

# How a UNiDAYS Survey works



1

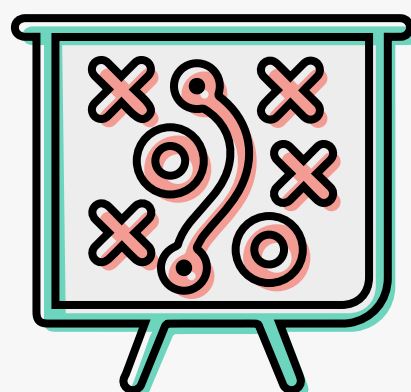
## Scope

UNiDAYS consultants meet with you to understand your Gen Z marketing goals. We determine what demographic, behavioral and psychographic segments to survey, as well as how many responses are needed.

## Questions

We help you write and design the survey to ensure that we meet your business requirements. We also translate the survey into other languages as needed.

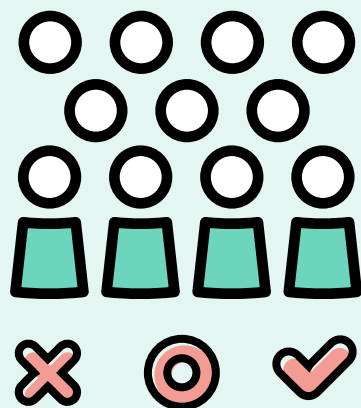
2



3

## Polling

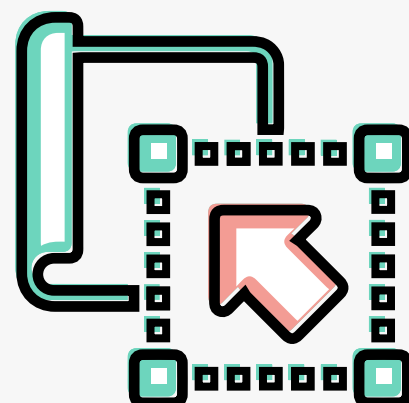
We send the survey to students that meet the criteria, using both UNiDAYS-owned and third-party channels to reach our target respondents.



## Initial findings

Upon completion of the survey, we deliver the raw data in a format of your choice.

4



5

## Insights report

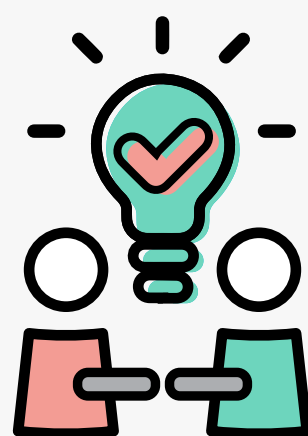
UNiDAYS analyzes the results of the survey and provides actionable insights in a written report.



## Results

We present our findings, tying all of the survey insights back to your business goals to ensure that you walk away with the answers you need.

6



Note: Some steps can be scaled up or down based on your needs.

# UNiDAYS

Connecting brands with Gen Z

[chat@myunidays.com](mailto:chat@myunidays.com)