

Qualtrics Study Setup

If you need assistance, jump to step 4 to share your survey with us
Then notify your account rep or drop us a note at info@centiment.co

STEP 1 EMBEDDED DATA: Enter the embedded data required to pass respondent IDs through your survey.

- A. Select **Survey Flow**
- B. Select **Add a New Survey Element Here > Embedded Data**
- C. Type in the embedded data: **aid, sid, cuid, mb**
- D. Select **Move** and drag this section to the top of the survey flow

Below is a visualization of these steps

The image shows two screenshots of the Qualtrics Survey Flow editor. The top screenshot shows the 'Survey Flow' editor with a yellow 'Add a New Element Here' panel. The 'Embedded Data' option is highlighted with a blue box. A blue arrow points from this box to the 'Set Embedded Data' section in the bottom screenshot. In the bottom screenshot, the 'Set Embedded Data' section is expanded, showing a list of fields: 'aid', 'sid', 'cuid', and 'mb'. Each field has a 'Set a Value Now' link. A blue box highlights the 'aid' field, and a blue arrow points from this box to the 'Move' button in the 'Add a New Field' section. Another blue arrow points from the 'Move' button to the top of the survey flow, indicating the final step of moving the section to the top.

Zoom Out **Zoom In**
Show Flow IDs

Survey Flow Example Survey

What do you want to add? **Cancel**

Block Branch **Embedded Data** Randomizer Web Service Authenticator

End of Survey Reference Survey Table of Contents Conjoint

+ Add a New Element Here

Set Embedded Data:

| | |
|-------------|--|
| aid | Value will be set from Panel or URL. Set a Value Now |
| sid | Value will be set from Panel or URL. Set a Value Now |
| cuid | Value will be set from Panel or URL. Set a Value Now |
| mb | Value will be set from Panel or URL. Set a Value Now |

Add a New Field

Move Duplicate Add From Contacts Options Delete

Show Block: Product Innovation (1 Question) **Add Below** **Move** **Duplicate** **Delete**

