

# Demographic and Customer Profile Surveys Email Templates - Example #2

Subject Line: Help Us Serve You Better! Complete Our Quick Customer Profile Survey 

Dear Valued Customer,

At [Your eCommerce Store Name], we are committed to continuously improving your shopping experience and providing you with products and services that truly meet your needs. To help us achieve this goal, we kindly request a few moments of your time to complete our Customer Profile Survey.

Your insights are invaluable to us, and your feedback will directly shape the future of our offerings. By participating in this survey, you'll contribute to a more tailored and personalized shopping experience, ensuring that we deliver exactly what you're looking for.

Customer Profile Survey: Let Your Voice Be Heard!

1. What best describes your shopping preferences?
  - a. Online shopper
  - b. In-store shopper
  - c. Both online and in-store shopper
2. Which product categories do you typically shop for? (Please select all that apply)
  - a. Fashion and Apparel
  - b. Electronics and Gadgets
  - c. Home and Living
  - d. Beauty and Personal Care
  - e. Sports and Outdoors
  - f. Other (please specify): \_\_\_\_\_
3. How often do you make a purchase with us?
  - a. Multiple times a month
  - b. Once a month
  - c. Every few months
  - d. Rarely
  - e. First-time shopper
4. What influences your purchase decisions the most? (Please select the top three factors)
  - a. Price and Discounts
  - b. Product Quality
  - c. Customer Reviews and Ratings
  - d. Brand Reputation

- e. Product Features and Specifications
  - f. Recommendations from Friends/Family
  - g. Other (please specify): \_\_\_\_\_
5. How do you usually discover our latest products and promotions?
- a. Email newsletters
  - b. Social media (Facebook, Instagram, Twitter, etc.)
  - c. Website browsing
  - d. Mobile app notifications
  - e. In-store displays
  - f. Other (please specify): \_\_\_\_\_
6. Would you be interested in receiving personalized product recommendations based on your preferences?
- a. Yes, definitely
  - b. Maybe, depending on the recommendations
  - c. No, thank you
7. Is there any specific product or category you'd like us to expand our offerings in?

Your feedback will directly impact the choices we make moving forward, and we truly value your input.

To participate in the survey, simply reply to this email with your answers to the above questions.

We appreciate your time and look forward to better serving you in the future.

Thank you for being a part of the [Your eCommerce Store Name] community!

Warm regards,

[Your Name]

[Your Title]

[Your eCommerce Store Name]

[Contact Information]

P.S. Your opinions matter! Your completed survey will automatically enter you into a drawing for a chance to win a [Discount Percentage] off your next purchase with us. Your support means the world to us, and we can't wait to hear from you!