

THE DATA ON DATA

AND HOW
TO COLLECT
IT BETTER

WHAT'S INSIDE?

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Data is power

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Meet Typeform



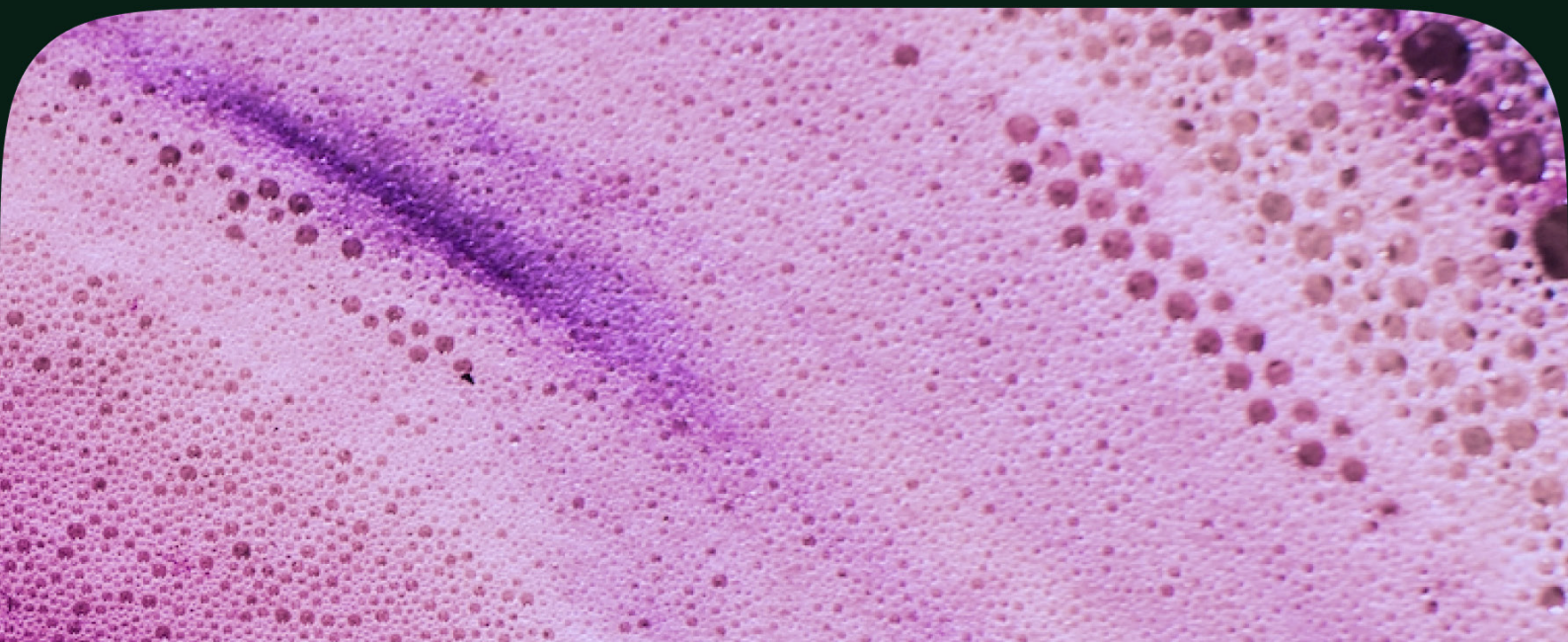
3,708,170

That's how many brands
have collected data with us.



8,036,362

That's how many forms,
quizzes, and surveys
they've published to do it.



2,908,237,022

That's how many responses they've received.

If every response was a person—and maybe it is—that would be 37% of the world's population.

WHAT DOES IT ALL ADD UP TO?

A whole lot of collected
data about... data collection.

And here's what
we've learned ↓

DATA IS POWER

There's a lot more
to data than the numbers.

Think of data as
little snippets of
information about
your customers.