+ Add a New Element Here

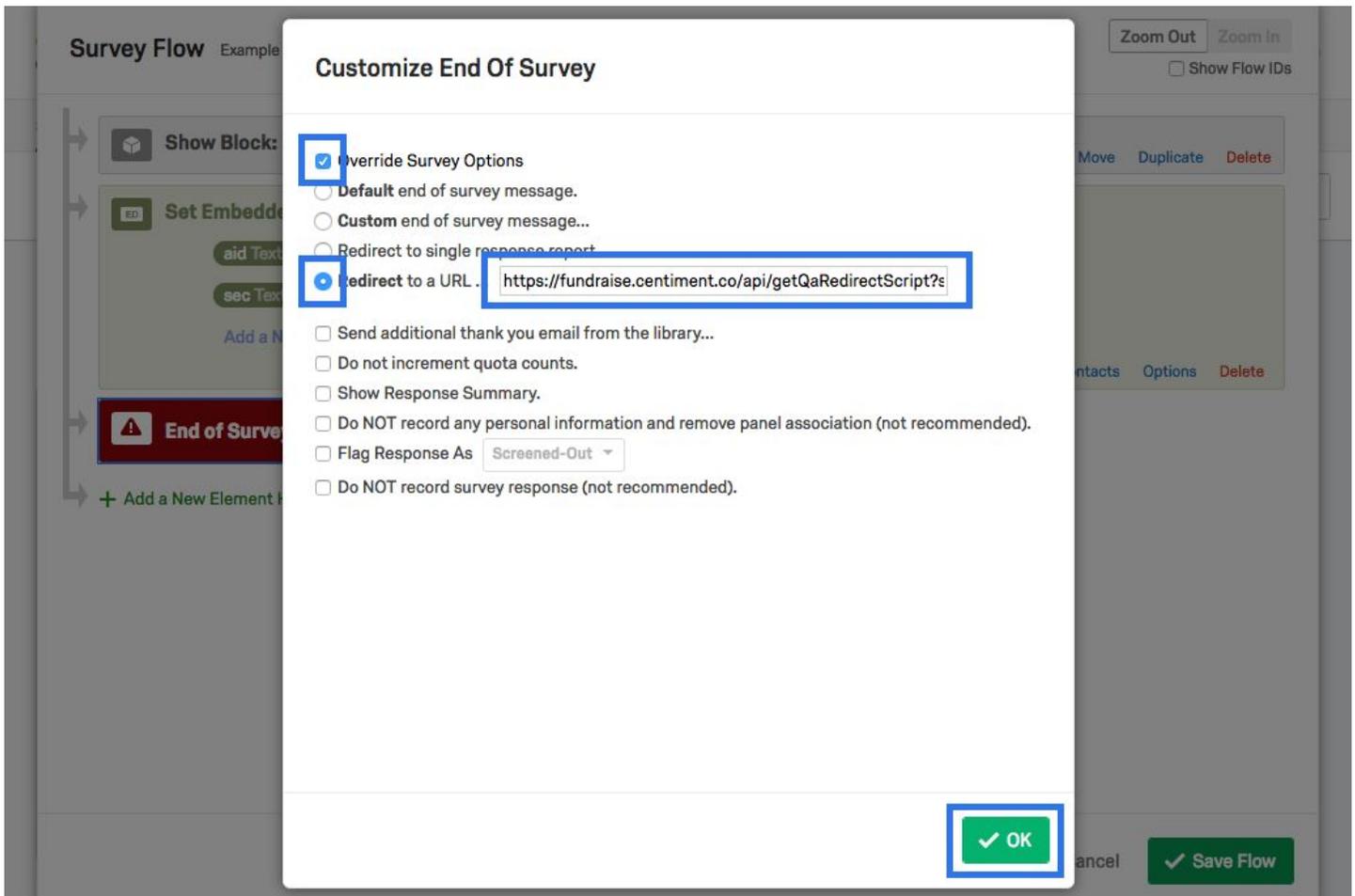
Type in embedded data

Move embedded data section to the top of the survey flow

STEP 2 COMPLETION URL: Enter the completion URL so that when respondents reach the end of your survey, they are returned to Centiment and compensated

- E. Select **Add a New Survey Element Here > End of Survey**
- F. From the red box, select **customize**
- G. Select **Override Survey Options** (pictured below)
- H. Select **Redirect to a URL**
- I. Enter the **completion URL**, all panelists that reach this URL will be compensated:
`https://fundraise.centiment.co/api/getQaRedirectScript?sid=${e://Field/sid}&cuid=${e://Field/cuid}&mb=${e://Field/mb}&aid=${e://Field/aid}`
- J. Select **OK**

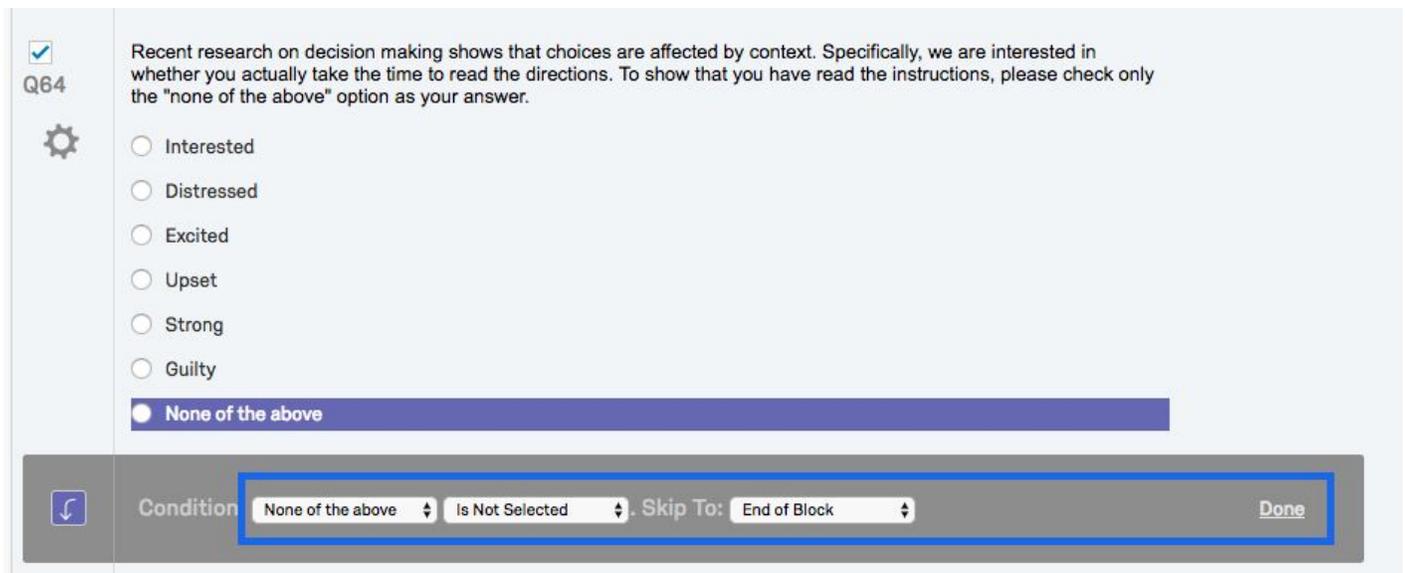
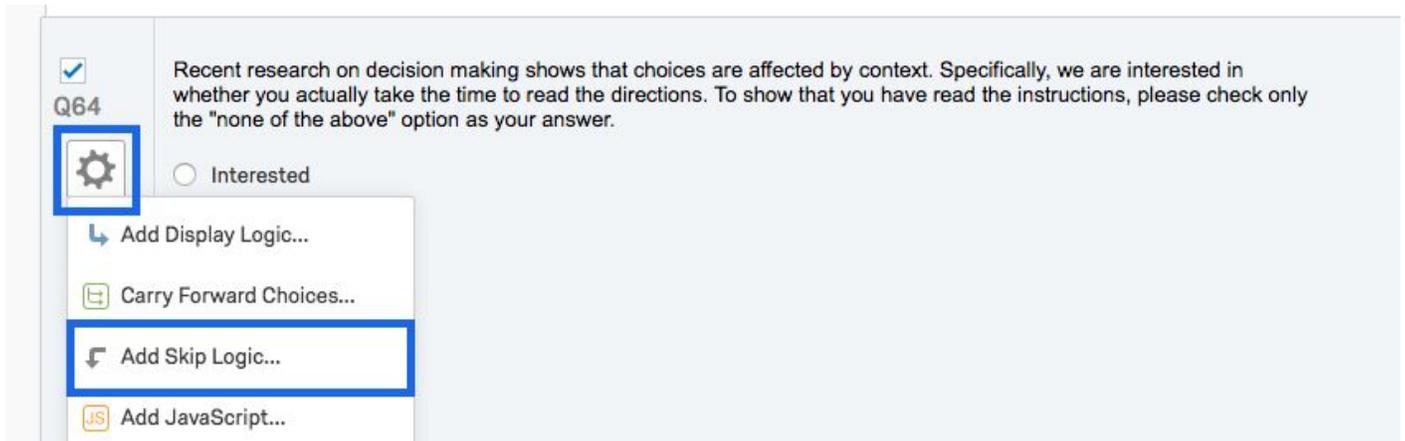
Below is a visualization of these steps



