

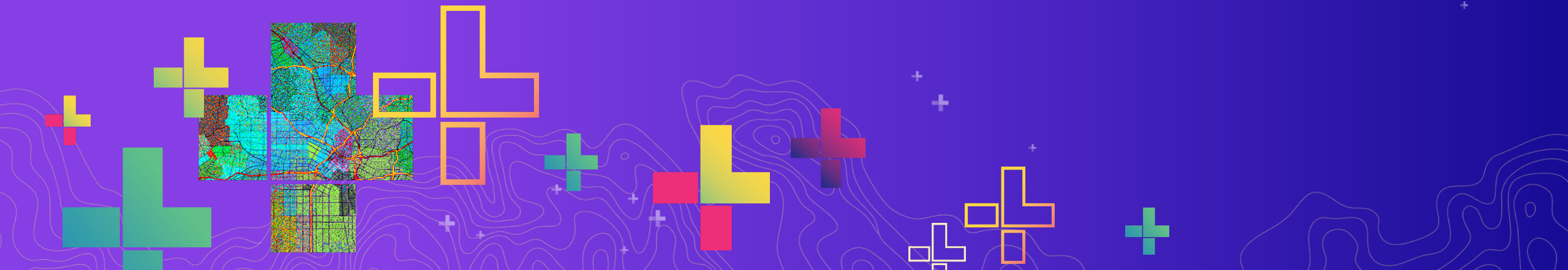


Effective Community Engagement with ArcGIS Hub

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2020 ESRI DEVELOPER SUMMIT | Palm Springs, CA



Agenda

- **Intro to ArcGIS Hub**
 - ArcGIS Online vs. Enterprise Sites
 - Patterns of Usage
 - Customer Examples
- **Effective Engagement**
 - Defining the Problem
 - Leveraging Known Patterns
- **Workshop**
 - Gathering Assets
 - Implementing a Solution



Intro to ArcGIS Hub

Giving authority to your creativity



ArcGIS Hub is a cloud-based **engagement platform** that lets organizations work more effectively with their **communities**.

ArcGIS Hub is a cloud-based **engagement platform** that lets organizations work more effectively with their communities.

Define “**engagement**” to meet your needs, many customers use Hub as a centralized location to organize and showcase their own work

ArcGIS Hub is a cloud-based engagement platform that lets organizations work more effectively with their **communities**.

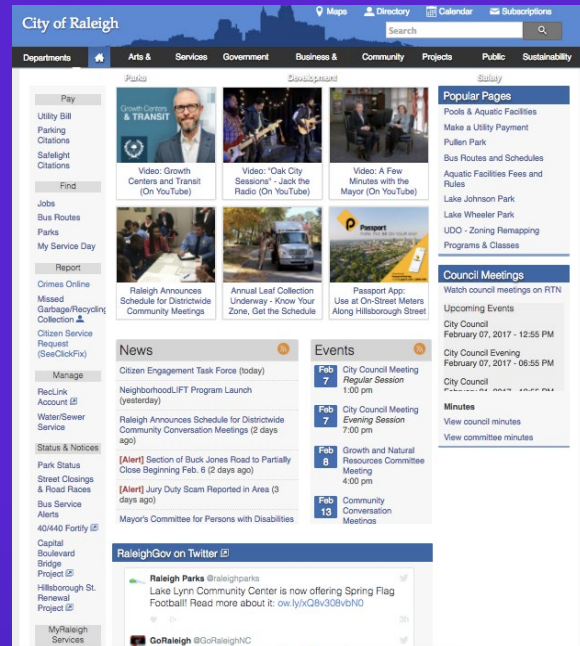
A “**community**” may be your internal team, your boss, an entire agency, or the general public...it can be an overloaded term, consider it your *audience*.

ArcGIS Hub in Nutshell

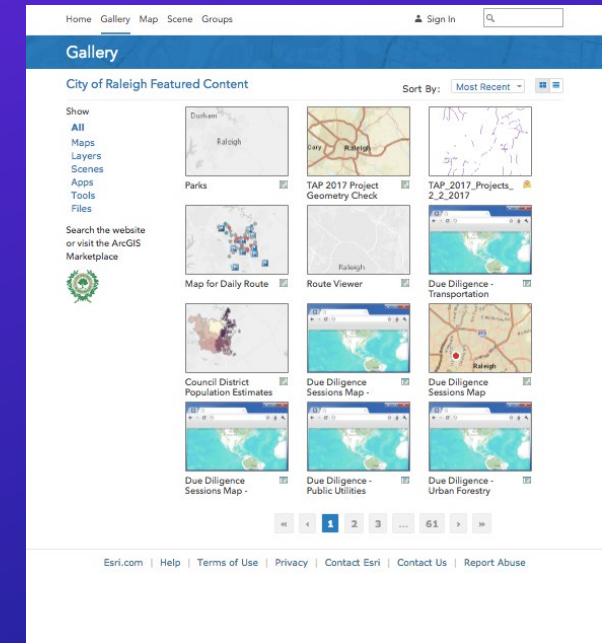
The screenshot shows the City of Raleigh website homepage. At the top, there is a navigation bar with links for Maps, Directory, Calendar, and Subscriptions, along with a search bar. Below this is a main navigation menu with categories like Departments, Arts & Services, Government, Business & Community, Projects, Public, and Sustainability. The main content area is divided into several sections: a left sidebar with utility links (Pay, Find, Report, Manage, Status & Notices), a central grid of featured content (Videos, News, Events), and a right sidebar with Popular Pages and Council Meetings. At the bottom, there is a 'RaleighGov on Twitter' section with a tweet from @raleighparks.

The screenshot shows the ArcGIS Hub gallery for the City of Raleigh. The top navigation bar includes Home, Gallery, Map, Scene, and Groups, along with a Sign In button and a search bar. The main heading is 'City of Raleigh Featured Content', with a 'Sort By: Most Recent' dropdown. The content is displayed in a grid of map thumbnails, each with a title and a small ArcGIS logo. The thumbnails include: Durham, Raleigh; TAP 2017 Project Geometry Check; TAP_2017_Projects_2_2_2017; Map for Daily Route; Route Viewer; Due Diligence - Transportation; Council District Population Estimates; Due Diligence Sessions Map -; Due Diligence Sessions Map; Due Diligence Sessions Map -; Due Diligence - Public Utilities; and Due Diligence - Urban Forestry. At the bottom, there is a pagination bar showing page 1 of 61, and a footer with links for Esri.com, Help, Terms of Use, Privacy, Contact Esri, Contact Us, and Report Abuse.

