



Instant Census

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interactive text message surveys help researchers, companies, and brands gather data more quickly, effectively, and reliably from survey respondents and customers. We specialize in providing our clients with the information they need to better serve their audiences and outperform competition.

instantcensus.com



ABOUT INSTANT CENSUS

Instant Census is an automated text message survey platform. Survey respondents interact with Instant Census as if they were holding a text message conversation with a live person: Instant Census texts a question, the respondent texts an answer, Instant Census parses the answer and determines how to follow up.

The Instant Census text message survey platform is capable of:

- Running complex custom question logic and answer parsing
- Sending one-time surveys, surveys on particular events, and scheduled recurring surveys
- Corresponding survey conversations with thousands of respondents simultaneously



Our surveys can get a
50% response rate
within 1.5 minutes.

WHY TEXT MESSAGE SURVEYS?

Text messaging is the ideal medium for getting brief feedback from research subjects or customers.

BENEFITS

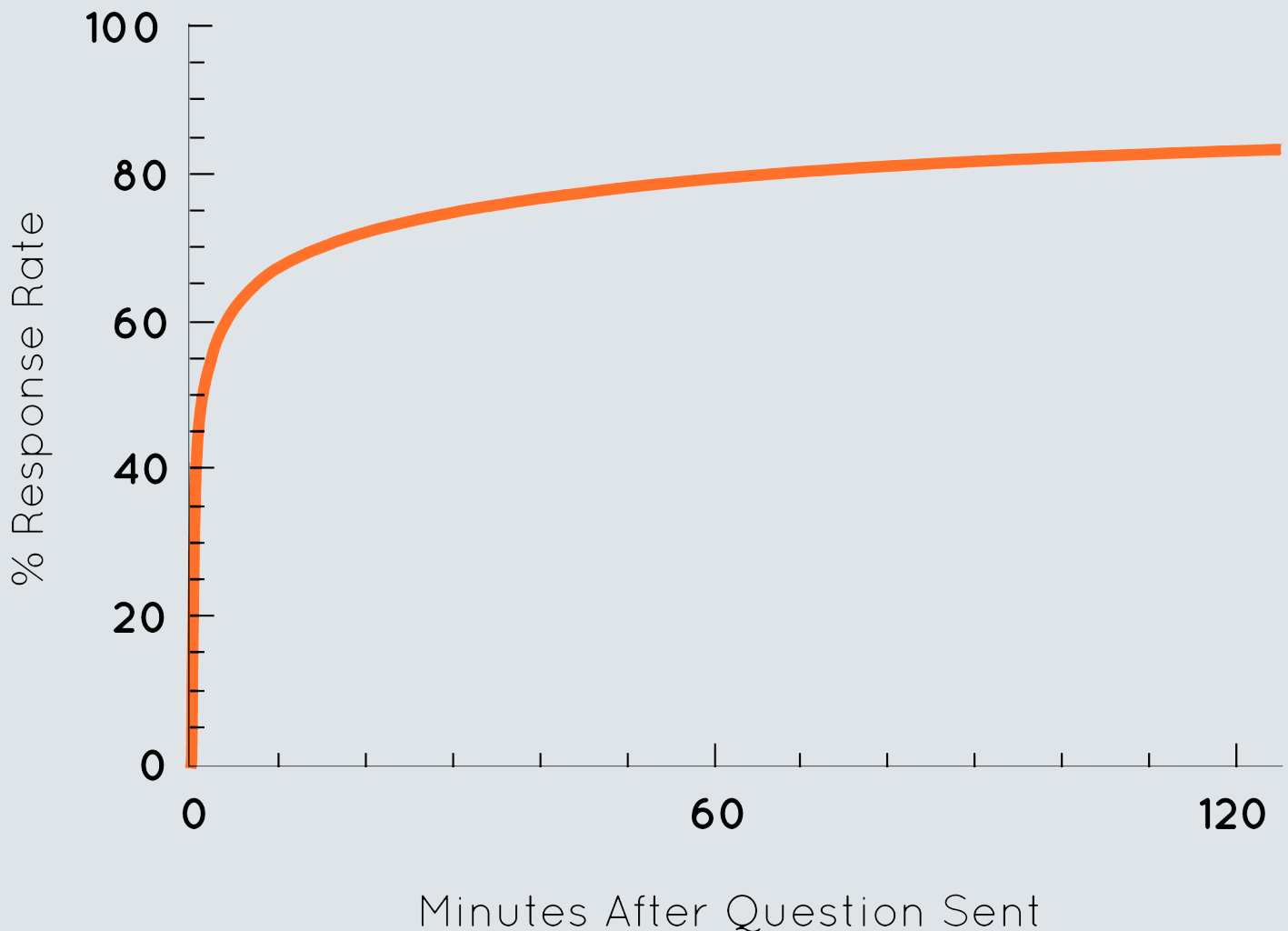
- Higher response rates and faster response times than email or web surveys
- Less expensive than human call centers for phone surveys
- Provides access to all types of mobile users without a smartphone or an app
- Ability to ask recurring or periodic surveys with minimal respondent fatigue