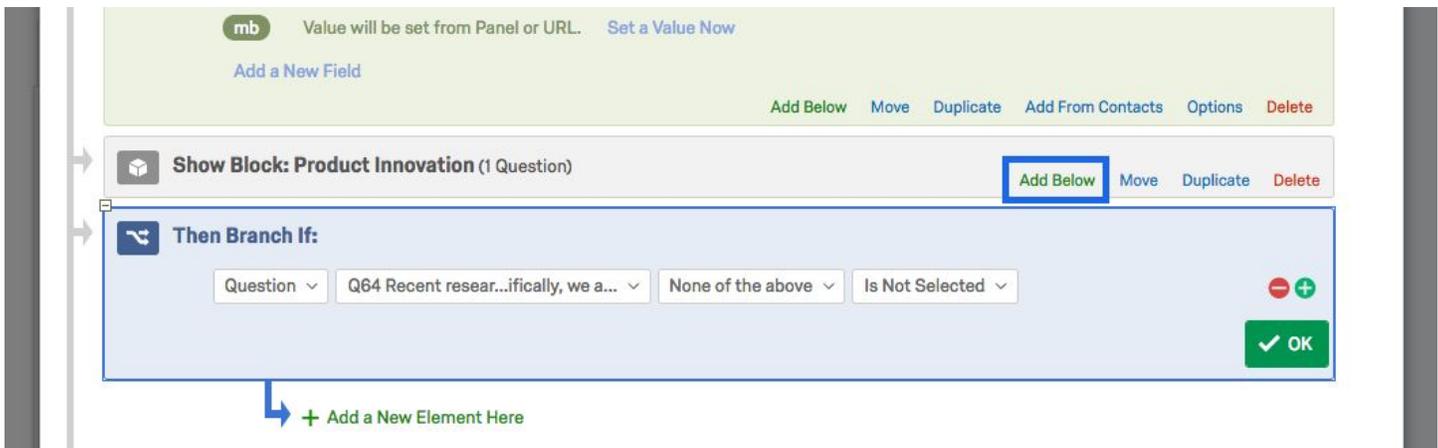
STEP 3 SCREEN-OUT URL: Enter the screen-out URL, this will send unqualified respondents back to Centiment without reward or partial reward. You are not charged for these respondents. Anyone who does not meet your criteria should be redirect to this URL, including any attention check questions. It is preferred that you position screen-out questions in the front 1/3 of your survey to be considerate of the respondent's time.

