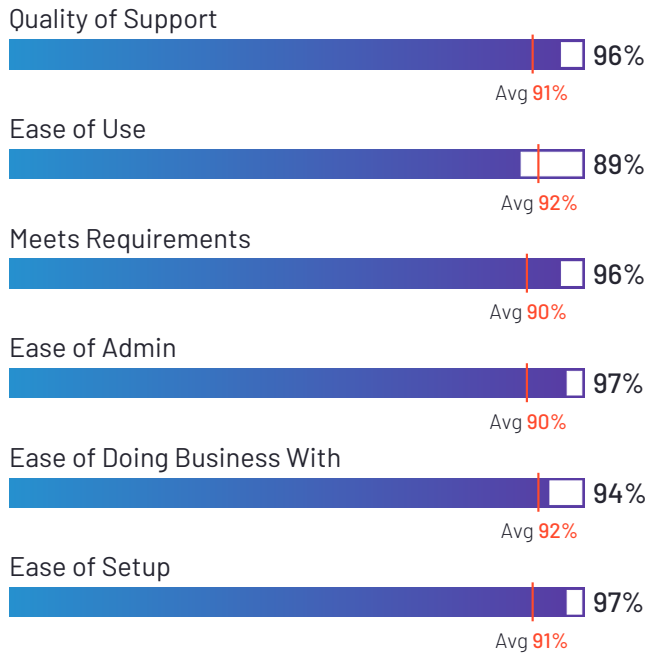
# Voxco Survey Platform

4.3 ★★★★★ (51)

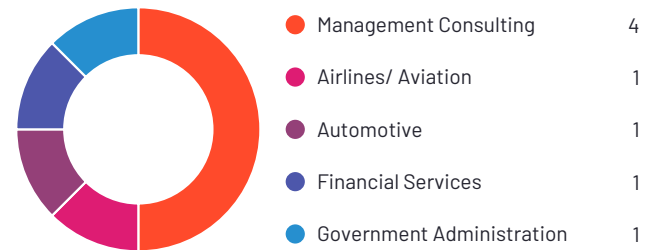


Voxco Survey Platform has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 92% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Voxco Survey Platform at a rate of 92%.

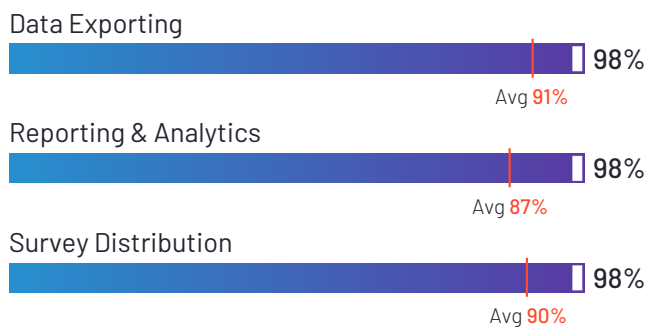
## Satisfaction Ratings



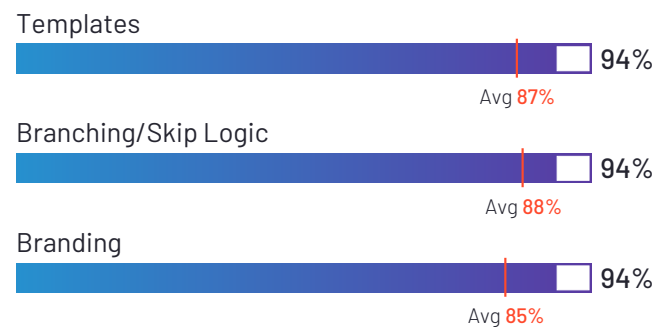
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Voxco



**HQ Location**  
Montreal



**Year Founded**  
1976



**Employees (Listed On LinkedIn)**  
98



**Company Website**  
[www.voxco.com](http://www.voxco.com)



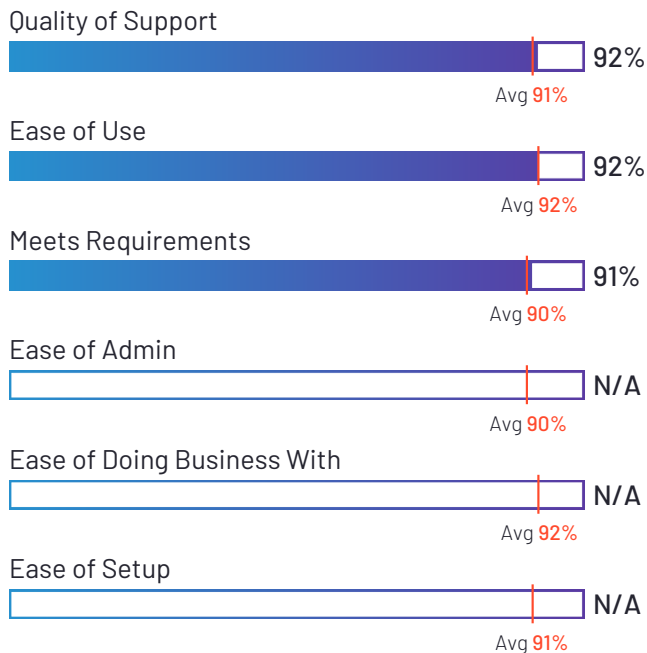
## Respondent

4.5 ★★★★★ (179)



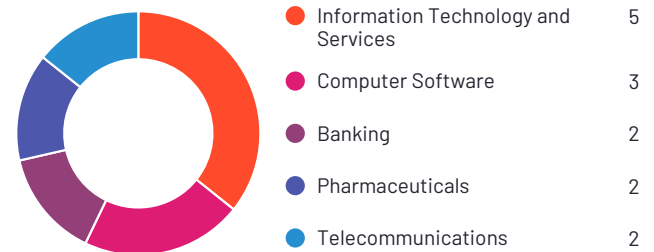
Respondent has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Respondent at a rate of 95%. Respondent is also in the Consumer Video Feedback and User Research categories.

### Satisfaction Ratings

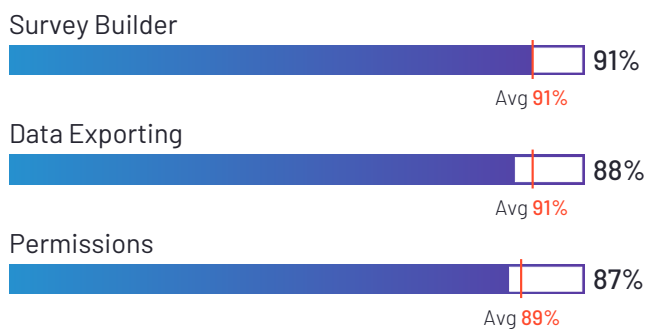


\*N/A is displayed when fewer than five responses were received for the question.

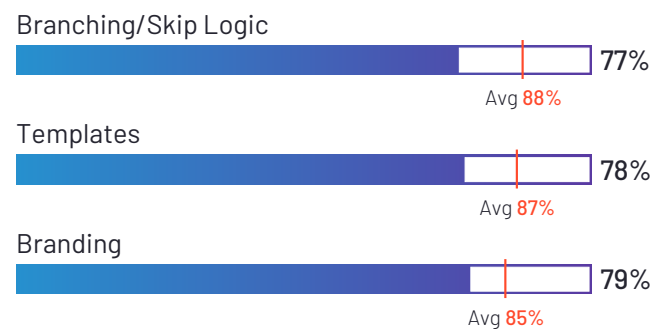
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Respondent Inc.



**HQ Location**  
NYC, New York



**Year Founded**  
2016



**Employees (Listed On LinkedIn)**  
124



**Company Website**  
[respondent.io](https://respondent.io)



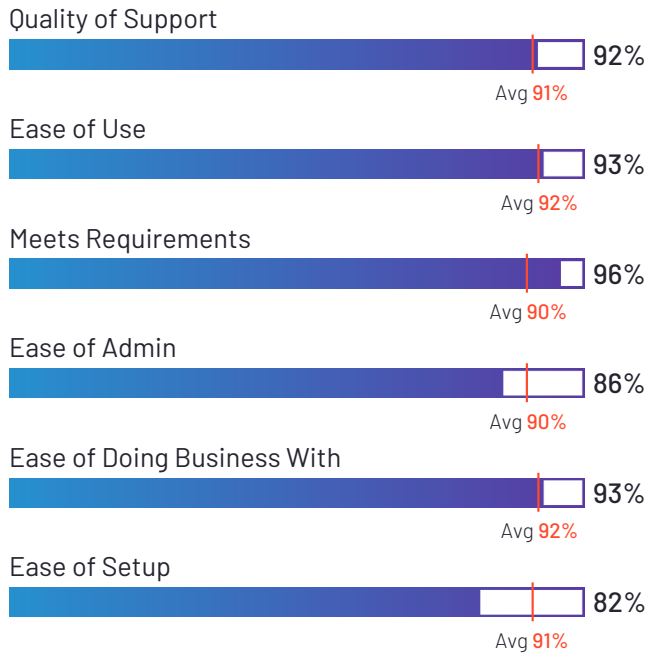
# Survicate

4.7 ★★★★★ (142)

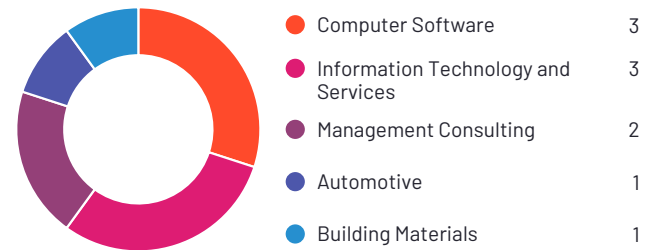


Survicate has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Survicate at a rate of 96%. Survicate is also in the User Research category.