EMAILS

NAMES

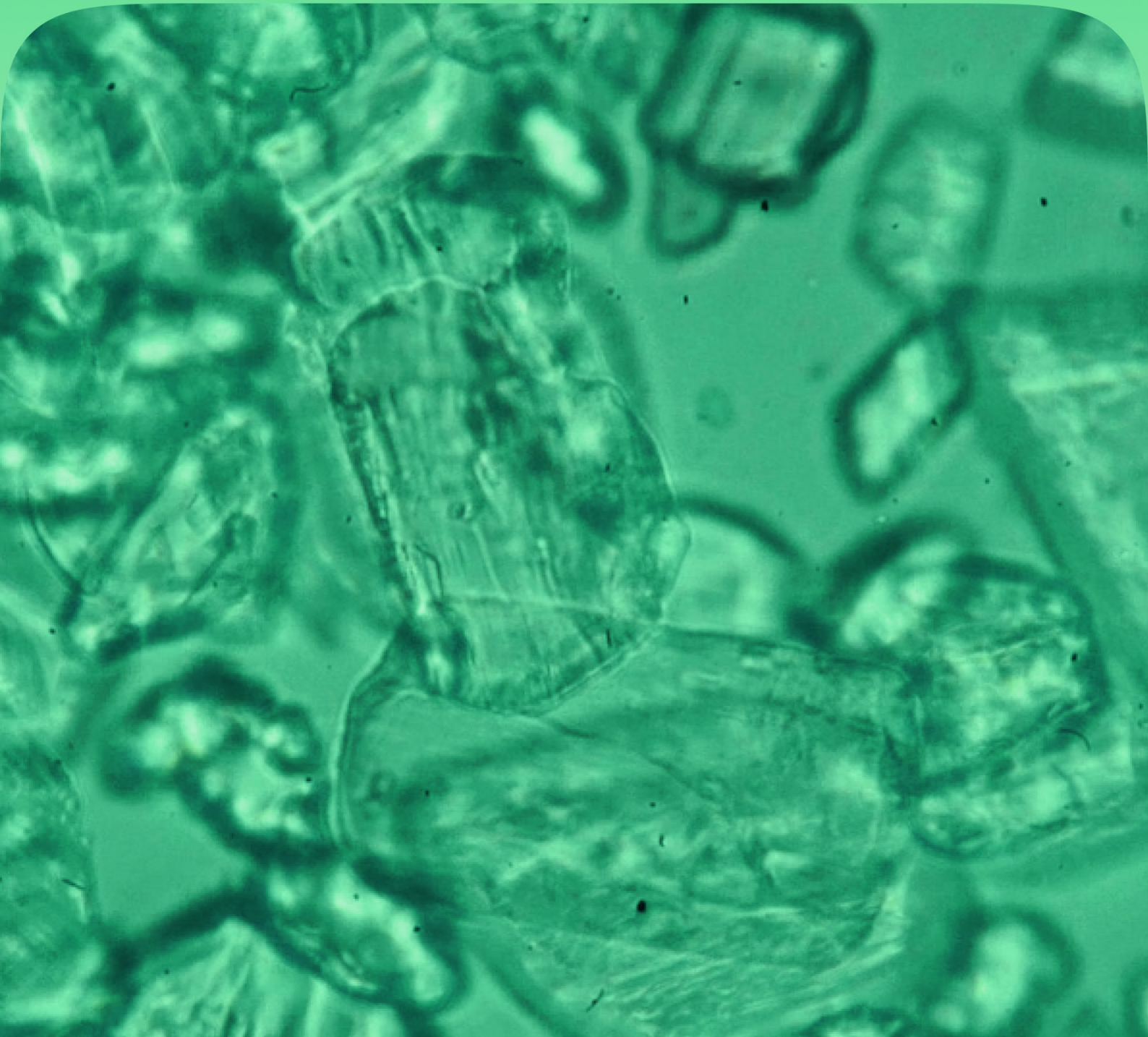
DISLIKES

LIKES

LOCATIONS

For a brand, it's this type of data that keeps the engine running.

So you need data to survive. But where exactly does it come from—and how do you collect it?



DATA TYPE

SOURCES (AND EXAMPLES)

Zero-party

Comes directly from your customers via quizzes, customer surveys, polls, etc.

First-party

Comes from your customers' behavioral actions—like web activity, demographic data, email, sales interactions, and purchase history.

Second-party

Comes from a trusted partner like Google, Facebook, or another platform you may be partnering with.

Third-party

Comes from data sets aggregated and sold without the customers' knowledge or consent.