ArcGIS Hub in Nutshell



...Bridges the Gap...
< MOST EXTERNAL to MOST INTERNAL >



ArcGIS Hub in Nutshell

EDUCATE

The screenshot shows the City of Raleigh website's main dashboard. It features a navigation bar with links for Home, Maps, Directions, Calendar, and Subscriptions. Below the navigation, there are several sections: 'My Data', 'Sign In', and 'Sign Up'. The main content area is divided into 'News', 'Events', and 'Services' sections. The 'News' section includes articles like 'Raleigh Announces Bid for Children's Community Meetings' and 'Raleigh Announces Bid for Children's Community Meetings'. The 'Events' section lists upcoming meetings and events. The 'Services' section provides information about various city services.

The screenshot displays the 'Strategic Plan' page on the City of Raleigh website. The page features a header with the City of Raleigh logo and navigation links. Below the header, there is a large image of people walking on a path. The main content area is titled 'Strategic Plan' and includes a sub-header 'The Raleigh City Council made a milestone when it adopted the strategic plan in April 2015. The Council has established six key areas that reflect the city's vision and character of the city. The plan contains strategic objectives and strategic initiatives needed to achieve them. City employees will direct resources and work efforts toward meeting and supporting these objectives.' Below this text, there are six icons representing key focus areas: Arts & Cultural Resources, Economic Development & Innovation, Growth & Natural Resources, Organizational Excellence, Safe, Vibrant & Healthy Community, and Transportation and Transit. The page also includes a 'Share your voice' section and a 'Join our Events' section.

COLLECT

The screenshot shows the 'Capital Area Greenway Trails' page on the City of Raleigh website. The page features a header with the City of Raleigh logo and navigation links. Below the header, there is a large image of a greenway trail. The main content area is titled 'Capital Area Greenway Trails' and includes a sub-header 'Help us learn more about Greenways'. Below this text, there is a bar chart showing the number of greenway miles by type. The page also includes a 'Share your voice' section and a 'Join our Events' section. At the bottom, there is a 'Contact Us' section with links to the City of Raleigh website and social media.

SHARE

The screenshot displays the 'Transportation & Transit' page on the City of Raleigh website. The page features a header with the City of Raleigh logo and navigation links. Below the header, there is a large image of a person riding a bicycle. The main content area is titled 'Transportation & Transit' and includes a sub-header 'Equitable, Citywide Transportation for Everyone'. Below this text, there is a section titled 'Objective 1' with a sub-header 'Improve number and quality of sidewalks'. This section includes a bar chart showing the number of miles of sidewalk by year and a photograph of a sidewalk. Below this, there is a section titled 'Objective 2' with a sub-header 'Better Streets'. This section includes a bar chart showing the number of miles of better streets by year and a photograph of a street. The page also includes a 'Share your voice' section and a 'Join our Events' section.

The screenshot shows the 'Gallery' page on the City of Raleigh website. The page features a header with the City of Raleigh logo and navigation links. Below the header, there is a large image of a gallery. The main content area is titled 'Gallery' and includes a sub-header 'City of Raleigh Featured Content'. Below this text, there are several thumbnails of various content items, including maps, reports, and photos. The page also includes a 'Share your voice' section and a 'Join our Events' section.
























