

Improving **Survey** Completion Rates

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Rant: Pop-Up Surveys

Incentive *Vs.* Giveaway

Pre-Incentives: Beneficial
or Waste of Funds?

Pre-Incentive Giveaways

Questions?

- Pop-up surveys = annoying
- Giveaways are least expensive but aren't always appropriate
- Pre-incentives appear to be effective in increasing completion rates without increasing costs
- Pre-incentives combined with a giveaway could lead to extremely high completion rates at a low cost