CAPABILITIES

- Schedule and manage messages yourselves
- Receive, collect, and download responses from participants
- Manually send responses back to participants
- Automatically process and act upon responses from participants
- Insert participant specific data into messages
- Time zone support
- Place students/respondents in multiple courses/cohorts
- Export survey data, user data, and opt-out data
- Text from local area phone numbers
- Run studies with a scalable system capable of handling large numbers of participants
- Participants opt-out by texting 'stop' to unsubscribe

RECORD RESPONSE RATES

If you're performing active data collection by asking people to give you information, we blow away older technologies, like email surveys, in both response rates and response times.



**Data calculated from 450,000 text messages aggregated from multiple research studies run by Instant Census.*

BEST PRACTICES

Text messages should be short and to-the-point. Instant Census should not be used for lengthy surveys with dozens of questions at once, or surveys that ask for multiple long, open-response answers. By keeping surveys concise and focused on essential questions, you can tap into the power of text messaging: **people will see your questions, a high percentage will respond, and those who do will respond almost instantly.**

Instant Census is not a replacement for thorough phone surveys or lengthy email surveys. It's another tool entirely that enables you to gather data not feasible to collect through other media.

A hand holding a smartphone with an orange overlay containing text. The phone screen shows the time 15:56. The background is a dark, textured surface.

USE CASES

Instant Census has been used by:

Public health researchers to poll research subjects about flu symptoms and track flu outbreaks throughout a population

Schools for text message communication with students and parents to track and improve engagement

Market researchers to poll respondents on customer experience and satisfaction

PRIVACY & SECURITY

We take security and privacy seriously. We do not share or sell phone numbers or data. Any responses you gather will only be given to you.

Our data is stored on secure servers, and all access is carried over industry standard 2048-bit RSA SSL connections. Keeping your data private is our top priority.

We only send text messages to respondents who have opted-in; respondents may opt-in either by texting the phone number for the survey or by providing their phone number and consent. The legal opt-in requirement means we can't text random numbers, but it's also what keeps the text message airways relatively spam-free, and thereby keeps people reading and responding to our surveys.



SUPPORT

Instant Census features an on call support team ready to provide assistance when you need it.

Our team of software engineers and survey building experts are on hand to help turn your survey into an adaptive study customized to meet your needs. We also offer premium support packages for those that require additional support features.

WHO WE ARE

Instant Census is built by Zagaran, Inc., a software company in Boston, Massachusetts. We are completely employee-owned and operated.

CONTACT US

To learn more about Instant Census or to schedule a demo, email us at **info@instantcensus.com**. We'd love to hear about your survey methodologies, the kinds of data you gather, and what media you use for surveys and polls.

For a free demo of Instant Census, text **"Demo" to 617 500 1323.**

