Introduction to the poll unit

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CivicScience's poll units (formerly called widgets) provide an entertaining experience for website visitors while allowing for maximum user data collection and, in turn, the most relevant insights once the code is integrated into the media partner's site. Data collected from poll units will drive reports through our InsightStore portal and be available for the media partner to download from our cloud service.

A poll unit is a snippet of code downloaded from the InsightStore and placed in your website's HTML. Poll units will appear on your web page wherever the code snippet is placed.

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  - Using poll units with Google Tag Manager
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- Poll unit admin tool
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