



[Press Release preview to be sent out not before March 25, 2014 - 1am\)](#)

Pick1 Announces Partnership with SurveyMonkey

Product integration amplifies the power of survey data with real time social analytics

San Francisco – March 25, 2014 - Social analytics company Pick1 has partnered with SurveyMonkey, a leading provider of online surveys, to provide customers an integrated experience for collection and analysis of social data of survey respondents.

“SurveyMonkey is pleased to announce our partnership with Pick1, which allows you to append social data to survey responses. This integration gives customers a better understanding of the “who” behind survey responses,” said Kate Brennan, Director of Business Development at SurveyMonkey.

Whether you are researching consumer behavior, exploring new product ideas, or gauging customer satisfaction, by pairing the power of SurveyMonkey with Pick1, you will get the information needed--over 200 social data points from over a dozen sources, including Facebook, LinkedIn, Twitter, and Google+,--to know your audience better in the long run, and even make offers, remarket and retarget, all through the Pick1 platform, in real time.

Through this integration, SurveyMonkey customers can access their surveys via the Pick1 interface, and see their survey results, enhanced with rich social data, in a real time, feature rich dashboard, with a set up time of under a minute. Go to <http://pick1.com/surveymonkey> to learn more.

“Thanks to Pick1 and SurveyMonkey’s integration, matching customer opinions with

contextually driven information is made easy," said Paolo Privitera, CEO of Pick1. "SurveyMonkey's powerful survey feature set, combined with our deep social analytics and remarketing and retargeting capabilities, create a one stop, easy and quick to deploy tool for customers who want to know more about who is behind their survey."

About Pick1

Pick1 is a real time survey and social analytics tool that helps companies perform complex analytics on survey respondents, and also provides tools for remarketing and retargeting. Pick1 enables survey creators to amplify the power of survey data with rich social analytics from over a dozen social networks. Headquartered in San Francisco, CA with offices in Italy and Chile, the company has worked with brands, agencies and organizations such as IKEA, Toyota, Telefonica, American Express, and WPP as well as many small and medium sized organizations.

Pick1 is part of 500 Startups and Start-Up Chile.

<http://www.pick1.com>

About SurveyMonkey

SurveyMonkey is the world's leading online survey platform, with more than 2 million survey responses every day and 15 million clients. SurveyMonkey has revolutionized the way people give and take feedback, making it accessible, easy and affordable for everyone. The company was founded in 1999 with a focus on helping people make better decisions, and has built technology based on over 10 years of experience in survey methodology and web development. Customers include 99% of the Fortune 500, academic institutions, organizations and neighborhood soccer leagues everywhere.

The company has over 275 employees globally, with headquarters in Palo Alto, CA. For more information, visit www.surveymonkey.com.

Partners page: <https://www.surveymonkey.com/mp/aboutus/partners/>

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