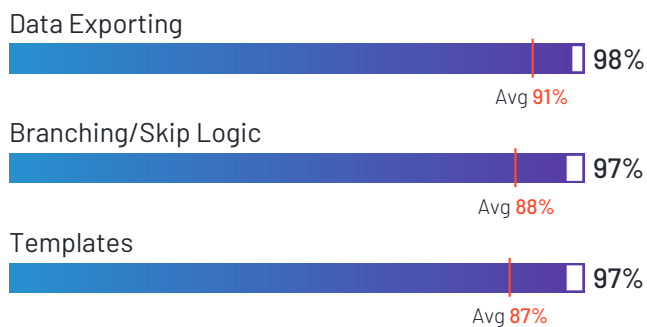
## Satisfaction Ratings



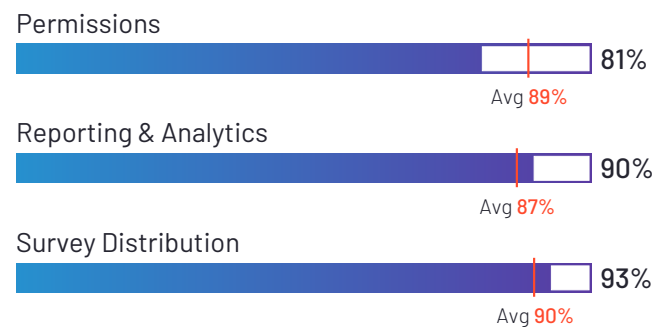
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Survicate



**HQ Location**  
Warsaw, MA



**Year Founded**  
2013



**Employees (Listed On LinkedIn)**  
57



**Company Website**  
[survicate.com](https://survicate.com)



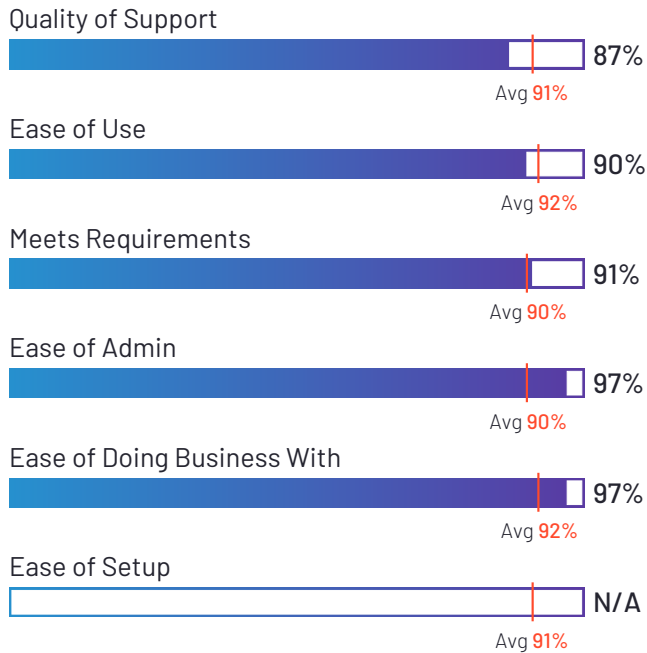
# SurveyMonkey

4.3 ★★★★★ (75)



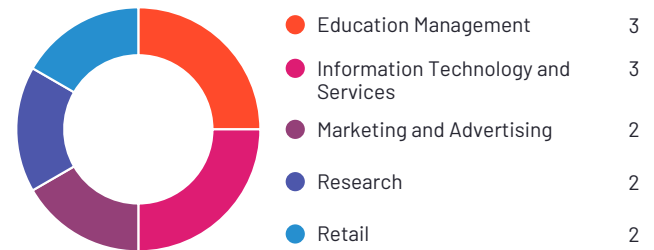
SurveyMonkey has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 86% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyMonkey at a rate of 86%.

## Satisfaction Ratings

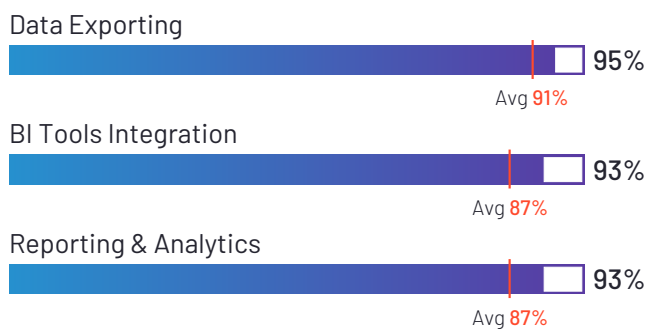


\*N/A is displayed when fewer than five responses were received for the question.

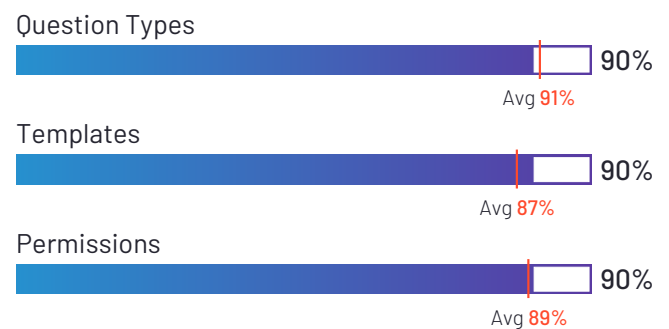
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
SurveyMonkey



**HQ Location**  
Bengaluru East,  
Karnataka



**Employees (Listed  
On LinkedIn)**  
37



**Company Website**  
[surveymonster.com](https://surveymonster.com)



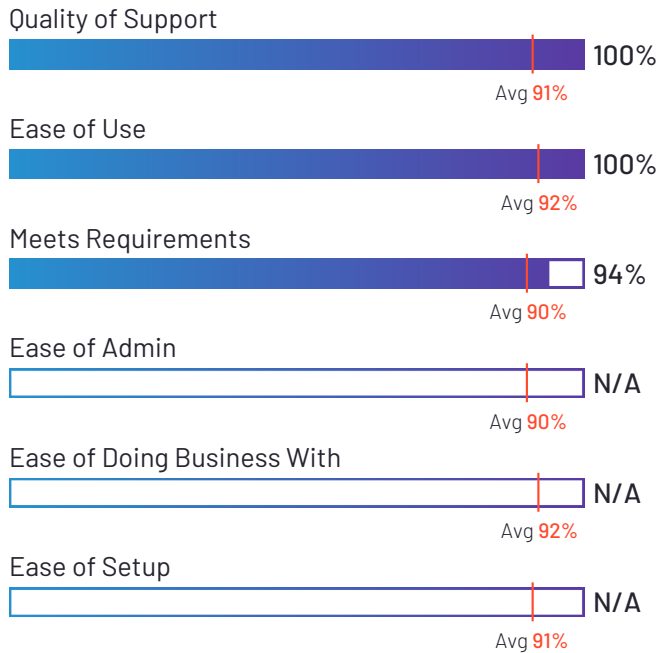
## SurveyLab

4.5 ★★★★★ (77)

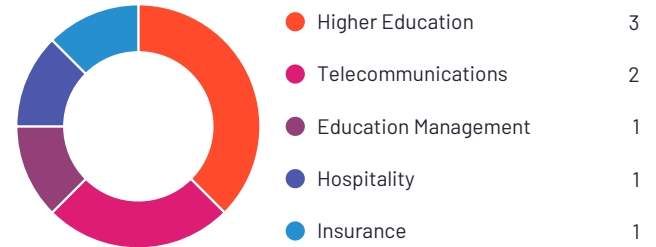


SurveyLab has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 90% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyLab at a rate of 91%. SurveyLab is also in the Online Form Builder and Employee Engagement categories.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
7 Points



**HQ Location**  
Warsaw, Poland



**Year Founded**  
2009



**Employees (Listed  
On LinkedIn)**  
7



**Company Website**  
[7pointgroup.com](https://7pointgroup.com)

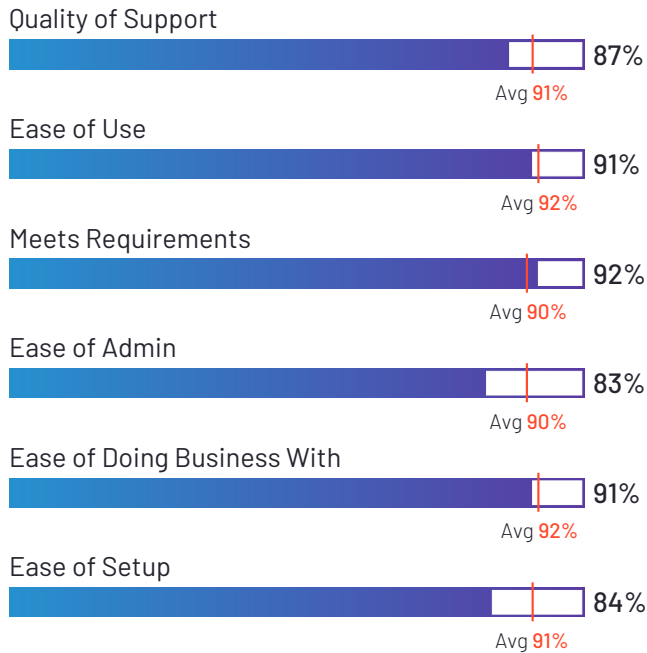


# Mailchimp All-in-One Marketing Platform

4.4 ★★★★★ (4,885)

Mailchimp All-in-One Marketing Platform has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 96% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Mailchimp All-in-One Marketing Platform at a rate of 88%. Mailchimp All-in-One Marketing Platform is also in the Retargeting, Landing Page Builders, Marketing Analytics, Website Builder, Social Media Advertising, Domain Registration, Marketing Automation, and Marketing Platforms categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Mailchimp



**HQ Location**  
Atlanta, GA



**Year Founded**  
2001



**Employees (Listed On LinkedIn)**  
1,622



**Company Website**  
[mailchimp.com](https://mailchimp.com)





# Constant Contact

4.0

★★★★☆ (5,527)

Constant Contact has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 87% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend Constant Contact at a rate of 81%. Constant Contact is also in the Event Marketing, Email Template Builder, Email Deliverability, Website Builder, E-Commerce Tools, Social Media Advertising, Shopping Cart, Search Advertising, Social Media Management, Domain Registration, Email Marketing, and SMS Marketing categories.