THE PRIVACY- PERSONALIZATION PARADOX

40%

of Americans don't believe companies will ethically use the data they've collected.

86%

say their data privacy is a growing concern for them.

But 71% of customers expect brands to personalize their experience. Data is how brands meet that expectation.

ZERO-PARTY DATA:


A WIN-WIN SITUATION

Zero-party data is information that your customers share with you willingly. It's also the most accurate form of data since it comes straight from the source, rather than assumptions based on demographics, behaviors, and observation.

Here's a few ways customers can give you zero-party data:

- Filling out a form
- Participating in a survey
- Completing an online quiz

That means
privacy plus
personalization.



With millions of forms out there collecting zero-party data, we crunched the numbers on which ones do it best.



Here's what we found ↓

MULTIPLE CHOICE REIGNS SUPREME

Multiple-choice questions are intuitive, and because you're limiting respondents' options, they yield data that's easy to analyze. No wonder they're the most popular way to ask.



But will multiple choice stay on top? AI makes it easier than ever to analyze unstructured data, and brands are taking notice.

We predict open text fields will soon outpace multiple choice in popularity.

MOST POPULAR
QUESTION TYPES

98,305,203

Multiple Choice

49,628,199

Short text

35,578,447

Long Text

FEWER QUESTIONS, HIGHER COMPLETION RATES

According to HubSpot, 42% of customers say they're willing to answer seven to ten survey questions. The next most common answer is 15+ questions, at 27%.



Building a more interactive experience? For quizzes and surveys that keep engagement high, asking more questions can be just fine.

But our customers have found more success with six questions or fewer.

The bottom line?

Keep your forms and surveys short to inspire more engagement.

FIELDS
IN FORM

NUMBERS OF
COMPLETE RESPONSES

1

195,628,199

4

151,050,803

5

150,540,545

3

140,658,598

2

125,827,842

MAKING PROGRESS

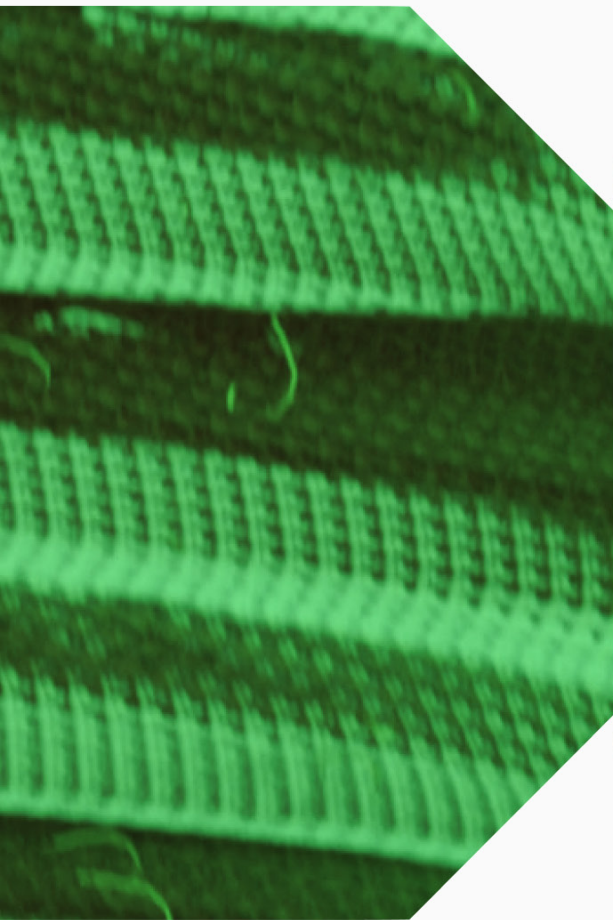
There's a reason your GPS shows an estimated time of arrival to your destination: people like to know what to expect. The progress bar does just that by showing respondents how much they've completed—making forms feel faster and easier.

It's no wonder the 2023 top feature for Typeform users was the progress bar—with creators using it in more than 8 million forms.

8,131,966

FORMS WITH
PROGRESS BAR

EXCLUSIVE LANGUAGE PIQUES INTEREST



↑ 25%

Forms with “exclusive” language have 25% higher completion rates.

Everyone wants to be a VIP. And if you use language that explains to users that they’ll get special treatment if they fill out your form, you’ll likely see improved results.

