

How to Create a Post-Purchase Survey

Last Modified on 06/10/2026 11:02 pm EDT

What You'll Learn in This Article

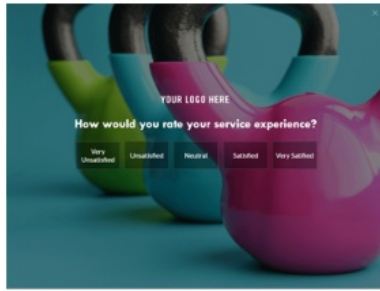
- Create a post-purchase survey using Digioh's Lightbox and survey templates
- Set up buttons for survey responses and track selections in Digioh
- Integrate your survey with Google Analytics for detailed reporting
- Set conditions for when the survey will appear after a successful purchase

Post-purchase surveys (or post-checkout surveys) allow you to understand how customers found you and learn about their shopping experience. If you show your survey in a pop-up immediately after customers complete their purchase, you can see a 60-80% survey completion rate.

Digioh's post-purchase surveys can tie survey responses to the email address collected during your checkout flow—that way, you know exactly who completes your survey and how they respond.

To create a post-purchase survey with Digioh, follow the steps below:

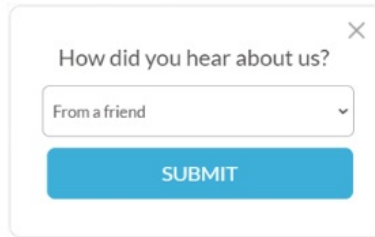
Step 1: Create a new pop-up. You can pick any survey template from our survey theme collection page or build your survey from scratch.



YOUR LOGO HERE

How would you rate your service experience?

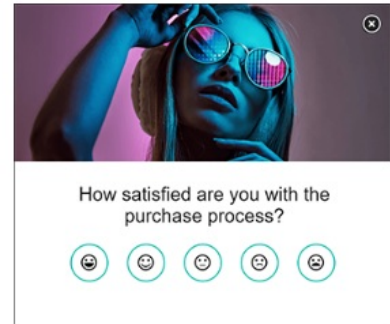
Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied



How did you hear about us?

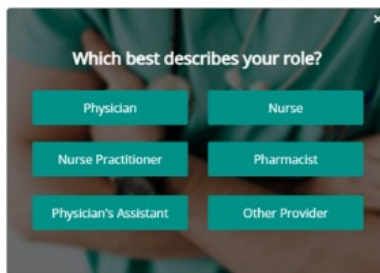
From a friend

SUBMIT



How satisfied are you with the purchase process?

😊 😊 😊 😊 😊

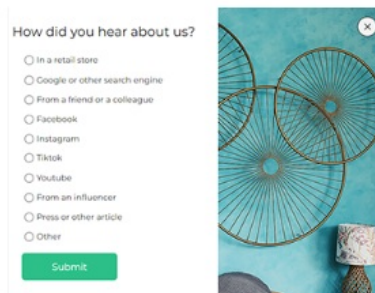


Which best describes your role?

Physician Nurse

Nurse Practitioner Pharmacist

Physician's Assistant Other Provider



How did you hear about us?

