

How to...Technical set-up

In the event that participants of the Bilendi & respondi panel are invited to a survey which has been both programmed and hosted externally, please pay attention to the following steps:

- The Bilendi & respondi project team receives the corresponding survey link from the customer, for example: **https://www.your_survey.com/**
- Thereupon the participants are invited from the Bilendi & respondi panel and directed to the above survey link from the customer. Here, every participant receives an individual ID, which is highlighted by the field „%SPM_PANELIST_ID% “. For example: **https://www.your_survey.com/m=%SPM_PANELIST_ID%**
This ID (m) consists of a numeric variable with 15 characters.
- The customer saves this ID (m) and returns it to Bilendi & respondi at the end of the survey using the Redirect-URL with the variable identification „m“.

There are different completion statuses:

Complete: Participants who answered the survey to the end

Quota full: Participants falling into a full quota

Screenout: Participants who do not belong to the desired target group

Optional Quality Fail: Participants who have undergone an attention check or who didn't answer the quality question correctly.

Speeder: Participants who were detected by the survey system as speeder (answering a survey very fast)

Duplicate: Participants who participated more than once – done as well by our system

Geoip: Participants answering outside the commissioned country

It is necessary to distinguish between the following URL's (redirect links) for the different completion statuses:

Dynamic links

Complete link:

https://survey.maximiles.com/complete?p=98327_8107c9fe&m=%SPM_PANELIST_ID%

Quotas_full link:

https://survey.maximiles.com/quotasfull?p=98327_21a4610c&m=%SPM_PANELIST_ID%

Screen_out link:

https://survey.maximiles.com/screenout?p=98327_69cadaeb&m=%SPM_PANELIST_ID%

Quality link:

https://survey.maximiles.com/quality?p=98327&m=%SPM_PANELIST_ID%

Speeder link:

https://survey.maximiles.com/speeder?p=98327&m=%SPM_PANELIST_ID%

Duplicate link:

https://survey.maximiles.com/duplicate?p=98327&m=%SPM_PANELIST_ID%

Geoip link:

https://survey.maximiles.com/geoip?p=98327&m=%SPM_PANELIST_ID%

OR

Static links

Complete link: https://survey.maximiles.com/static-complete?p=98327_8107c9fe

Quotas_full link: https://survey.maximiles.com/static-quotasfull?p=98327_21a4610c

Screen_out link: https://survey.maximiles.com/static-screenout?p=98327_69cadaeb

Quality link: <https://survey.maximiles.com/static-quality?p=98327>

Speeder link: <https://survey.maximiles.com/static-speeder?p=98327>

Duplicate link: <https://survey.maximiles.com/static-duplicate?p=98327>

Geoip link: <https://survey.maximiles.com/static-geoip?p=98327>

This type of feedback and process is necessary, so that the participants can be correctly directed back into the Bilendi & respondi panel. The project team receives a precise overview of the distribution of the different status, so that the participants can be rewarded appropriately according to their status.

Difference between dynamic and static redirect links:

Dynamic redirect links:

- A more secure way to redirect respondents
- Identification of the participant used for IHUTs, recontact studies, Feedbacks....

Static redirect links:

- Only used if the survey system is not able to capture an URL parameter (in our case parameter m=)

- Our system recognizes the participants id via a cookie – no redirection possible in case a participant deletes the cookie while answering to the survey

Of course, it is also possible to include an internal access code for the customer survey in the link at any time. The URL would be constructed as follows:

**https://www.your_survey.com/?pw=ab123& m=%SPM_PANELIST_ID%
https://www.your_survey.com/?pw=ab124& m=%SPM_PANELIST_ID%
https://www.your_survey.com/?pw=ab125& m=%SPM_PANELIST_ID%**