Below is an example of an attention check setup. All those that do not select **none of the above** should jump to the end of the block so that they do not proceed through additional questions.

Below is a visualization of these steps



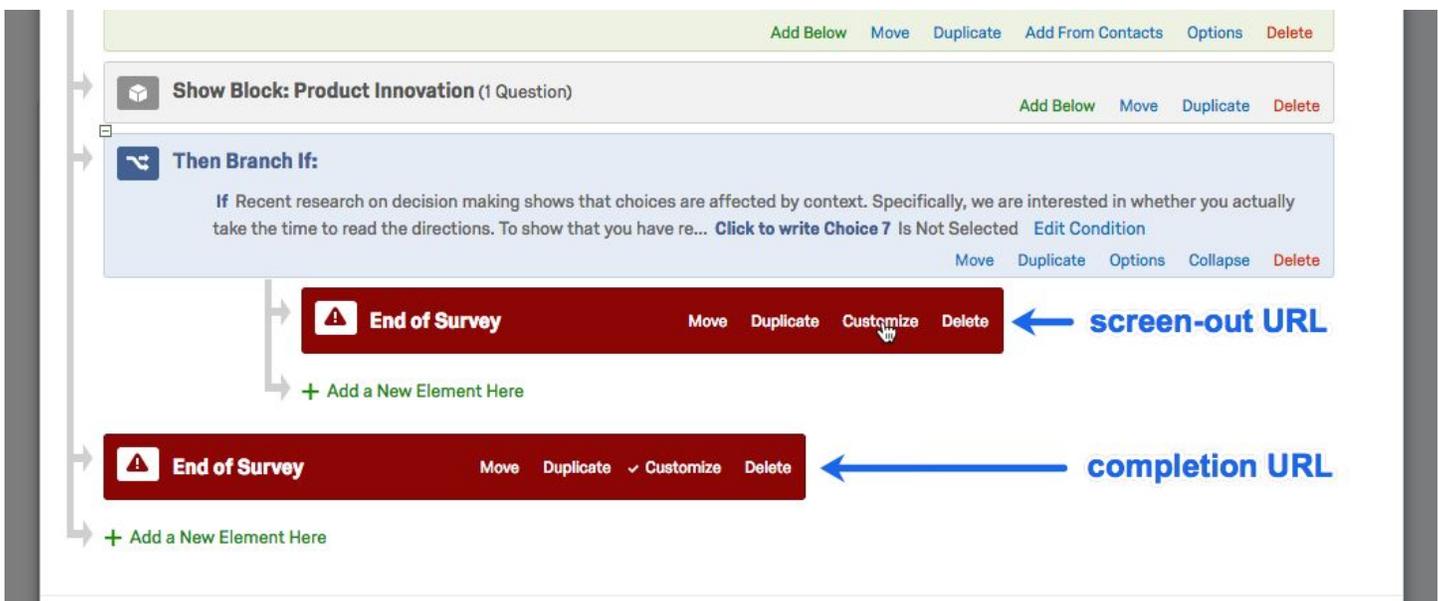
Next, return to **Survey Flow** and below the survey block containing your screen-out question, select **Add Below** and then select **Branch**. Similar to the previous step, enter the responses and associated logic that will screen-out a respondent.



Next, below your branching logic, you'll want to enter your screen-out URL, similar to the completion URL step above:

- K. Select **Add a New Survey Element Here > End of Survey**
- L. From the red box, select **customize**
- M. Select **Override Survey Options**
- N. Select **Redirect to a URL**
- O. Enter the **screen-out URL**:
`https://fundraise.centiment.co/api/getQaRedirectScript?sid=${e://Field/sid}&cuid=${e://Field/cuid}&mb=${e://Field/mb}&aid=${e://Field/aid}&completed=false&reason=term`
- P. Select **Save**