## Satisfaction Ratings

### Quality of Support



### Ease of Use



### Meets Requirements



### Ease of Admin



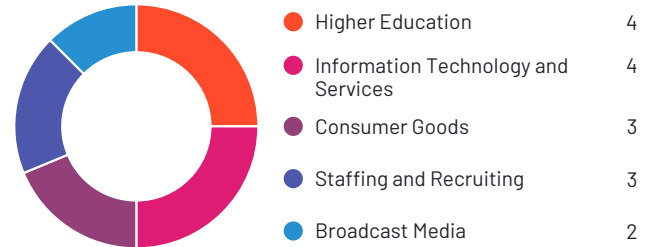
### Ease of Doing Business With



### Ease of Setup



## Top Industries Represented



## Highest-Rated Features

### Data Exporting



### Branding



### Survey Distribution



## Lowest-Rated Features

### Reporting & Analytics



### Multimedia Support



### Survey Builder



**Ownership**  
Constant Contact



**HQ Location**  
Waltham, MA



**Employees (Listed On LinkedIn)**  
1,135



**Company Website**  
[constantcontact.com](https://constantcontact.com)

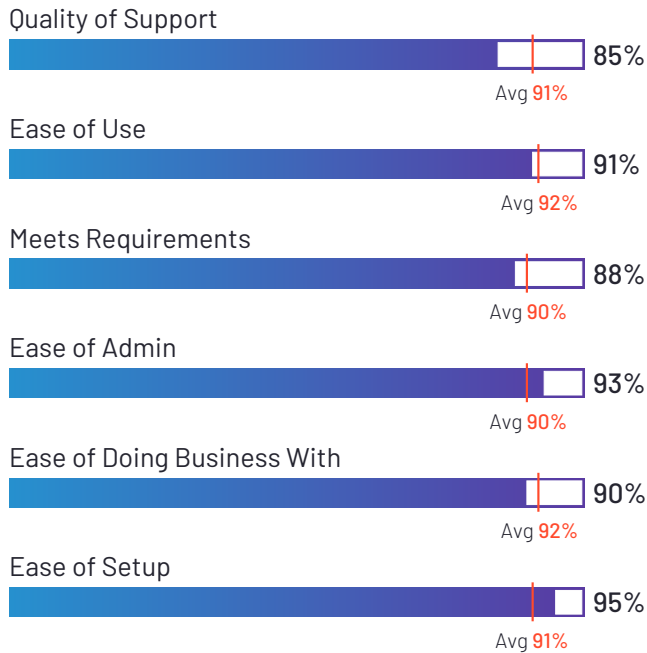


# Wufoo

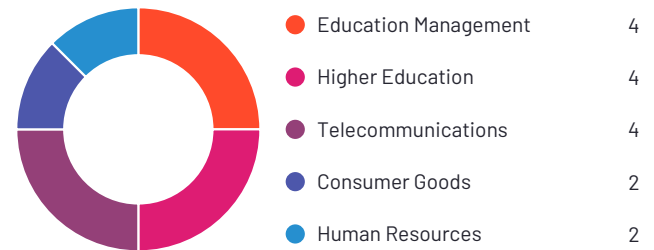
4.2 ★★★★★☆ (294)

Wufoo has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Wufoo at a rate of 86%. Wufoo is also in the Online Form Builder category.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Momentive



**HQ Location**  
San Mateo, CA



**Year Founded**  
1999



**Employees (Listed On LinkedIn)**  
1,611



**Company Website**  
[momentive.ai](https://momentive.ai)

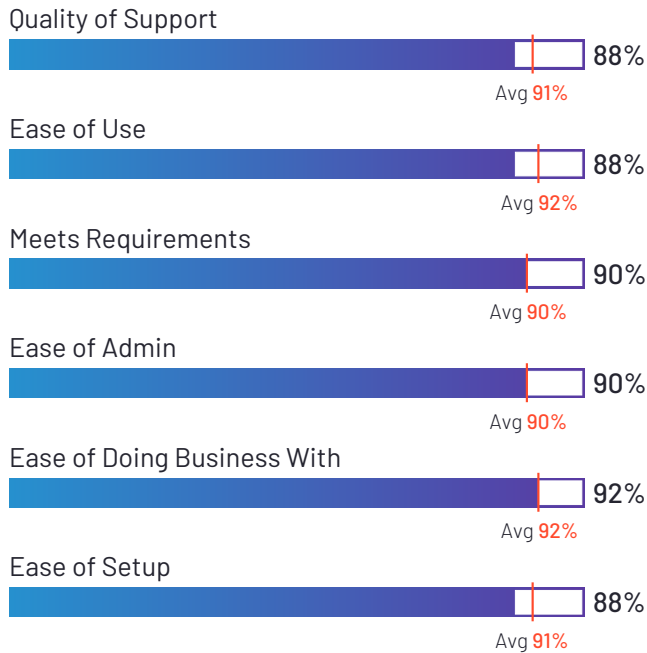


# ServiceNow Now Platform

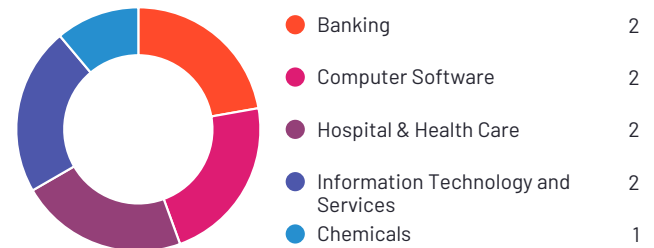
**4.1** ★★★★★☆ (333)

ServiceNow Now Platform has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend ServiceNow Now Platform at a rate of 89%. ServiceNow Now Platform is also in the Other Integrated Development Environments (IDE), Workflow Management, Bot Platforms, API Management, Task Management, Life Insurance Policy Administration Systems, Communication Platform as a Service, Mobile Development Platforms, Low-Code Development Platforms, Configuration Management, Automation Testing, Portals, Cloud Platform as a Service (PaaS), Customer Self-Service, and Application Development Platforms categories.

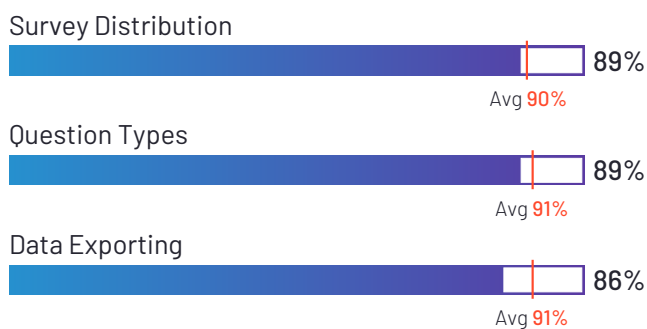
## Satisfaction Ratings



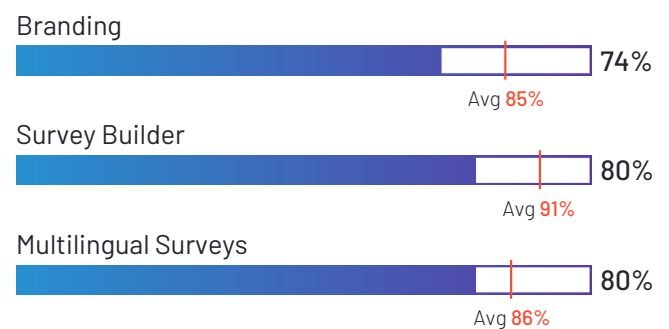
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
ServiceNow



**HQ Location**  
Santa Clara, CA



**Year Founded**  
2004



**Total Revenue**  
\$4,519 (USD MM)



**Employees (Listed On LinkedIn)**  
22,222



**Company Website**  
[servicenow.com](https://servicenow.com)

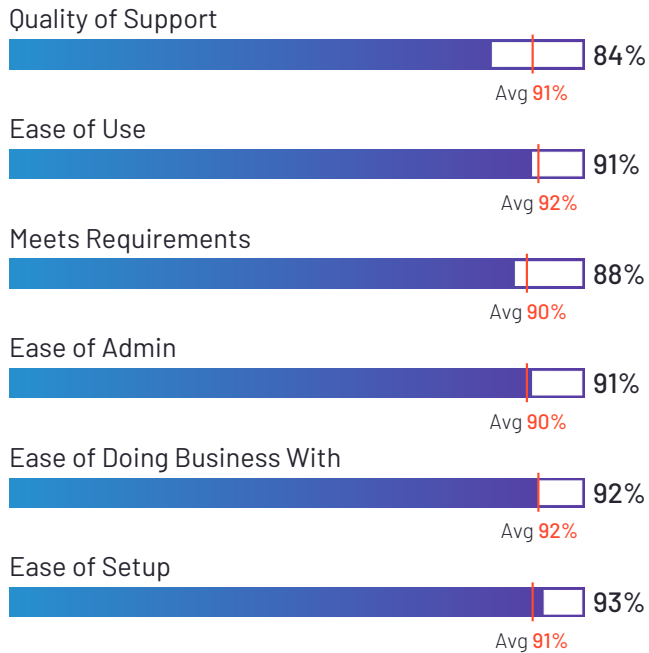


# Formstack Forms

4.4 ★★★★★ (367)

