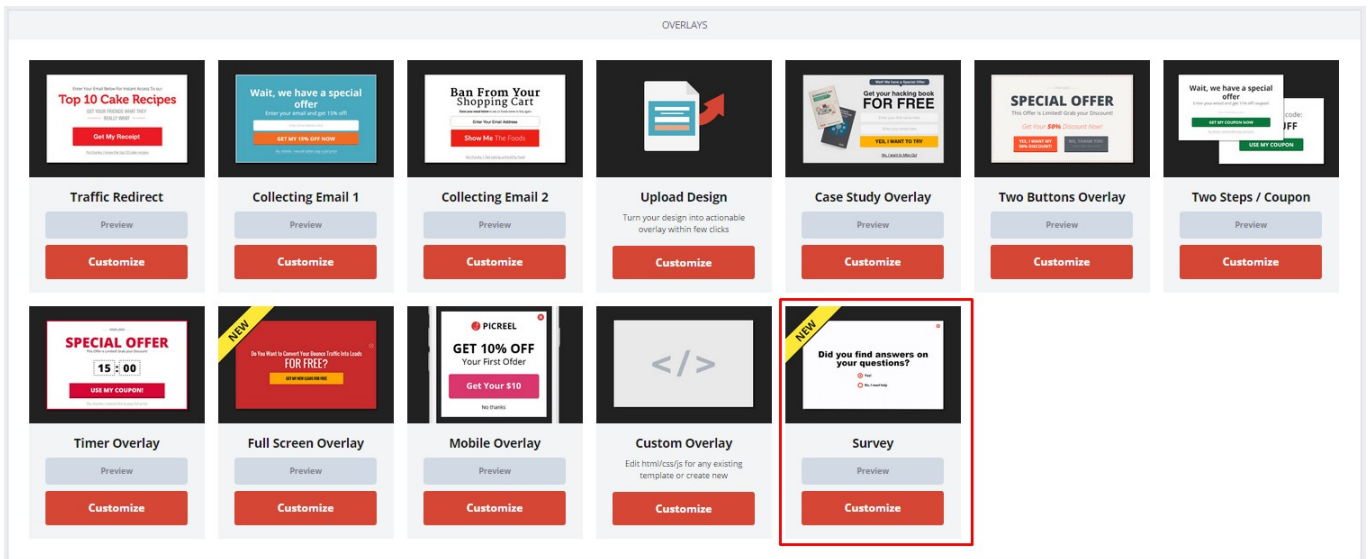


# How to Create Overlays to Collect Customer Insights

You can create a survey that collects customer insights.

1. Click on the *Campaigns* category on the left side of your screen.
2. Click the *Add Campaign* button at the top.
3. Choose *Survey*.



4. Modify the survey according to your needs and select the target audience.  
Read about the possible modifications in the [Types of overlays](#) section.