

# Introduction to question assets

08/12/2025 12:39 pm EDT

Have you ever needed to link to a question? Have you sweated trying to get a good image of the question, or spent way too much time figuring out exactly how to link to a particular question? Those days are over with the introduction of question assets.

There are four types of assets.

- A minimal image of the question text in PNG or SVG format
- A full image of the question and its answers in PNG or SVG format
- A QR code that links to the question on the account's poll portal
- HTML code that links to the question on the account's poll portal

If assets exist for a question, they are listed at *Question > Settings > Assets*.

| ASSETS   |        |            |                              |                      |                          | <a href="#">+ Create</a> |
|--|--------|------------|------------------------------|----------------------|--------------------------|--------------------------|
| Assets are files that can be created for a question. They allow questions to be shared and asked in different formats, such as images or qr codes. |        |            |                              |                      |                          |                          |
| NAME   | FORMAT | DISPLAY    | CREATED AT                   |                      |                          |                          |
| Checkbox Group 2707 QR Code  | PNG    | QR         | July 28, 2025 at 1:46 PM EDT | <a href="#">Copy</a> | <a href="#">Download</a> | <a href="#">Delete</a>   |
| Checkbox Group 2707 Full Image   | PNG    | Full Image | July 28, 2025 at 1:41 PM EDT | <a href="#">Copy</a> | <a href="#">Download</a> | <a href="#">Delete</a>   |
| Checkbox Group 2707 Image  | PNG    | Image      | July 28, 2025 at 1:34 PM EDT | <a href="#">Copy</a> | <a href="#">Download</a> | <a href="#">Delete</a>   |

The *Assets* tab displays all assets for a given question in a list view.

The *Copy* button copies HTML to the clipboard. The HTML will show the asset linked to the destination URL.

The *Download* button downloads the asset file.

*Delete* removes the asset.

- [Creating question assets](#)
- [Using question assets](#)



Access to question assets is limited to media partners and internal users.