Formstack Forms has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Formstack Forms at a rate of 85%. Formstack Forms is also in the Online Form Builder and Salesforce AppExchange Apps categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Formstack, LLC



**HQ Location**  
Fishers, IN



**Year Founded**  
2006



**Employees (Listed On LinkedIn)**  
314



**Company Website**  
[formstack.com](https://formstack.com)

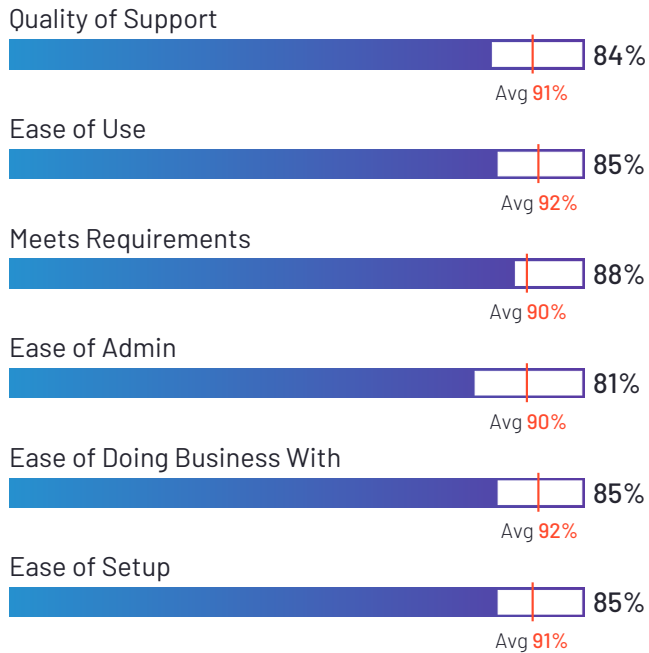


# Forsta

4.2 ★★★★★ (324)

Forsta has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Forsta at a rate of 85%. Forsta is also in the Feedback Analytics, Experience Management, Consumer Video Feedback, User Research, Text Analysis, Employee Engagement, Video Interviewing, and Data Visualization categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Forsta



**HQ Location**  
London, United Kingdom



**Year Founded**  
1990



**Employees (Listed On LinkedIn)**  
901



**Company Website**  
[www.forsta.com](http://www.forsta.com)

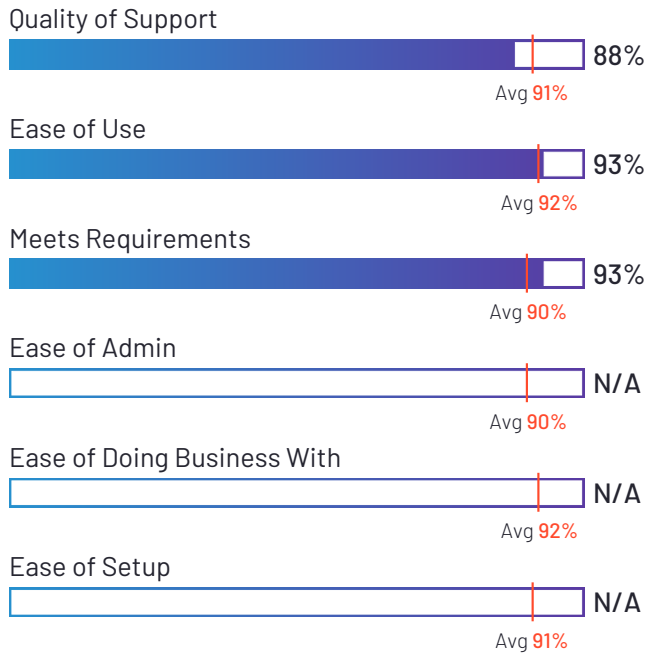


## Mentimeter

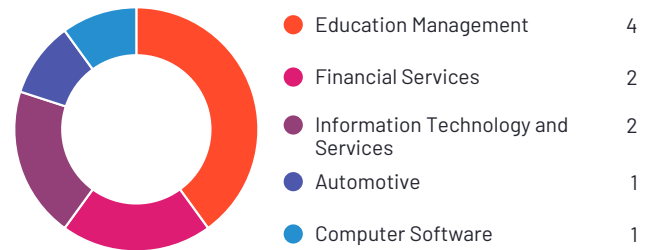
4.5 ★★★★★ (97)

Mentimeter has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend Mentimeter at a rate of 94%. Mentimeter is also in the Audience Response, Presentation, Assessment, and Study Tools categories.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Mentimeter



**HQ Location**  
Stockholm



**Year Founded**  
2014



**Employees (Listed On LinkedIn)**  
332



**Company Website**  
[mentimeter.com](https://www.mentimeter.com)

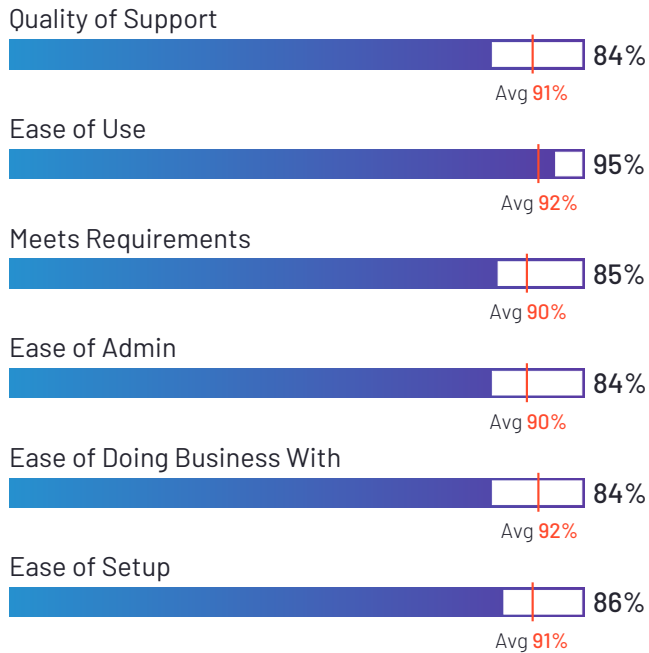


## ArcGIS Survey123

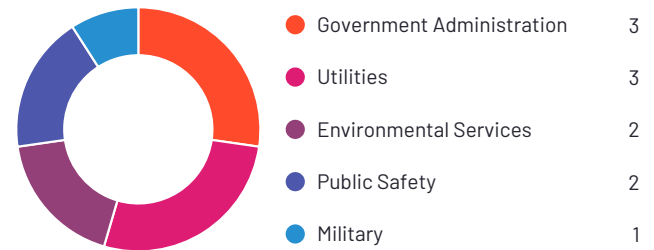
4.3 ★★★★★ (39)

ArcGIS Survey123 has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend ArcGIS Survey123 at a rate of 88%. ArcGIS Survey123 is also in the Mobile Forms Automation category.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Esri



**HQ Location**  
Redlands, CA



**Year Founded**  
1969



**Employees (Listed On LinkedIn)**  
6,241



**Company Website**  
[www.esri.com](http://www.esri.com)

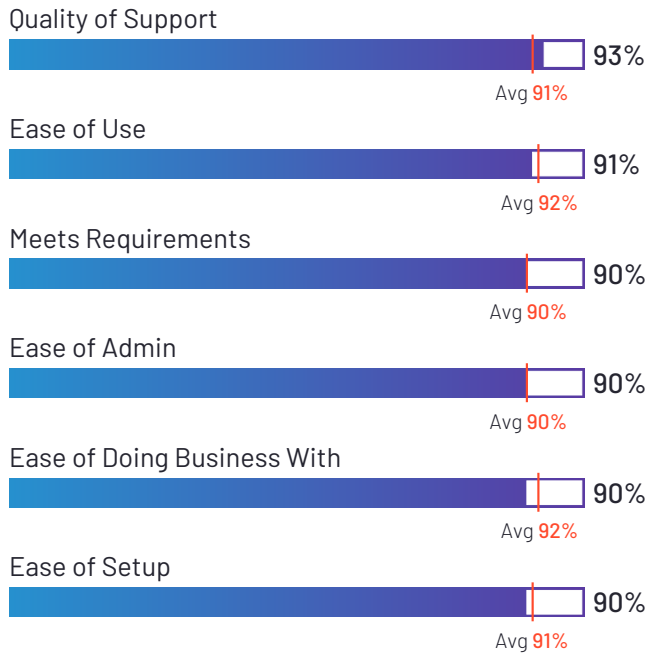


# FormAssembly

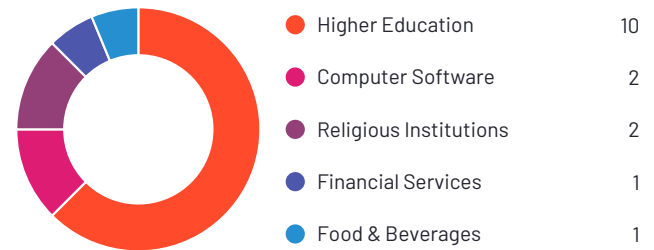
4.4 ★★★★★ (354)

FormAssembly has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend FormAssembly at a rate of 94%. FormAssembly is also in the Online Form Builder, No-Code Development Platforms, Lead Capture, Salesforce AppExchange Apps, and Drag and Drop App Builder categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Veer West LLC