Be careful, though. As much as everyone wants to feel like they're getting exclusive access, no one likes a bait-and-switch. Remember to make it worth their while with a discount or access to gated content.

Want some inspiration?
Use these phrases in
your next form.

"Be the first"

"Get early access"

"Subscribers only"

"Members only"

"Exclusive"

"Only available"

MAKE IT COUNT

Using a number within your welcome content provides your customers with clarity that boosts their confidence, and your chances of getting more responses.

↑ 7%

Including a number at the beginning of your form can increase its completion rate by more than 7%.

For example, try something like:

You'll get a gift card in 3-5 days.

We only have 25 spots available.

This will only take 40 seconds.

LEAD MAGNETS BOOST COMPLETION RATES

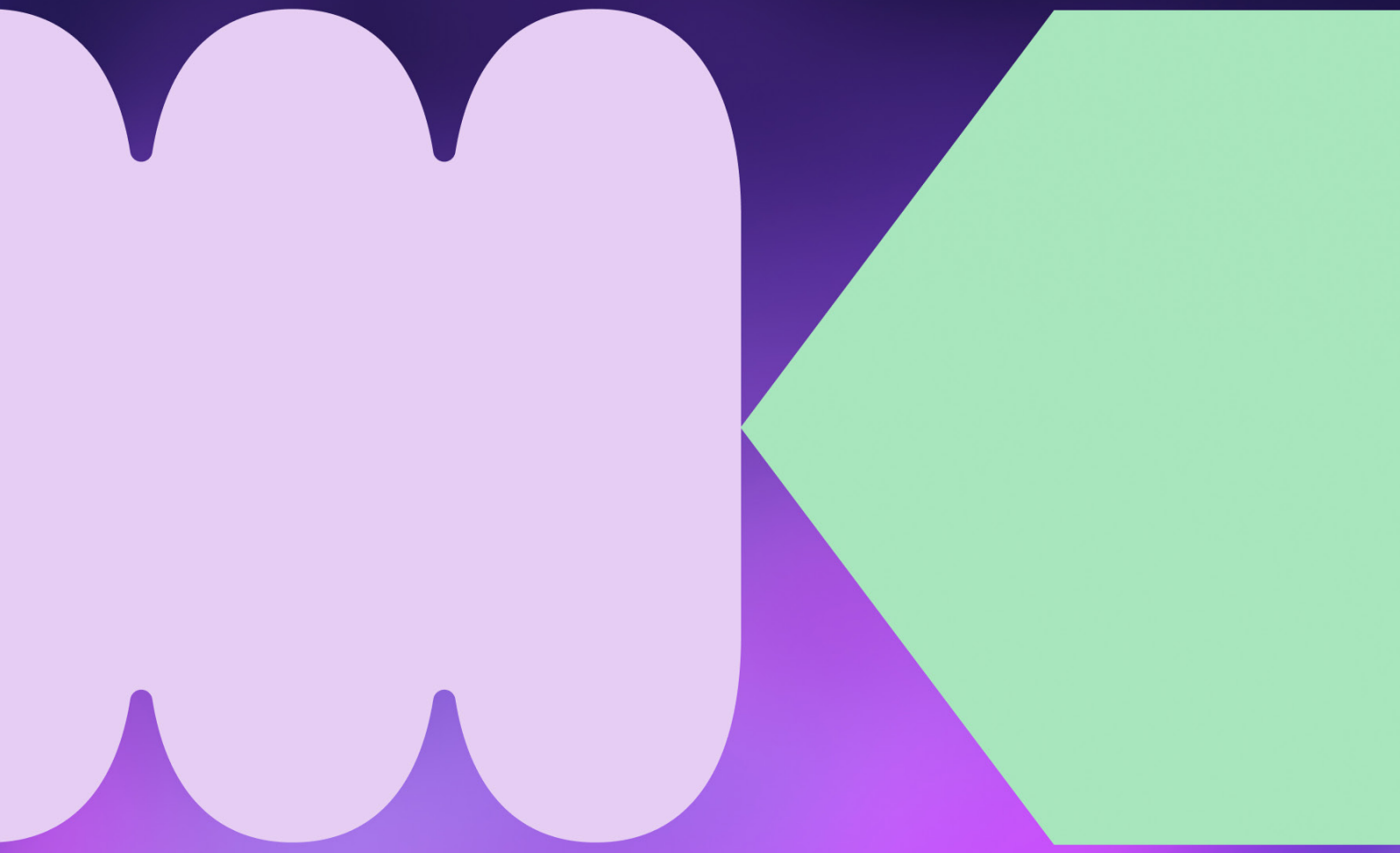
Just like exclusive language, lead magnets can boost completion rates to get you more valuable customer data.