Common Patterns Across 4.5k Public Sites



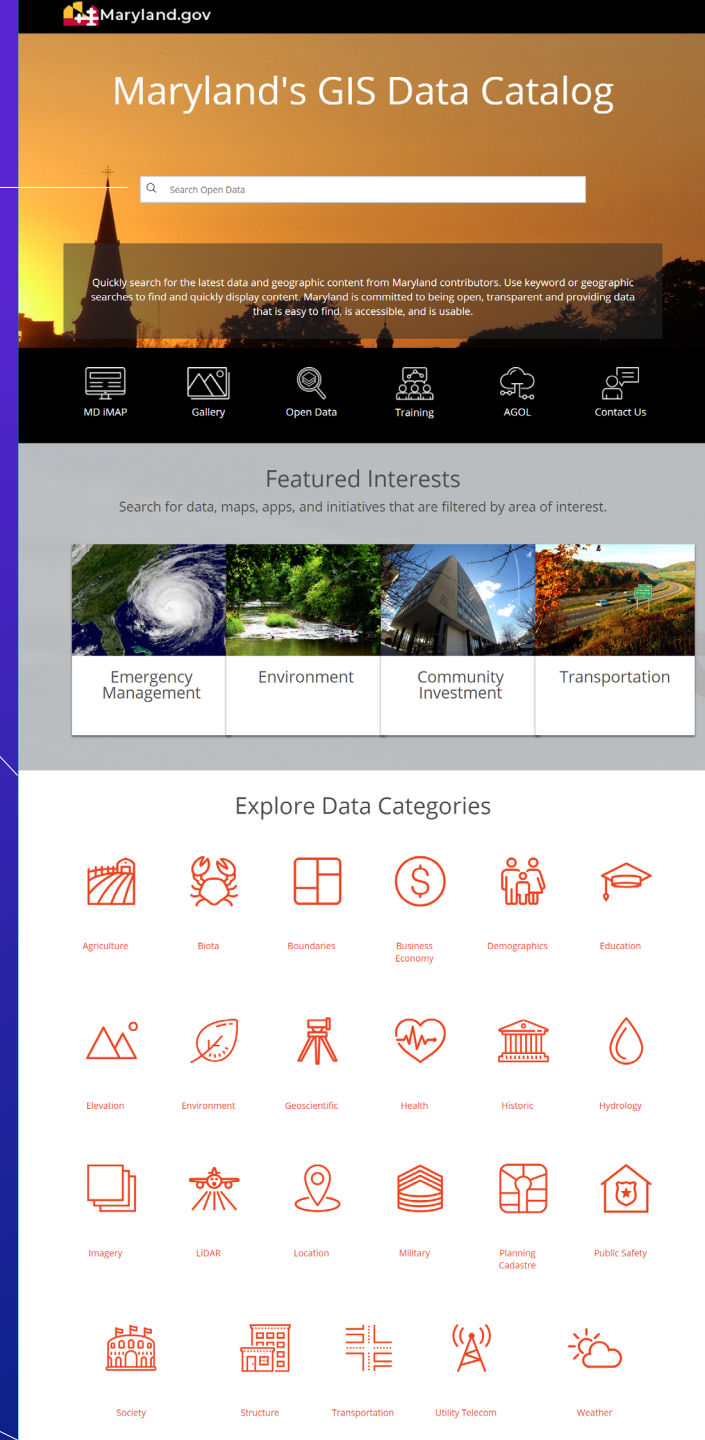
Sharing Authoritative Data & Content

Data & Content Search

Explore Data Categories

 Agriculture	 Biota	 Boundaries	 Business Economy	 Demographics	 Education
 Elevation	 Environment	 Geoscientific	 Health	 Historic	 Hydrology
 Imagery	 LIDAR	 Location	 Military	 Planning Cadastre	 Public Safety
 Society	 Structure	 Transportation	 Utility Telecom	 Weather	

Public Data Catalogs



Maryland.gov

Maryland's GIS Data Catalog

Search Open Data

Quickly search for the latest data and geographic content from Maryland contributors. Use keyword or geographic searches to find and quickly display content. Maryland is committed to being open, transparent and providing data that is easy to find, is accessible, and is usable.
























MD IMAP Gallery Open Data Training AGOL Contact Us

Featured Interests

Search for data, maps, apps, and initiatives that are filtered by area of interest.

Emergency Management Environment Community Investment Transportation

Explore Data Categories

 Agriculture	 Biota	 Boundaries	 Business Economy	 Demographics	 Education
 Elevation	 Environment	 Geoscientific	 Health	 Historic	 Hydrology
 Imagery	 LIDAR	 Location	 Military	 Planning Cadastre	 Public Safety
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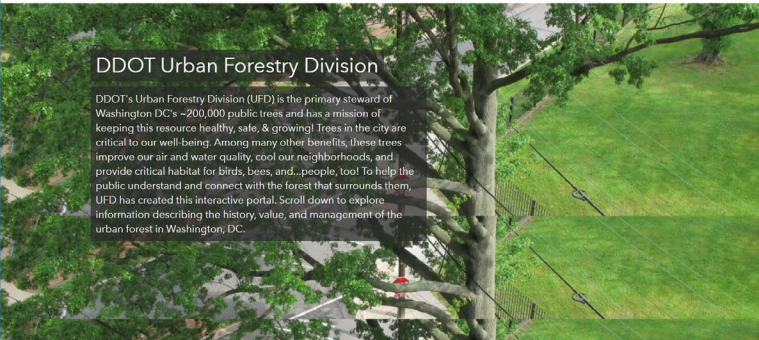
Educating Audiences on Specific Topics or Goals

How DC Manages Trees

Urban Forestry in Washington, DC

DDOT Urban Forestry Division

DDOT's Urban Forestry Division (UFD) is the primary steward of Washington DC's ~200,000 public trees and has a mission of keeping this resource healthy, safe, & growing! Trees in the city are critical to our well-being. Among many other benefits, these trees improve our air and water quality, cool our neighborhoods, and provide critical habitat for birds, bees, and...people, too! To help the public understand and connect with the forest that surrounds them, UFD has created this interactive portal. Scroll down to explore information describing the history, value, and management of the urban forest in Washington, DC.



A BRIEF HISTORY OF URBAN FORESTRY IN DC

CITY OF TREES

Washington, DC stands apart from most other US cities when it comes to trees. Trees were considered so essential that they were included as an integral part of Pierre L'Enfant's original design. The L'Enfant Plan, drafted in 1791, reserved space in the public right of way exclusively for trees.

The L'Enfant Plan

Washington, DC stands apart from most other US cities when it comes to trees. Trees were considered so essential that they were included as an integral part of Pierre L'Enfant's original design. The L'Enfant Plan, drafted in 1791, reserved space in the public right of way exclusively for trees. In this image from 1857, the existence of mature street trees are seen prior to final construction of the Capital Dome.

Fast forward 150 years to see in this aerial image taken from above Union Station in 1992 an appreciation of the L'Enfant Plan fully realized: a built environment dominated by trees.



Boss Shepherd

The original commitment to dedicating space specifically for trees has been reaffirmed several times over the intervening 225 years since L'Enfant drafted his original plan. Perhaps the most prominent example is Alexander "Boss" Shepherd, whose installation of nearly 60,000 street trees in 1872 pushed the city to the brink of bankruptcy. This effort resulted in a city of staggering natural beauty, creating a legacy that endures still to this day.




The McMillan Plan

The value of urban trees was recognized again during the development of the McMillan Plan which established the National Mall as the tree-


Planning in Coral Gables

FLAGLER SECTION - Community Vision Workshop




THE FLAGLER SECTION

One of Coral Gables' great trolley-served neighborhoods, bounded by SW 8th Street and Flagler Street




Historical Highlight

The Flagler Section was acquired by city-founder, George Merrick, and the Coral Gables Corporation between 1924 and 1925. The new development section was considered one of the most advanced steps Coral Gables had taken. Merrick named the neighborhood area Flagler Street Section because it extended new development north to Flagler Street and expanded the Miami trolley service west on Flagler Street to the planned, but never constructed, entrance at Flagler and Ponce de Leon Boulevard to continue south to Coral Way. The acquisition greatly facilitated the trolley system, locating the trolley tracks where the median on Ponce de Leon Boulevard exists today. The Flagler Section originally restricted the lots fronting on Ponce de Leon Boulevard to multi-family residences. In December of 1939, the Coral Gables City Commission changed the zoning to allow the construction of single-family residences. Some distinctive multi-family buildings were built in the mid-1920's; however, the neighborhood



What to Expect

The Flagler Section is one of Coral Gables' great neighborhoods. The community is a unique, walkable, and trolley-served neighborhood close to the commercial corridors of SW 8th Street, Douglas Road, and Flagler Street. The Community Vision Workshop kicked-off with a Walking Tour to give residents the opportunity to share with the design team what they love about their community and what can continue to be improved in the neighborhood. The workshop continued with a Hands-On Session so that the members of the community can bring their ideas - big and small - to share with the design team, City staff, and their neighbors of how to make the Flagler Section an even better neighborhood for everyone. The public is encouraged to bring the whole family to help plan for the future of this unique community. All events will be presented in partnership with Dover, Kohl & Partners.