**HQ Location**  
Bloomington, IN



**Year Founded**  
2006



**Employees (Listed On LinkedIn)**  
147



**Company Website**  
[formassembly.com](https://formassembly.com)



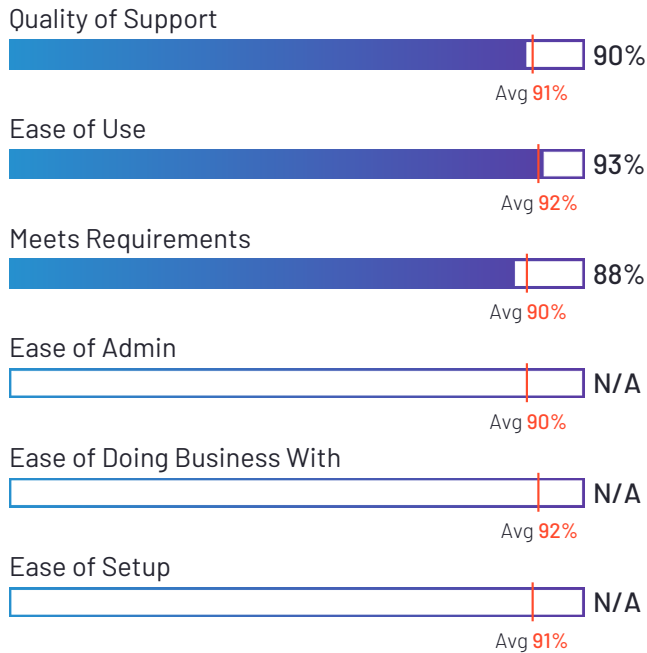


## quantilope

4.3 ★★★★★ (29)

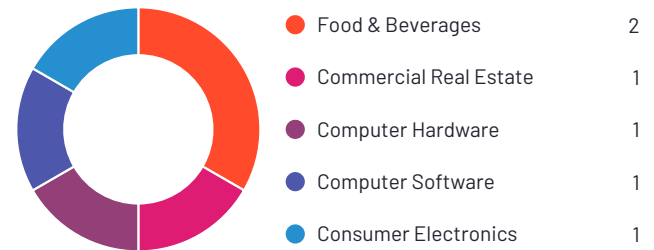
quantilope has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend quantilope at a rate of 82%. quantilope is also in the Brand Intelligence category.

### Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
Quantilope Inc.



**HQ Location**  
New York



**Year Founded**  
2014



**Employees (Listed  
On LinkedIn)**  
234



**Company Website**  
[quantilope.com](https://quantilope.com)

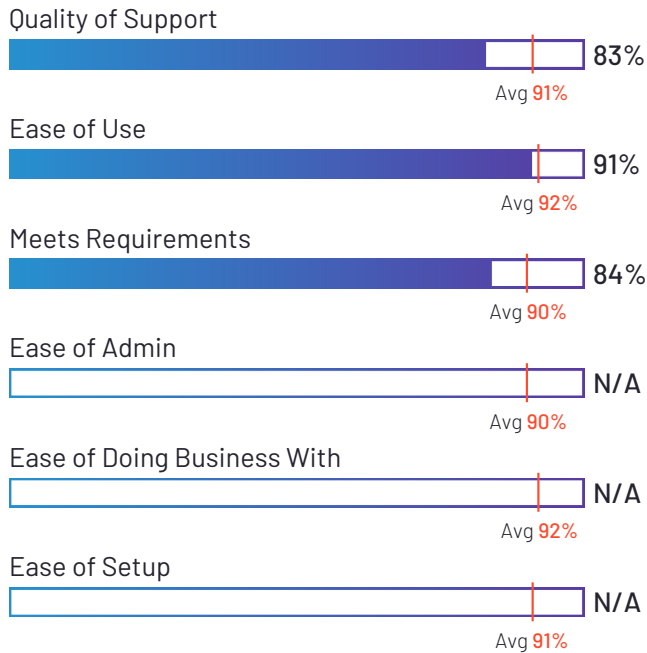


## Survio

4.4 ★★★★★ (273)

Survio has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 96% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend Survio at a rate of 87%.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Survio



**HQ Location**  
Brno



**Year Founded**  
2012



**Employees (Listed  
On LinkedIn)**  
27



**Company Website**  
[www.survio.com](http://www.survio.com)

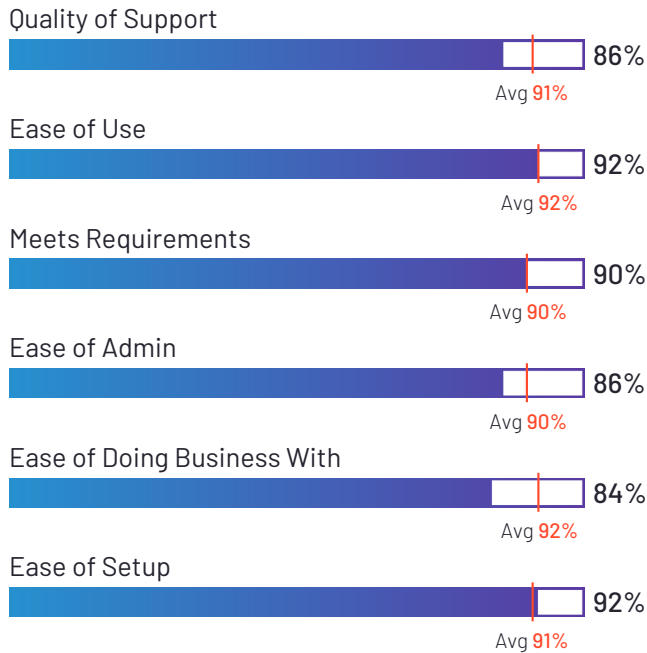


# SurveyLegend

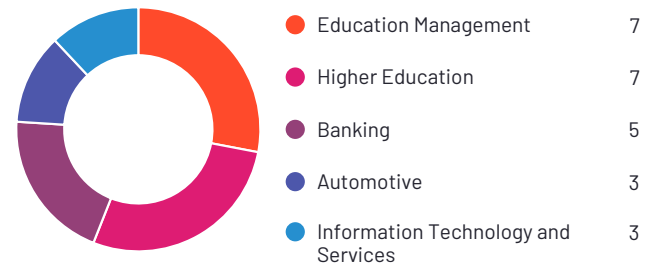
4.4 ★★★★★ (436)

SurveyLegend has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyLegend at a rate of 90%.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
SurveyLegend



**HQ Location**  
Malmö, Skåne



**Year Founded**  
2010



**Employees (Listed On LinkedIn)**  
2



**Company Website**  
[surveylegend.com](https://surveylegend.com)

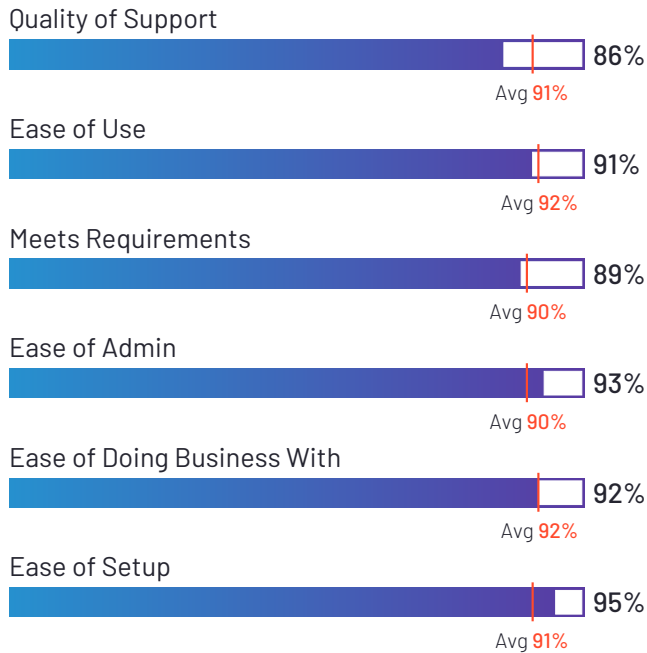


# SurveyPro

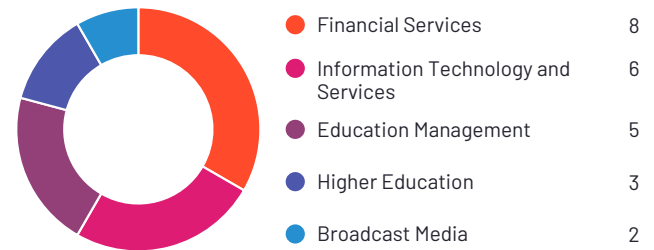
4.2 ★★★★★ (209)

SurveyPro has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyPro at a rate of 84%.

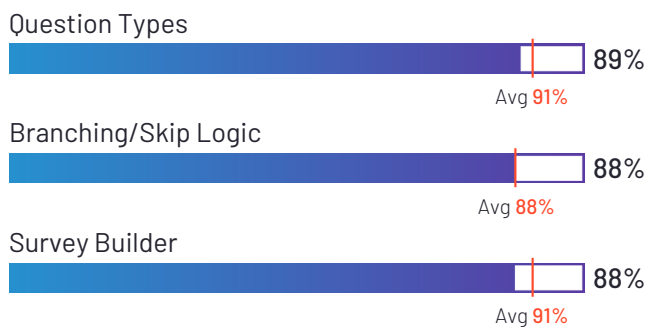
## Satisfaction Ratings



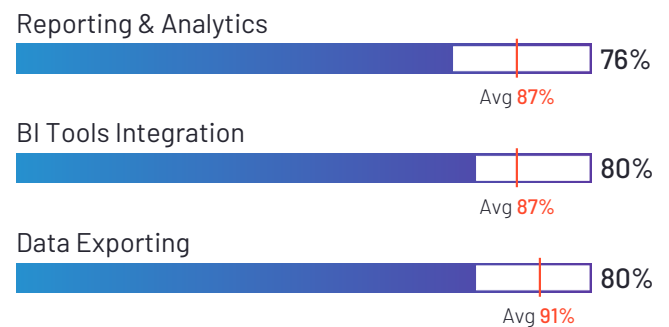
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Apian Software



**HQ Location**  
Seattle, WA



**Year Founded**  
1986



**Employees (Listed On LinkedIn)**  
3



**Company Website**  
[www.apian.com](http://www.apian.com)



# forms.app

4.5 ★★★★★ (353)

forms.app has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend forms.app at a rate of 86%. forms.app is also in the Online Form Builder category.