↑ 5%

LEAD MAGNETS INCREASE
YOUR FORM COMPLETION RATE
BY NEARLY 5%

Whether it's a discount, giveaway, free trial, gift card, guide, or the chance to win a prize, lead magnets get people through the door.



Just make sure what you're offering your customers is as valuable as the data they're offering you, to make it a win-win.

EVERYONE LOVES A LITTLE EYE CANDY

50%

Humans are visual creatures. Today, many professionals allocate up to 50% of their marketing budget to visual content. 9.5% of marketers are planning to increase this within the year.

↑120.62%

Forms that feature images or video see a 120.62% increase in completion rates over forms that don't.

YOUR BRAND, ON- BRAND

Branding your forms (think logos, colors, fonts, and media) inspires a better connection with your audience.

That's why our users have added brand elements to more than 100,000 forms using Typeform's brand kit feature since its launch in 2022.

12,211

HAVE USED BRAND KITS

TO DESIGN THIS MANY FORMS

101,121

INTEGRATED WORKFLOW

Connecting forms to your other tools turns zero-party data into fuel for personalization and automation.

Typeform makes collecting, organizing, and analyzing zero-party data easy by offering more than 120 integrations you can use to connect forms to your favorite apps.

MOST COMMON INTEGRATIONS

Slack

14,142

USERS

Zapier

13,720

USERS

Calendly

10,064

USERS

Klaviyo

8,050

USERS

HubSpot

5,939

USERS

Mailchimp

5,141

USERS

THE DATA ON DATA

MEET TYPEFORM

DO IT ALL WITH TYPEFORM

Typeform helps brands get more zero-party data with forms designed to be refreshingly different.

Thanks! Here's your
25% off.

Get discount code

Rate our
product



You'll receive an
email soon.

Thanks!

Hi Robin!
What are you
looking for?

Leads

Feedback

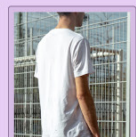
What product do you want
to order?



Tops



Sweaters



T-shirts

THE DATA ON DATA

MEET TYPEFORM

MAKE FORMS WORTH FILLING OUT

AVERAGE FORM
COMPLETION RATE

21.5%

Other forms

47.3%

Typeform

Typeform users receive more than 200 responses per published form (on average). That's a lot of data to fuel your business and personalize future marketing efforts.



WHAT DO BRANDS USE TYPEFORM FOR?

The first step in any (successful) marketing strategy is research, so it's no surprise that most people use Typeform for that reason.

You can also create a quiz, gather feedback, register users for an upcoming event, manage employee requests, or anything else you can think of that requires direct engagement with your target audience.

Gather feedback

Manage employee requests

Register users

Create a quiz

Research
— 595,733

Quiz
— 564,967

Feedback
— 359,962

Registration
— 288,157

Poll
— 211,822

Other
— 186,045

Application
— 152,545

Lead capture
— 126,607

Request
— 163,716

Contact form
— 76,672

Order form
— 70,059

RECORD- BREAKING FORMS

Over the years, Typeform creators have built some fantastic forms—and these racked up some extraordinary numbers.

THE FORM WITH THE
MOST RESPONSES

15,051,144

THE FORM WITH
THE MOST LOGIC

4,693

LOGIC JUMPS

THE LONGEST
ACTIVE TYPEFORM

130


MONTHS

TRY TYPEFORM FOR FREE TODAY

Typeform can make you a hero with zero. Zero-party data, that is.

Aggregated data and cookies are on their way out. Zero-party data is increasingly becoming the star with forms, quizzes, and surveys that make collecting data simple and transparent.

When you give your customers the choice to share their personal information, you're not only building trust with them, but also increasing your chances of providing them with content that really speaks to them.



Ready to collect better
data and interact with your
audience more effectively?



GET STARTED
FOR FREE