Who Should Participate

Everyone. Participating in the workshop will give you a chance to express your vision for the future of your community. Tell us what you love best about the Flagler Section neighborhood, and help us guide the evolution of the neighborhood. In the weeks that follow the Community Vision Workshop, the design team will use the ideas gathered to create scenarios for the neighborhood. Following the design work, a Work-in-Progress presentation to the neighborhood is scheduled for Monday, May 13, 2019 to invite residents to review the resulting designs.

Ireland's SDG

Riádas na Míreann Government of Ireland

Home Goals Events Data Guidelines Stories & Applications

17 Goals to Transform our World

Development Goals

Welcome to Ireland's Sustainable Development Goals (SDGs) data hub. This is a collaboration platform for reporting on progress towards the goals and sharing information on related initiatives. Ireland's progress against each goal is measured using a set of United Nations (UN) global and European Union (EU) agreed targets and indicators. From this home page, you can access information on specific goals, view our video and sign up to receive updates.



Governments, businesses and individuals in Ireland are mobilising efforts to achieve the UN Sustainable Development Agenda by 2030. Universal, inclusive and indivisible, this far-reaching plan calls for action by all countries to improve the lives of people everywhere. Integral to the Sustainable Development Agenda are 17 SDGs covering everything from poverty and climate change to infrastructure development and industry. Ireland has published a **Sustainable Development Goals National Implementation Plan 2018-2020** to provide a whole-of-government approach to implementing these goals. This platform was developed as part of a partnership between Ordnance Survey Ireland, the Central Statistics Office and Esri Ireland.

Ordnance Survey Ireland | GeoHive | An Phríomh-Oifig Staidrimh Central Statistics Office

Explore the Sustainable Development Goals

Click on a card below to access progress reports and indicator data relating to a particular goal.



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION

Collecting Data & Feedback from an Audience

- Fastest growing use-case



Collecting Data & Feedback from an Audience

- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests

Suggest a Dataset

DC is a complex urban and political landscape. We think we do a pretty good job of capturing information about it through our data and services. However we know it's not all here. Our teams across DC government agencies are working together to add new data sets, keep data current and troubleshoot any problems. All with the intent to improve your experience.



Use this short form to ask us a question if you are not finding what you need here.

What data are you looking for?*
Ask about data you found, or request something not found. Please, no contact or personally identifiable information in this box.

1000

Did you find it somewhere else?
Not required, but if you found the data on another agency website (a map, list, pdf, app) it could help us publish in Open Data DC.

How would you categorize the data?*
This helps us direct your inquiry to the right agency.

-Please Select-

Are you one of the following?
Not required, but we are curious.

-Please Select-

How can we reach you?*
Not required, but if you'd like us to respond please provide an email address.

Submit

You've Got Other Questions

I've submitted my question now what can I expect?

We like to respond to every request. However we may need to reach out to other data curators at District agencies. There are several datasets in the catalog and we will help you find the right details. If it is not immediately available, the team will give you some guidance and work to publish the layer. Submitting a FOIA request directly to a DC government agency is another avenue. Go to foia.dc.gov for complete details.

Why can't I get the data if the new data policy says, "open by default?"

Because inappropriate disclosure of personal information and misuse of data for activities such as identity theft are significant concerns, the District's data must also be managed and responsibly protected. DC government uses dataset classification levels to protect the safety, privacy, and security of residents, workforce members, clients, partners, stakeholders, visitors, and others. For more information, please reference the [Data Policy](#)

What will you do with my email address?

Open Data DC will only use your email to correspond with you. The team works with several data originators across DC government; we may ask your permission to forward your contact to another agency.

Collecting Data & Feedback from an Audience

- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests
- Leveraging maps and Survey123 to collect insights and feedback from park volunteers

Become a Park Champion:

Walk to help us make parks a priority and more accessible.

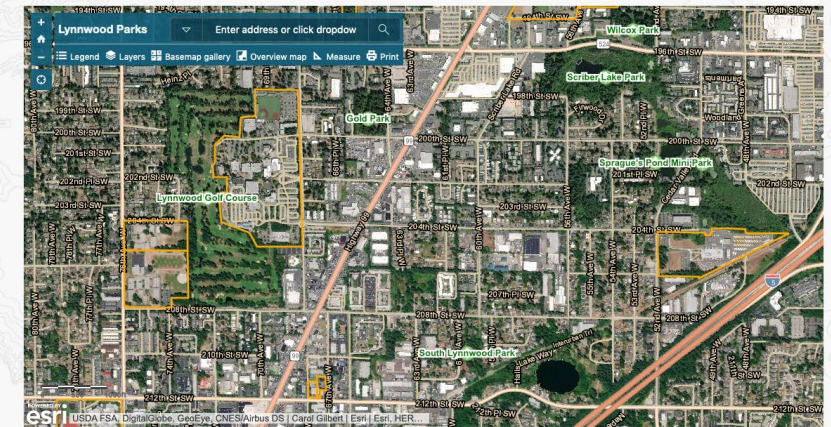
- 1 Sign-up to be a Park Champion
- 2 Map your walk
- 3 Complete a survey

Sign-Up Today



Find a Park Near You

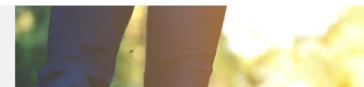
Explore the map below to find a park within a 10 minute walk of your home.



Parks are an essential ingredient to our community.

Join us at a park event near you to learn more about being a park champion.

Learn more at HealthyLynnwood.com



Collecting Data & Feedback from an Audience

- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests
- Leveraging maps and Survey123 to collect insights and feedback from park volunteers
- Using WAB & Survey123 to collect missing children tips and bring attention to open cases

Missing Children Society of Canada | Leave a Tip | register | About | FAQ

MCSC
rescu

Help us find children and reunite families!