## Satisfaction Ratings

### Quality of Support



### Ease of Use



### Meets Requirements



### Ease of Admin



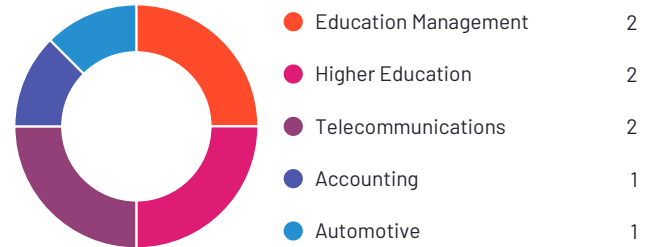
### Ease of Doing Business With



### Ease of Setup



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.

## Highest-Rated Features

### Question Types



## Lowest-Rated Features

### Templates



**Ownership**  
forms.app



**HQ Location**  
Tallinn



**Year Founded**  
2018



**Employees (Listed  
On LinkedIn)**  
16



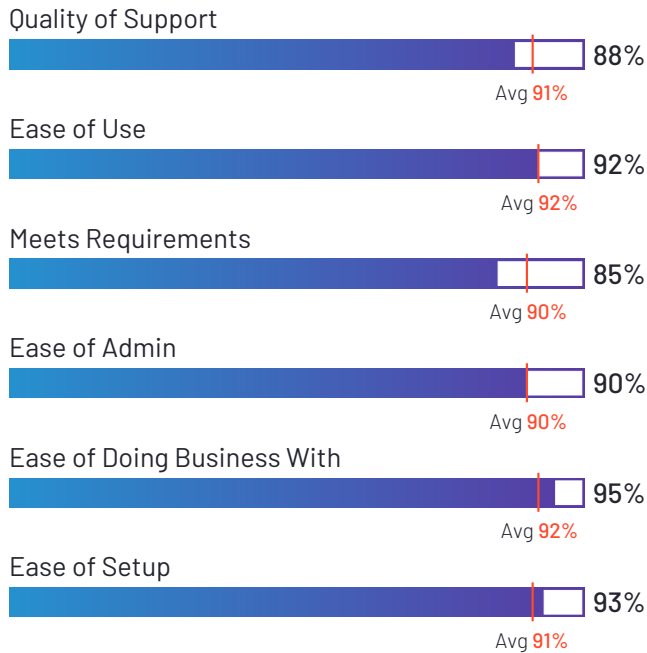
**Company Website**  
forms.app

# Survey For Business

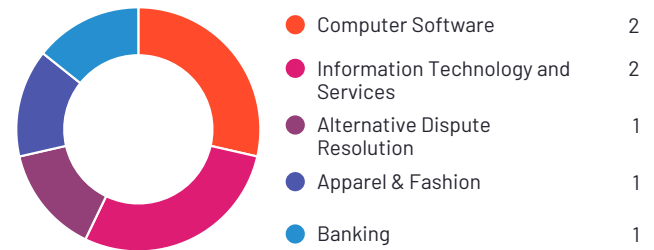
4.3 ★★★★★ (50)

Survey For Business has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 73% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Survey For Business at a rate of 83%.

## Satisfaction Ratings



## Top Industries Represented



### Ownership

Surveyforbusiness



### HQ Location

Perivale London,  
London



### Year Founded

2014



### Employees (Listed On LinkedIn)

1



### Company Website

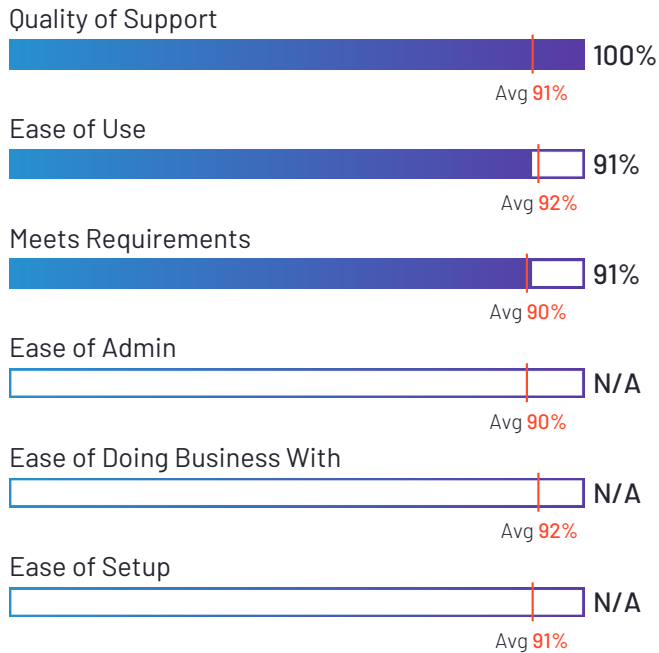
[surveyforbusiness.com](https://surveyforbusiness.com)

## eSurvey

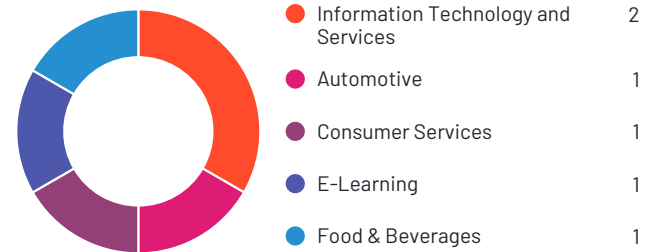
4.4 ★★★★★ (62)

eSurvey has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 90% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend eSurvey at a rate of 87%.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
eSurvey



**HQ Location**  
Tel aviv



**Year Founded**  
2011



**Employees (Listed  
On LinkedIn)**  
2



**Company Website**  
[esurvey.co.il](https://esurvey.co.il)

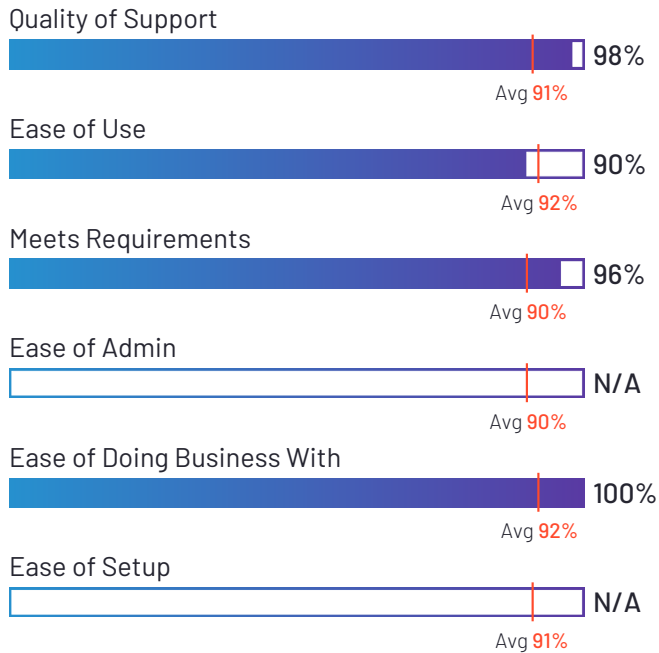


## Centiment

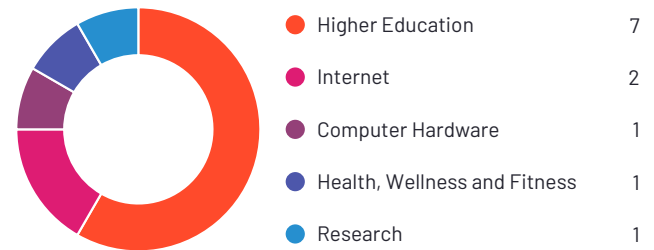
4.9 ★★★★★ (78)

Centiment has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Centiment at a rate of 98%.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Centiment



**HQ Location**  
Denver, CO



**Year Founded**  
2015



**Employees (Listed On LinkedIn)**  
12



**Company Website**  
[centiment.co](https://centiment.co)



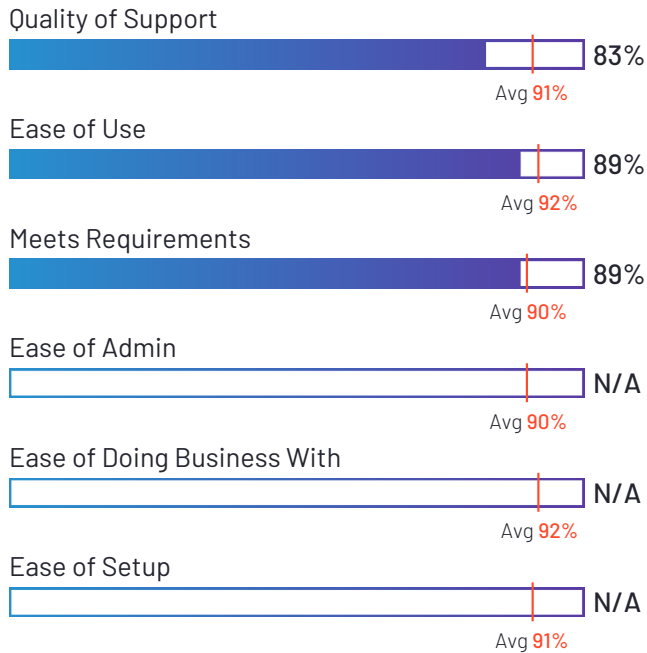


## SurveyRock

4.4 ★★★★★ (64)

SurveyRock has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyRock at a rate of 88%.

