

Market Research Surveys Email Templates - Example #2

Subject: We Value Your Opinion! Take Our Quick Market Research Survey

Dear [Customer's Name],

We hope this email finds you well. At [Your eCommerce Store Name], we are committed to continuously improving our products and services to better serve you. To achieve this goal, we would greatly appreciate your input through our quick Market Research Survey.

Your feedback is invaluable in helping us understand your preferences and needs. This will enable us to tailor our offerings to better suit your interests. The survey will take just a few minutes to complete, and your participation will directly influence the future direction of our store.

Market Research Survey

What types of products do you typically purchase from our store? (Please select all that apply)

- Clothing and Apparel
- Electronics
- Home and Decor
- Beauty and Personal Care
- Sports and Outdoor
- Other (please specify): _____

How often do you shop online for similar products?

- Very Often
- Occasionally
- Rarely
- Never

What factors influence your decision to make a purchase from our store? (Please rank the following factors from 1 to 5, with 1 being the most important and 5 being the least important)

- Price competitiveness
- Product quality
- Customer reviews and ratings
- Shipping and delivery options
- Promotional offers and discounts

Are there any specific products or categories you would like to see more of in our store?

If so, please specify:

How satisfied are you with our customer support and assistance?

- Very Satisfied
- Satisfied

- Neutral
- Unsatisfied
- Very Unsatisfied

Would you recommend our store to friends and family?

- Definitely
- Probably
- Not Sure
- Probably Not
- Definitely Not

Is there any additional feedback or suggestions you would like to share with us?

Your insights will enable us to enhance your shopping experience and offer you products that resonate with your preferences. We truly value your time and opinions.

To participate in the survey, please reply directly to this email with your answers to the questions above. Alternatively, you can copy and paste the questions into your response and provide your answers.

Thank you for being a valued customer of [Your eCommerce Store Name]. Your input is instrumental in shaping our future endeavors.

Warm regards,

[Your Name]

[Your Title]

[Your Contact Information]

P.S. As a token of our appreciation, you will receive a [X%] discount on your next purchase for completing the survey. Simply include the code "[DISCOUNT CODE]" during checkout.