Install App

You can help us at the Missing Children Society of Canada (MCSC) do this in three ways:

- 1** View our Active Cases:
Become familiar with children who need our help.
[View](#)
- 2** Leave a Tip:
If you have info on a child, leave a confidential tip.
[Fill out the Form](#)
- 3** Register to Receive Alerts:
When a child goes missing in your area we'll send you a SMS alert.
[Register](#)

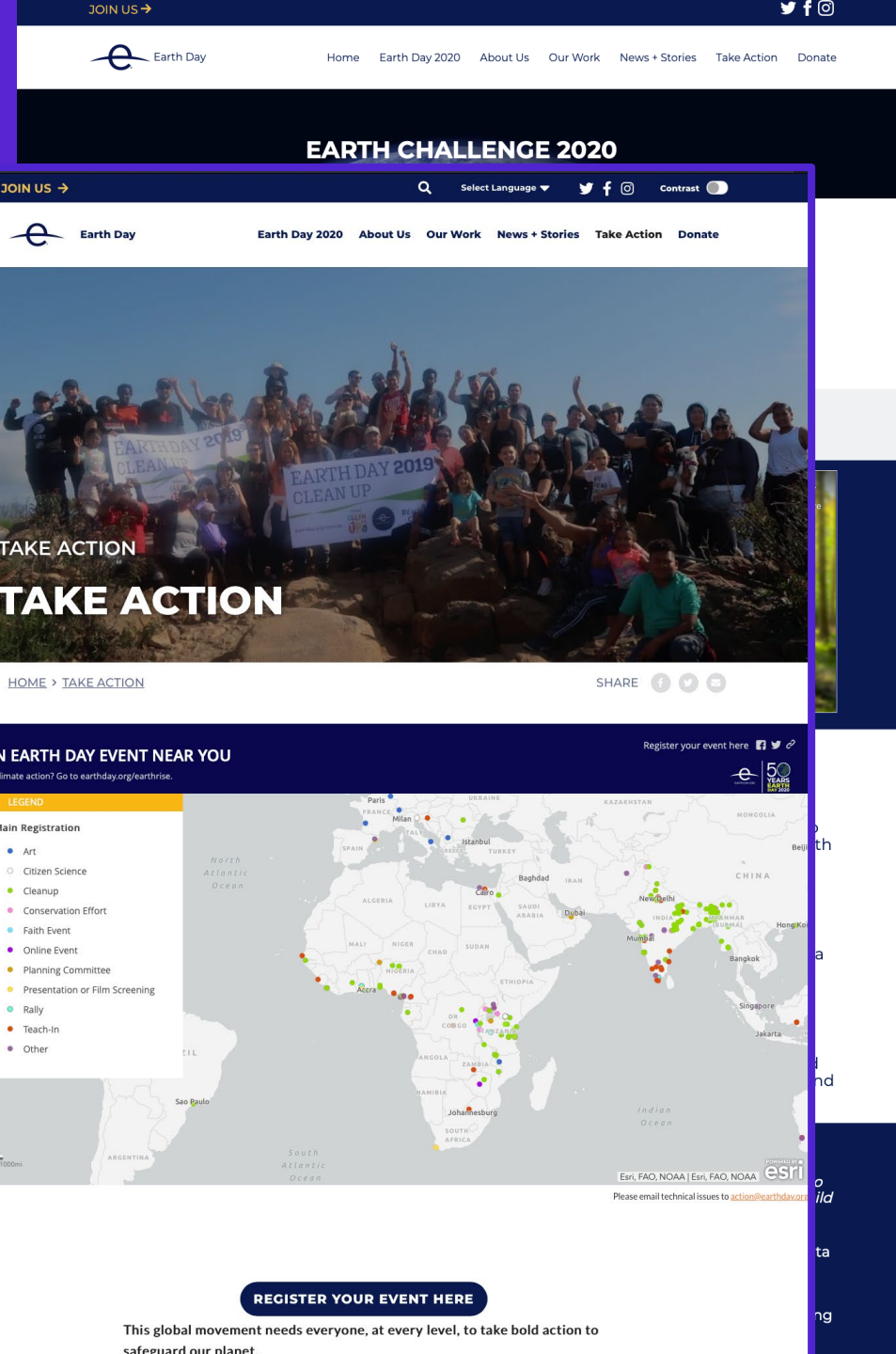
View our Active Cases

Click on the child's name or photo in these story maps to submit a tip.

- MCSC Missing Children Cases - Western Canada
Open and active cases in British Columbia and Alberta.
[View](#)
- MCSC Missing Children Cases - Prairies
Open and active cases in Saskatchewan and Manitoba.
[View](#)
- MCSC Missing Children Cases - Ontario
Open and active cases in Ontario.
[View](#)
- MCSC Missing Children Cases - Quebec
Open and active cases in Quebec.
[View](#)

Collaborating with Trusted Audiences

- Where we see future growth
- May leverage Premium tools...
 - Community Identity
 - Supporting Teams
 - Followers
 - Events
- Starts a two-way feedback loop



Reminder Audiences May Be Internal ONLY

Data Library Shannon

Internal Data Library

Browse Data by Department

- Assessor's Office
- Department

The dashboard features a search bar and a grid of departmental icons for data browsing.

Emergency Management Agency

Ensuring that families, communities, and key stakeholders are provided the tools they need to prepare for, mitigate against, respond to, and recover from the consequences of emergency and disaster events.

High Risk Census Tracts	Shelter locations	Shelters in High Risk Census Tracts
222	24	0
Count of zones where citizens are most effected by disaster Source: State Police Bureau	Available shelter locations Source: State Police Bureau	Shelters easily accessible to high risk populations Source: State Police Bureau

Shelter Locations near High Risk Census Tracts

The dashboard includes a map showing shelter locations in relation to high-risk census tracts.

State Police

We are the thin blue line

High Priority Datasets

- Traffic Incidents
- Citations
- Drug Cases
- Gang Activity
- Missing Person
- Crime
- Pursuits
- Open Investigations

State Police Divisions:

- Support Services Bureau
- Office of the Superintendent
- Criminal Investigation Bureau
- Field Operations Bureau

Special teams and task forces:

- Emergency Management Agency
- Internal Training
- Crime Task Force

Copyright 2018, Fusion Center

Viticulture & Vineyard Management

Locate, Visualize, Analyze

This site deals with the science, production, and study of grapes as well as the series of events that occur in the vineyard.