### Satisfaction Ratings



### Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
Oak Mountain Digital  
LLC



**Year Founded**  
2011



**Employees (Listed  
On LinkedIn)**  
1



**Company Website**  
[surveyrock.com](https://surveyrock.com)

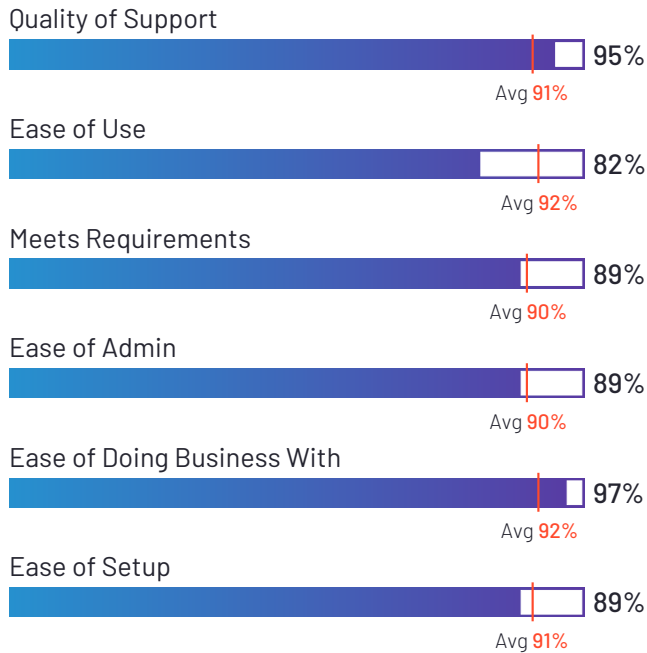


## SurveyCTO

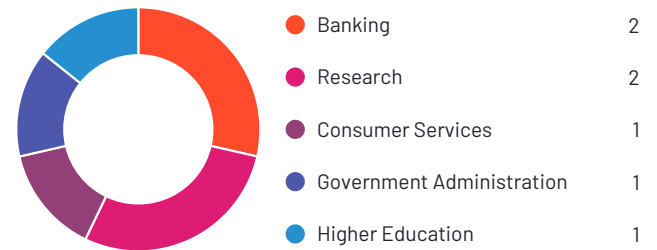
4.5 ★★★★★ (52)

SurveyCTO has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyCTO at a rate of 85%. SurveyCTO is also in the Data Management Platform (DMP) category.

### Satisfaction Ratings



### Top Industries Represented



**Ownership**  
Dobility, Inc.



**HQ Location**  
Cambridge, MA



**Year Founded**  
2012



**Employees (Listed On LinkedIn)**  
23



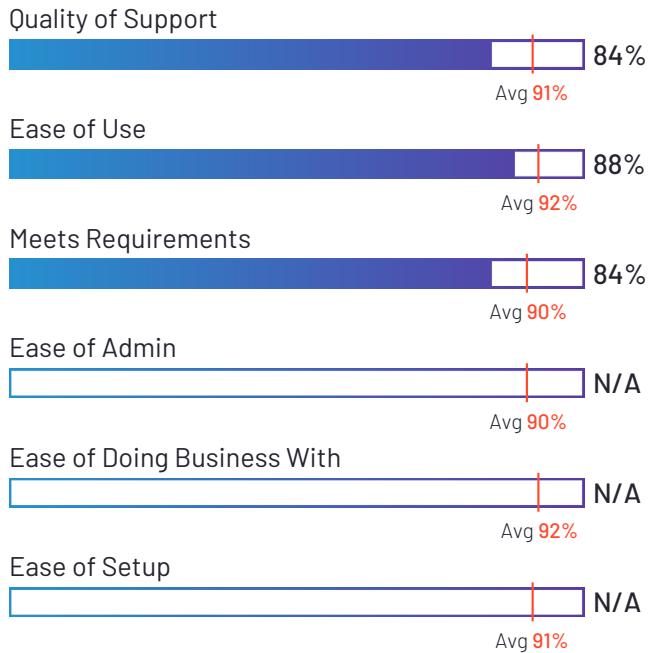
**Company Website**  
[dobility.com](https://dobility.com)

# SurveyBox

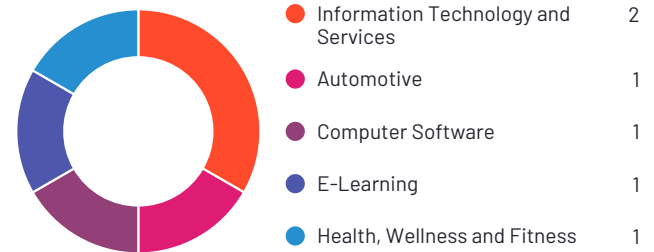
4.2 ★★★★★☆ (53)

SurveyBox has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 80% of users rated it 4 or 5 stars, 57% of users believe it is headed in the right direction, and users said they would be likely to recommend SurveyBox at a rate of 84%.

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question.



**Ownership**  
SurveyBox



**Employees (Listed  
On LinkedIn)**

2



**Company Website**  
[surveybox.co.uk](https://surveybox.co.uk)



# Satisfaction Ratings for Survey

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Qualtrics CoreXM	89%	86%	90%	87%	90%	90%	87%	87%	63
SurveyMonkey	88%	80%	91%	90%	90%	88%	91%	93%	59
Google Workspace	91%	87%	93%	91%	92%	89%	92%	94%	68
Google Surveys	90%	84%	93%	92%	91%	89%	92%	94%	66
Microsoft Forms	91%	89%	92%	91%	91%	93%	96%	94%	71
Doodle	91%	83%	94%	93%	93%	91%	92%	95%	67
QuestionPro	88%	81%	90%	88%	90%	90%	94%	91%	63
Alchemer	89%	89%	92%	90%	92%	90%	93%	91%	67
Zoho Survey	88%	90%	91%	88%	86%	89%	90%	89%	64
Typeform	93%	93%	95%	92%	93%	92%	92%	95%	87
Jotform	95%	100%	92%	91%	96%	86%	96%	98%	92
Suzy	96%	100%	92%	N/A	N/A	98%	N/A	93%	88
Attest	87%	83%	85%	86%	N/A	91%	97%	91%	57
SurveySparrow	89%	93%	90%	92%	93%	93%	91%	94%	67
ThoughtExchange	96%	88%	95%	98%	98%	98%	98%	98%	92
Jebbit	95%	88%	92%	N/A	94%	100%	N/A	98%	91
Polly	95%	90%	96%	N/A	N/A	98%	N/A	95%	82
Feedback Loop	93%	79%	89%	89%	94%	97%	89%	93%	74

(Satisfaction Ratings for Survey continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100



# Satisfaction Ratings for Survey (continued)

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Voxco Survey Platform	92%	91%	96%	97%	94%	96%	97%	89%	76
Respondent	95%	89%	91%	N/A	N/A	92%	N/A	92%	92
Survicate	96%	100%	96%	86%	93%	92%	82%	93%	94
SurveyMonster	86%	87%	91%	97%	97%	87%	N/A	90%	50
SurveyLab	91%	89%	94%	N/A	N/A	100%	N/A	100%	70
Mailchimp All-in-One Marketing Platform	88%	88%	92%	83%	91%	87%	84%	91%	61
Constant Contact	81%	71%	87%	79%	83%	86%	85%	88%	33
Wufoo	86%	87%	88%	93%	90%	85%	95%	91%	47
ServiceNow Now Platform	89%	92%	90%	90%	92%	88%	88%	88%	73
Formstack Forms	85%	83%	88%	91%	92%	84%	93%	91%	50
Forsta	85%	83%	88%	81%	85%	84%	85%	85%	50
Mentimeter	94%	80%	93%	N/A	N/A	88%	N/A	93%	83
ArcGIS Survey123	88%	91%	85%	84%	84%	84%	86%	95%	50
FormAssembly	94%	89%	90%	90%	90%	93%	90%	91%	86
quantilope	82%	100%	88%	N/A	N/A	90%	N/A	93%	30
Survio	87%	71%	84%	N/A	N/A	83%	N/A	91%	60
SurveyLegend	90%	77%	90%	86%	84%	86%	92%	92%	68
SurveyPro	84%	78%	89%	93%	92%	86%	95%	91%	38

(Satisfaction Ratings for Survey continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100

# Satisfaction Ratings for Survey (continued)

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
<b>forms.app</b>	86%	80%	83%	N/A	N/A	N/A	N/A	97%	60
<b>Survey For Business</b>	83%	100%	85%	90%	95%	88%	93%	92%	26
<b>eSurvey</b>	87%	80%	91%	N/A	N/A	100%	N/A	91%	50
<b>Centiment</b>	98%	83%	96%	N/A	100%	98%	N/A	90%	100
<b>SurveyRock</b>	88%	83%	89%	N/A	N/A	83%	N/A	89%	50
<b>SurveyCTO</b>	85%	92%	89%	89%	97%	95%	89%	82%	50
<b>SurveyBox</b>	84%	57%	84%	N/A	N/A	84%	N/A	88%	60
<b>Average</b>	89%	86%	90%	90%	92%	91%	91%	92%	66

\*N/A is displayed when fewer than five responses were received for the question.

