



Collect relevant store data in a fraction of time and costs.

A myBrand application for marketers to collect relevant store data for their marketing activities. Building accurate store profiles is a time-consuming and expensive exercise. Accurate store profiles will not only allow you to develop more consistent, realistic and achievable marketing concepts but will also significantly reduce operational costs at the same time.



Store surveys with mySurveys are 200% faster, 70% more cost effective.

Unique store characteristics are one of the biggest challenges in brick and mortar marketing.

Source: RGN brand identity services

Measurement brings knowledge.

- 1 How do you collect the right information for your marketing project?
- 2 How do you control accuracy and completeness of your data?
- 3 How do you process and share your collected store information?



Fully customizable

Build your own tailor-made survey forms with our fully integrated form builder. mySurvey forms are compatible with desktops and mobile devices, allowing you to gain insight in your customer touch points and their specifics.



In store surveys

Send out surveys directly to your stores to quickly update store information. Notify your stores through the myStores service portal, and allow your store managers to collect and send the requested information at the push of a button.



Local effort, central organized

Use local survey teams or your own store staff. Benefit from local expertise and flexibility, and keep it central organized at the same time. Send out teams to your stores to collect detailed technical store information. See how your teams are progressing and get instant feedback.



Track, analyze, process and share

Check progress and monitor results instantly. Process collected data directly into myStores to create, update and share store profiles. Analyze survey results in depth with integrated BI.

Pricing

mySurveys is cloud-based and uses a pay-per-use pricing model. No need to buy expensive licenses, no startup fees.

Just pay per survey.



Key features

- ✓ Build custom survey forms
- ✓ Survey activities for store managers or fulfilment partners
- ✓ Track survey progress
- ✓ Realtime data feedback, review results
- ✓ On-site survey with the myBrand apps
- ✓ Automatically update myStores with survey results



Brand center for managing physical brand expressions

mySurveys is part of our brand center myBrand. Our technology enables marketers to take full control of delivering and maintaining the intended brand experience to all stores and, at the same time, lower operational costs and reduce cycle times. myBrand is closing the gap between digital and physical worlds.

About us

myBrand is world's first brand center developed specifically for managing physical brand expressions.

myBrand was founded in 2018 and includes a team of innovative IT- and brand identity professionals who share a passion for helping organizations to manage their brand experience in the real world.



myStores



mySurveys



myCampaigns



myActivities

The brand center was developed from a fresh perspective on managing brand experiences and is based on more than 20 years of experience in brand identity management.

myBrand is located in The Netherlands.

Get in touch with us



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