Viticulture Applications

The apps provide simple access to information and technologies appropriate for viticulture management practices. These apps can be applied according to local vineyard variations in soil, topography and micro-climate which influence the overall grape quantity and quality.

Site Selection	Management	Vineyard Harvest	Vineyard Logistics
Configure apps to provide focused citizen experiences.	Tell stories about local issues and solutions.	Hear from your community.	Monitor your data.
Details View	Details View	Details View	Details View

Critical Infrastructure Program

Protecting and ensuring the continuity of critical infrastructure

Individual Projects (Click to Zoom to Area):

- La Paz County Wash
- Pima County Wildlife Rehabilitation
- Coconino Biosphere
- Morongo County RHP
- Apache County Northern Crown Point Mitigation
- South of Page Water Contaminant
- La Paz Volcano R
- Alameda DCO
- Mohave County Southern Wash and Channel Rejuvenation Project

Mitigation Projects: 30

Need help? criticalinfrastructure@pcpc.com

Intro to ArcGIS Hub

More Examples & Workshop Site

tinyurl.com/hub2020workshop



If you're interested in learning more about Sites + Pages...

Getting Started with Hub Sites and Enterprise Sites

Integrating existing custom branding, site/page design, and more technical tips and tricks!

Deep-Customization of Hub Sites and Enterprise Sites

Comprehensive exploration of all site/page design tools supplied out-of-the-box in Hub and Sites, plus some more advanced design workflows to consider.

ArcGIS Enterprise: Designing Sites and Pages

Enterprise Sites specific walkthrough highlighting site/page design, content management, and stakeholder engagement.



Effective Engagement

Leveraging the Engagement Funnel



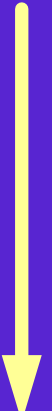
Tackling the “Effective Engagement” Problem

Generally, engagement can be broken down as...

1. **Creating Opportunities to Engage (i.e. feedback applications)**
2. **Identifying & Distributing to Target Audiences (list-serv, social media, etc.)**
3. **Analyzing Engagement Responses**
4. **Showcasing Results**
5. **Understanding Engagement Efficacy**

Tackling the “Effective Engagement” Problem

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 5. **Understanding Engagement Efficacy**

This flow is often linear, with no optimization when creating/resharing opportunities.

Tackling the “Effective Engagement” Problem

Unfortunately, most people fall into the 30/60 trap...

30% Creating Opportunities to Engage

60% Analyzing Engagement Responses

Tackling the “Effective Engagement” Problem

This means very little time/effort is allocated to...

30% Creating Opportunities to Engage (i.e. feedback applications)

5% Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

60% Analyzing Engagement Responses

5% Showcasing Results

0% Understanding Engagement Efficacy

Tackling the “Effective Engagement” Problem

Most organizations looking to engage have limited understanding around the **efficacy** of their effort.

Finding **Solution** Inspiration in Marketing Best Practices

What would an ideal allocation look like...?

30% **15%** Creating Opportunities to Engage (i.e. feedback applications)

5% **20%** Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

60% **40%** Analyzing Engagement Responses

5% **10%** Showcasing Results

0% **15%** Understanding Engagement Efficacy

Maybe something like this, but major takeaways are...

Finding **Solution** Inspiration in Marketing Best Practices

Directionally, this way...

LESS Creating Opportunities to Engage (i.e. feedback applications)

MORE Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

LESS Analyzing Engagement Responses


SAME Showcasing Results

MORE Understanding Engagement Efficacy

Plus...

Finding **Solution** Inspiration in Marketing Best Practices

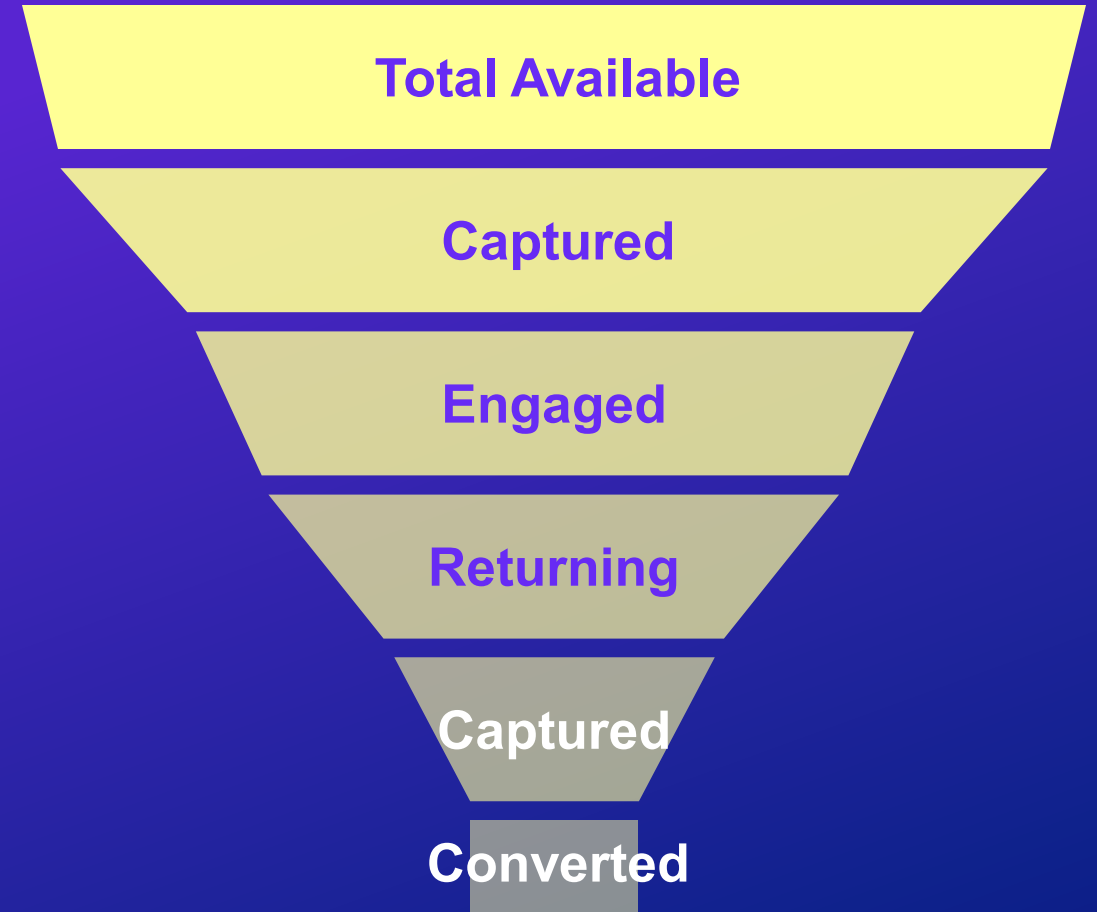
You should iterate over these steps to optimize your efficacy...