\*\*Net Promoter Score ranges from -100 to +100

# Feature Comparison for Survey

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Survey Management

	Survey Builder	Question Types
Qualtrics CoreXM	91%	93%
SurveyMonkey	93%	91%
Google Workspace	91%	92%
Google Surveys	95%	93%
Microsoft Forms	90%	86%
Doodle	N/A	N/A
QuestionPro	89%	91%
Alchemer	92%	94%
Zoho Survey	91%	93%
Typeform	100%	100%
Jotform	90%	91%
Suzy	82%	93%
Attest	86%	80%
SurveySparrow	90%	88%
ThoughtExchange		N/A
Jebbit	N/A	N/A
Polly	N/A	N/A
Feedback Loop	92%	89%

(Feature Comparison for Survey continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Survey (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Survey Management

	Survey Builder	Question Types
Voxco Survey Platform	98%	98%
Respondent	91%	83%
Survicate	97%	94%
SurveyMonster	93%	90%
SurveyLab	N/A	N/A
Mailchimp All-in-One Marketing Platform	N/A	N/A
Constant Contact	89%	89%
Wufoo	N/A	N/A
ServiceNow Now Platform	80%	89%
Formstack Forms	N/A	N/A
Forsta	N/A	N/A
Mentimeter	N/A	N/A
ArcGIS Survey123	N/A	N/A
FormAssembly	N/A	N/A
quantilope	89%	91%
Survio	N/A	N/A
SurveyLegend	N/A	N/A
SurveyPro	88%	89%

(Feature Comparison for Survey continues on next page)

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Feature Comparison for Survey (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Survey Management

	Survey Builder	Question Types
forms.app	N/A	94%
Survey For Business	N/A	N/A
eSurvey	N/A	N/A
Centiment	N/A	N/A
SurveyRock	N/A	N/A
SurveyCTO	N/A	N/A
SurveyBox	N/A	N/A
Average	91%	91%

\*N/A is displayed when fewer than five responses were received for the question.

\*\*A blank box indicates that a seller has selected that they do not offer that feature.



# Additional Data for Survey

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Deployment		Implementation Method				Number of Users Purchased
	Cloud	On-Premises	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought
Qualtrics CoreXM	100%	0%	77%	12%	2%	9%	37
SurveyMonkey	34%	66%	80%	5%	1%	14%	37
Google Workspace	43%	57%	87%	3%	1%	9%	750
Google Surveys	36%	64%	80%	6%	3%	11%	175
Microsoft Forms	80%	20%	88%	6%	0%	6%	1250
Doodle	29%	71%	84%	3%	6%	6%	37
QuestionPro	100%	0%	65%	0%	5%	30%	3
Alchemer	52%	48%	83%	6%	1%	9%	17
Zoho Survey	65%	35%	73%	23%	0%	5%	75
Typeform	42%	58%	100%	0%	0%	0%	3
Jotform	55%	45%	92%	0%	0%	8%	7
Suzy	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Attest	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SurveySparrow	52%	48%	65%	15%	0%	20%	3
ThoughtExchange	N/A	N/A	67%	33%	0%	0%	7
Jebbit	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Polly	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Feedback Loop	13%	88%	50%	13%	0%	38%	N/A

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Survey (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Deployment		Implementation Method				Number of Users Purchased
	Cloud	On-Premises	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought
<b>Voxco Survey Platform</b>	80%	20%	20%	80%	0%	0%	N/A
<b>Respondent</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Survicate</b>	100%	0%	60%	20%	0%	20%	3
<b>SurveyMonster</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>SurveyLab</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Mailchimp All-in-One Marketing Platform</b>	33%	67%	93%	7%	0%	0%	7
<b>Constant Contact</b>	100%	0%	92%	8%	0%	0%	3
<b>Wufoo</b>	58%	42%	90%	10%	0%	0%	7
<b>ServiceNow Now Platform</b>	57%	43%	71%	0%	14%	14%	N/A
<b>Formstack Forms</b>	68%	32%	86%	0%	5%	10%	17
<b>Forsta</b>	50%	50%	75%	16%	3%	6%	175
<b>Mentimeter</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>ArcGIS Survey123</b>	29%	71%	100%	0%	0%	0%	37
<b>FormAssembly</b>	89%	11%	79%	0%	21%	0%	3
<b>quantilope</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Survio</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>SurveyLegend</b>	5%	95%	88%	6%	0%	6%	3
<b>SurveyPro</b>	25%	75%	33%	40%	13%	13%	N/A

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Survey (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Deployment		Implementation Method				Number of Users Purchased
	Cloud	On-Premises	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought
forms.app	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Survey For Business	29%	71%	50%	17%	0%	33%	N/A
eSurvey	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Centiment	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SurveyRock	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SurveyCTO	80%	20%	N/A	N/A	N/A	N/A	N/A
SurveyBox	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Survey (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

## User Adoption

	User Adoption
	Average User Adoption
Qualtrics CoreXM	54%
SurveyMonkey	57%
Google Workspace	65%
Google Surveys	55%
Microsoft Forms	48%
Doodle	46%
QuestionPro	52%
Alchemer	67%
Zoho Survey	31%
Typeform	46%
Jotform	50%
Suzy	N/A
Attest	N/A
SurveySparrow	34%
ThoughtExchange	N/A
Jebbit	N/A
Polly	N/A
Feedback Loop	N/A

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Survey (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

## User Adoption

	User Adoption
	Average User Adoption
Voxco Survey Platform	N/A
Respondent	N/A
Survicate	33%
SurveyMonster	N/A
SurveyLab	N/A
Mailchimp All-in-One Marketing Platform	51%
Constant Contact	59%
Wufoo	56%
ServiceNow Now Platform	N/A
Formstack Forms	68%
Forsta	71%
Mentimeter	N/A
ArcGIS Survey123	49%
FormAssembly	73%
quantilope	N/A
Survio	N/A
SurveyLegend	24%
SurveyPro	56%

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Survey (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

## User Adoption

	User Adoption
	Average User Adoption
forms.app	N/A
Survey For Business	N/A
eSurvey	N/A
Centiment	N/A
SurveyRock	N/A
SurveyCTO	N/A
SurveyBox	N/A
Average	52%

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Survey (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

## Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
Qualtrics CoreXM	Qualtrics	2002	N/A	6,087	216,509	44,318	3.9
SurveyMonkey	Momentive	1999	N/A	1,611	190,613	2,024	3.9
Google Workspace	Google	1998	\$182,527	326,537	27,896,785	28,806,282	4.4
Google Surveys	Google	1998	\$182,527	326,537	27,896,785	28,806,282	4.4
Microsoft Forms	Microsoft	1975	\$143,015	229,212	19,044,978	12,729,539	4.4
Doodle	Doodle	2007	N/A	127	3,943	11,563	4.3
QuestionPro	QuestionPro Survey Software	2002	N/A	411	19,821	14,922	4.3
Alchemer	Alchemer (formerly SurveyGizmo)		N/A	163	4,827	7,671	3.7
Zoho Survey	Zoho Corporation Pvt. Ltd.	1996	N/A	16,280	960,592	91,338	4.5
Typeform	Typeform	2012	N/A	607	56,608	29,296	2.7
Jotform	Jotform	2006	N/A	625	103,857	42,276	4.5
Suzy	Suzy	2017	N/A	314	38,669	15,082	4.4
Attest	Attest	2015	N/A	169	13,200	1,545	4.4
SurveySparrow	SurveySparrow Inc.	2017	N/A	225	35,394	834	4.4
ThoughtExchange	ThoughtExchange	2009	N/A	190	7,486	202	4.5
Jebbit	Jebbit		N/A	133	7,832	5,447	4.9
Polly	Polly.ai	2015	N/A	25	4,009	622	N/A
Feedback Loop	Feedback Loop	2014	N/A	34	4,805	202	3.4

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.



# Additional Data for Survey (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

## Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
<b>Voxco Survey Platform</b>	Voxco	1976	N/A	98	9,254	1,276	4.7
<b>Respondent</b>	Respondent Inc.	2016	N/A	124	6,947	545	4.0
<b>Survicate</b>	Survicate	2013	N/A	57	1,336	13,904	5.0
<b>SurveyMonster</b>	Surveymonster		N/A	37	85	1	N/A
<b>SurveyLab</b>	7 Points	2009	N/A	7	198	1,111	4.0
<b>Mailchimp All-in-One Marketing Platform</b>	Mailchimp	2001	N/A	1,622	174,428	262,796	4.0
<b>Constant Contact</b>	Constant Contact		N/A	1,135	31,262	71,982	3.5
<b>Wufoo</b>	Momentive	1999	N/A	1,611	190,613	2,024	3.9
<b>ServiceNow Now Platform</b>	ServiceNow	2004	\$4,519	22,222	670,656	45,361	4.5
<b>Formstack Forms</b>	Formstack, LLC	2006	N/A	314	12,181	7,003	4.0
<b>Forsta</b>	Forsta	1990	N/A	901	17,946	872	4.1
<b>Mentimeter</b>	Mentimeter	2014	N/A	332	16,374	11,386	4.4
<b>ArcGIS Survey123</b>	Esri	1969	N/A	6,241	319,668	192,802	4.0
<b>FormAssembly</b>	Veer West LLC	2006	N/A	147	12,785	1,554	4.5
<b>quantilope</b>	Quantilope Inc.	2014	N/A	234	5,538	254	N/A
<b>Survio</b>	Survio	2012	N/A	27	515	958	0.0
<b>SurveyLegend</b>	SurveyLegend	2010	N/A	2	114	4,231	N/A
<b>SurveyPro</b>	Apian Software	1986	N/A	3	151	5	4.4

(Additional Data for Survey continues on next page)

\*N/A is displayed when data is not publicly available.

## Additional Data for Survey (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

### Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
<b>forms.app</b>	forms.app	2018	N/A	16	3,473	183	N/A
<b>Survey For Business</b>	Surveyforbusiness	2014	N/A	1	138	0	N/A
<b>eSurvey</b>	eSurvey	2011	N/A	2	9	4	N/A
<b>Centiment</b>	Centiment	2015	N/A	12	5,264	17	5.0
<b>SurveyRock</b>	Oak Mountain Digital LLC	2011	N/A	1	20	675	N/A
<b>SurveyCTO</b>	Dobility, Inc.	2012	N/A	23	961	1,058	5.0
<b>SurveyBox</b>	SurveyBox		N/A	1	1	0	N/A

\*N/A is displayed when data is not publicly available.