☐ In a retail store

☐ Google or other search engine

☐ From a friend or a colleague

☐ Facebook

☐ Instagram

☐ TikTok

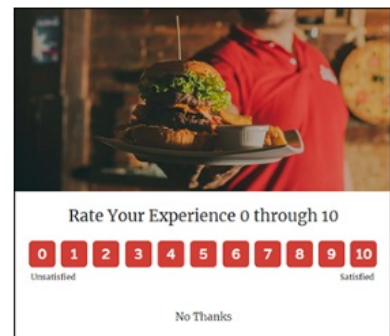
☐ Youtube

☐ From an influencer

☐ Press or other article

☐ Other

Submit

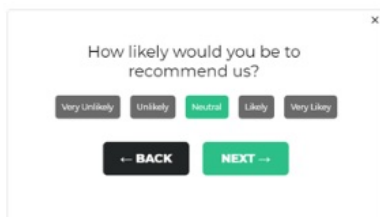


Rate Your Experience 0 through 10

0 1 2 3 4 5 6 7 8 9 10

Unsatisfied Satisfied

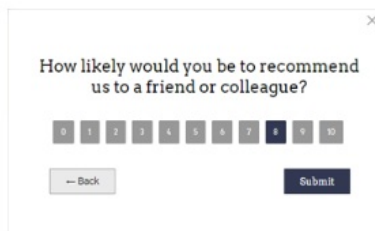
No Thanks



How likely would you be to recommend us?

Very Unlikely Unlikely Neutral Likely Very Likely

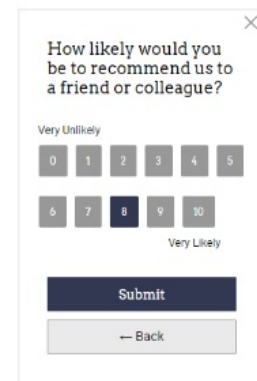
← BACK NEXT →



How likely would you be to recommend us to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

← Back Submit



How likely would you be to recommend us to a friend or colleague?

Very Unlikely

0 1 2 3 4 5

6 7 8 9 10

Very Likely

Submit

← Back

Step 2: Create buttons for each survey question. We recommend buttons so you can see survey responses in Digioh reporting.

[← BACK TO BOX LIST](#)

Settings ▾

294464: Zero Party Data Mul

Box Options ▾

Steps/Pages

+ Add

Main Page ⚙️ ^

Layout Form **Buttons** Text Images HTML

Button 1 - Take Our Quiz ▾ 🗑️ 📄 +

- Button 1 - Take Our Quiz
- Button 2 - No thanks, I'll pay..
- Button 3 - Wellness
- Button 4 - Aromatherapy
- Button 5 - Hair and Skin Care

BUTTON ACTION WHEN CLICKED

Step 3: Set the Button Data Action to your survey answers

Main Page ⚙️ ^

Layout Form **Buttons** Text Images HTML

Button 6 - Looking for a coupon code ▾ 🗑️ 📄 +

Button 6 🔍

Button Basics

ENTER BUTTON TEXT

Looking for a coupon code

BUTTON ACTION WHEN CLICKED

Select Button ▾

Button Data Action

SELECT ENTER FORM VALUE

6. Custom ▾ Looking for a coupon code

This will help store the survey selection data in Digioh and allow you to send custom events to Google Analytics.

Step 4: Set up the radio button/checkmark image to display the image beside the option.

Button Border

All States

BORDER STYLE

COLOR

WIDTH

RADIUS

solid

1

6

Button Background

All States

COLOR

USE GRADIENT

USE IMAGE

OFF

ON

SELECT IMAGE

Radio_blk_Unselected.svg

+ Add Image

IMAGE REPEAT / SIZE

IMAGE POSITION

no repeat

left top

Step 5: Create the conditions required for your post-purchase survey to show up. This is the most important part, as it will ensure that only customers who make a purchase see your survey. For instance, the example conditions below will trigger the post-checkout survey when a visitor successfully lands on the checkout page.

Pages Navigated URLs

Contains

/Checkout

LAND

Exit Intent

Any of these events occur

Mouse exits window top

Mouse exits window bottom

Mouse exits window left

Mouse exits window right

+

LAND

Max displays per session

Equals

1

Undo

Add New Rule

- Pages Navigated URL contains - Your checkout page.
- Exit-Intent - Mouse hovers outside of the browser window.
- Max Display per session - 1

While your store's checkout URL may be different, these are typically the best practice conditions so that a user doesn't see the survey more often.

For more detailed survey reporting, Digioh can send survey selection events to your Google Analytics. Let us know if you want to send events to your Google Analytics instance, and we can help you set this up.