- 
- LESS **Creating Opportunities to Engage (i.e. feedback applications)**
 - MORE **Identifying & Distributing to Target Audiences (list-serv, social media, etc.)**
 - LESS **Analyzing Engagement Responses**
 - SAME **Showcasing Results**
 - MORE **Understanding Engagement Efficacy**

Finding **Solution** Inspiration in Marketing Best Practices

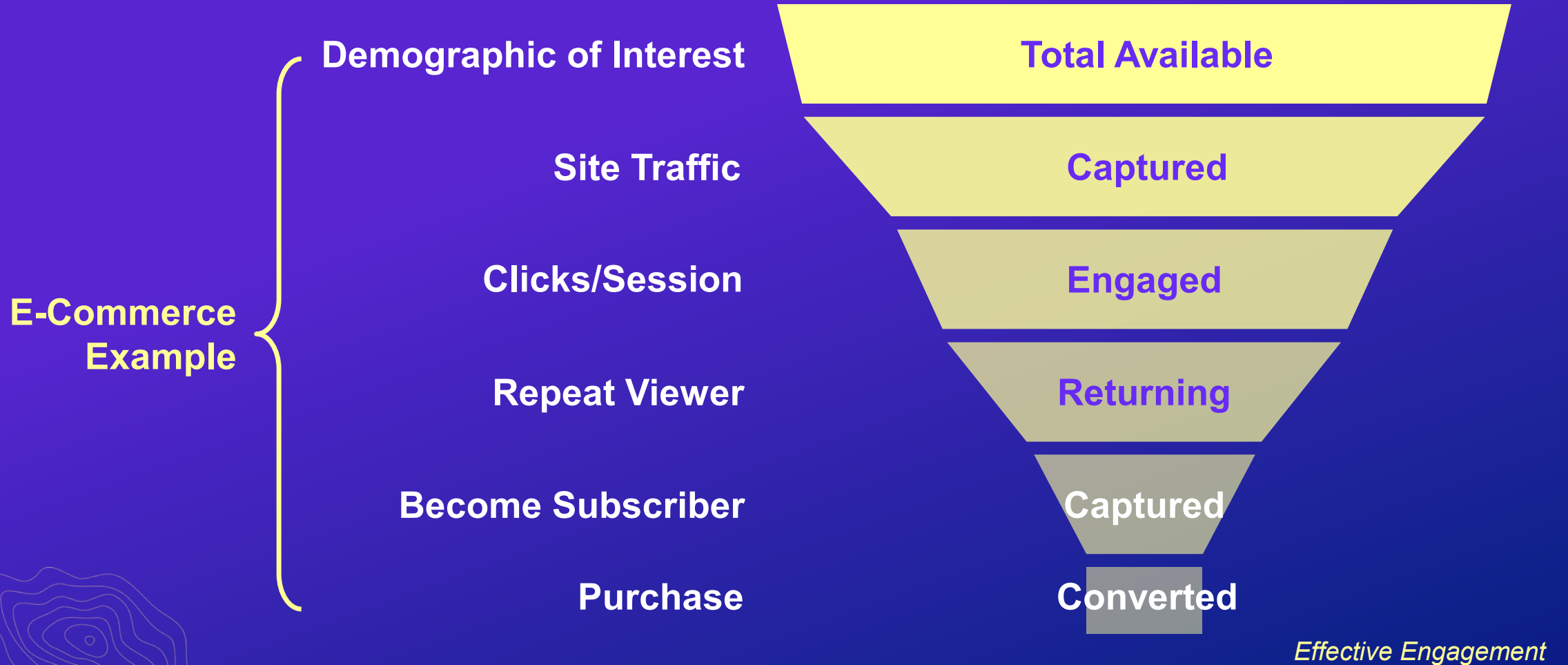
Along the way, we need to consider our engagement funnel...

- Movement down the funnel
- Methods to measure progress
- Insights informing next steps



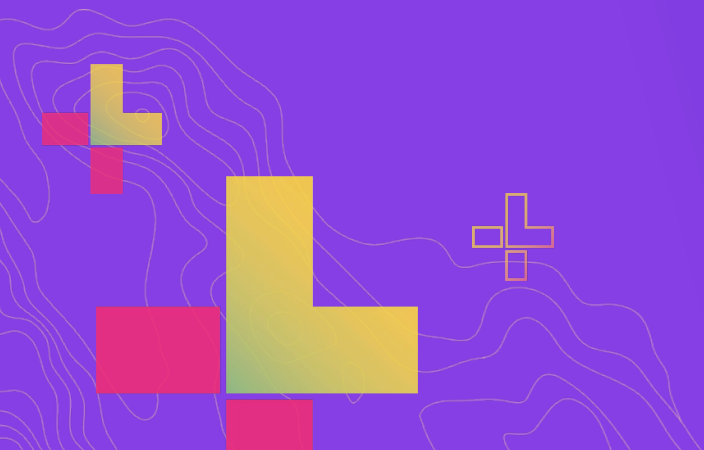
Effective Engagement

Finding **Solution** Inspiration in Marketing Best Practices



Session Workshop

Creating, Deploying, and Monitoring an Engagement Funnel



What does this mean in ArcGIS Hub?

SCENARIO:

We've been charged with driving sign-ups/follows for a particular Hub Initiative. The communications department is targeting audiences interested in 3 general topics of the Initiative. We must use ArcGIS assets, but can leverage our own implementation to elicit maximum success.

What does this mean in ArcGIS Hub?

SCENARIO:

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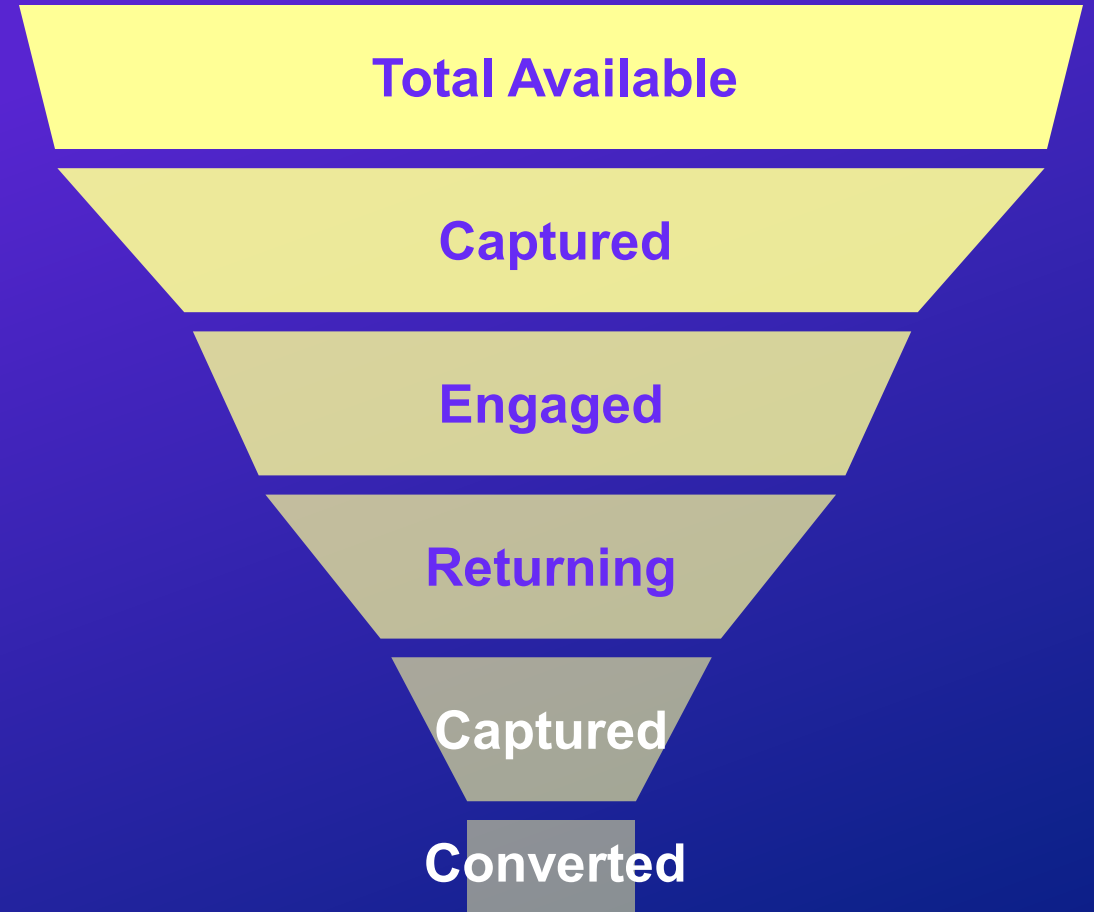
- What is our targeted user flow?
- What do we get out-of-the-box?
- What assets do we need to create?
- What do we need to code?

What is our targeted user flow?

1. **User clicks to view Hub Page**
2. **Hub Page has Survey123 App embedded**
3. **User submits response to survey on Hub Page**
4. **User gets follow-on thank you email with link to expressed interest**
5. **User opens interest Hub Page from email**
6. **User signs-in/-up to ArcGIS Hub**
7. **User selects to follow Hub Initiative**

What do we get out-of-the-box?

- N/A*
*handled by Comm Dept
- ❌ Page Traffic*
*only site, no referrer insights
- ✅ Submissions
- ❌ Repeat Viewer
- ❌ Sign-Ups*
*tied to this Initiative
- ✅ Follows



Effective Engagement

What assets do we need to create?

1. **New Initiative Site**
2. **Supply own Google Analytics Key**
 - GA Keys are free for anyone with a Gmail
 - Simply copy/paste into Site's Settings
3. **Survey123 Application**
4. **Hub Page with embedded survey**
5. **3 “interest” conversion Hub Pages**
6. **Email Templates**

Mapping out the missing pieces...

Scan to View Missing Pieces



Session Workshop

Creating, Deploying, and Monitoring an Engagement Funnel



Follow along...

devsummit-2020-dcdev.hub.arcgis.com

Click “Workshop Repo” link in header

What is our targeted user flow?

1. **User clicks to view Hub Page**
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6. **User signs-in/-up to ArcGIS Hub**
7. **User selects to follow Hub Initiative**

What do we **want** to measure?

1. **Page Traffic** for our initiative
2. **Count** of surveys submitted
3. **Count** of follow-up emails sent
4. **Count** of follow-up emails opened
5. **Page Traffic** generated by follow-up emails
6. **Count** of initiative follows resulting from **email referrals**

What can we measure?

1. Page Traffic for our initiative ✓
2. Count of surveys submitted ⊖
3. Count of follow-up emails sent ⚡
4. Count of follow-up emails opened ⚡
5. Page Traffic generated by follow-up emails ⚡
6. Count of initiative follows resulting from email referrals ✓ ⚡

Survey123 Webhook

Front door to completing the engagement funnel

Webhooks allow external services to be notified when certain events happen within your survey. For example, when a new record is submitted to your survey, a webhook can trigger an email notification through a mail server.

Configurable payload provides

- User & portal info
- Response
- Survey item & server response


Cloud function


Capture missing measures


1. Page Traffic for our initiative
2. **Count** of surveys submitted
3. **Count** of follow-up emails sent
4. **Count** of follow-up emails opened
5. **Page Traffic** generated by follow-up emails
6. Count of initiative follows resulting from **email referrals**

Cloud function

- **Receive** webhook requests and **parse** payload
 - Template email based on **user info** and **survey response**
 - Send email with **tracking pixel** and **trackable link**
- * **Log telemetry events to same analytic store**

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1. **Deploy cloud function**
 2. **Configure webhook**
 3. **Collect data**
 4. **Monitor results**

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Thank you!

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