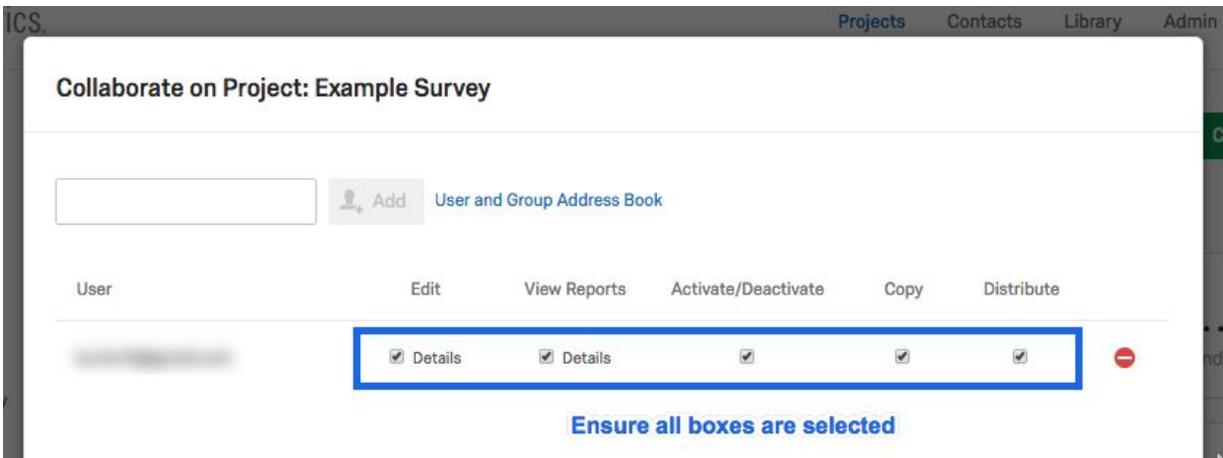
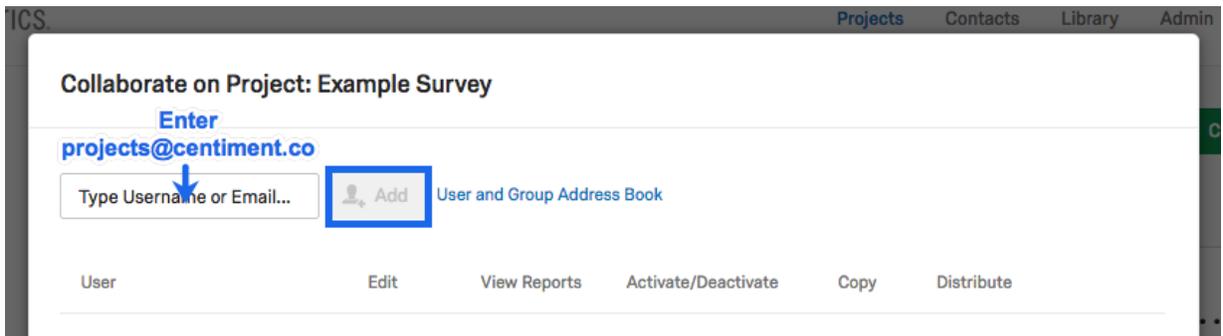
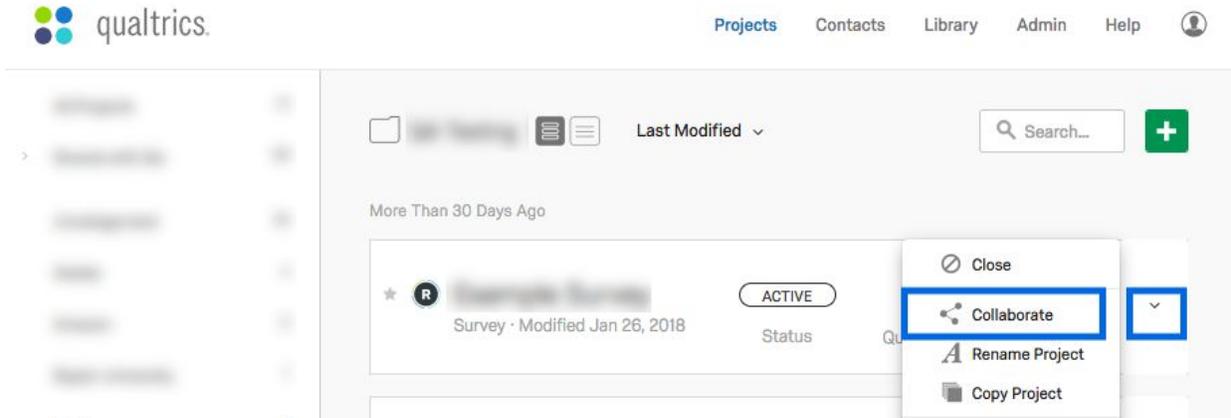
The image below illustrates that both screen-out and completion blocks (End of Survey blocks) will look the same, but should contain different URLs



STEP 4 SHARE YOUR SURVEY: Share your project with our qualtrics account: **projects@centiment.co** so that we can monitor the results and collaborate on your build as needed.

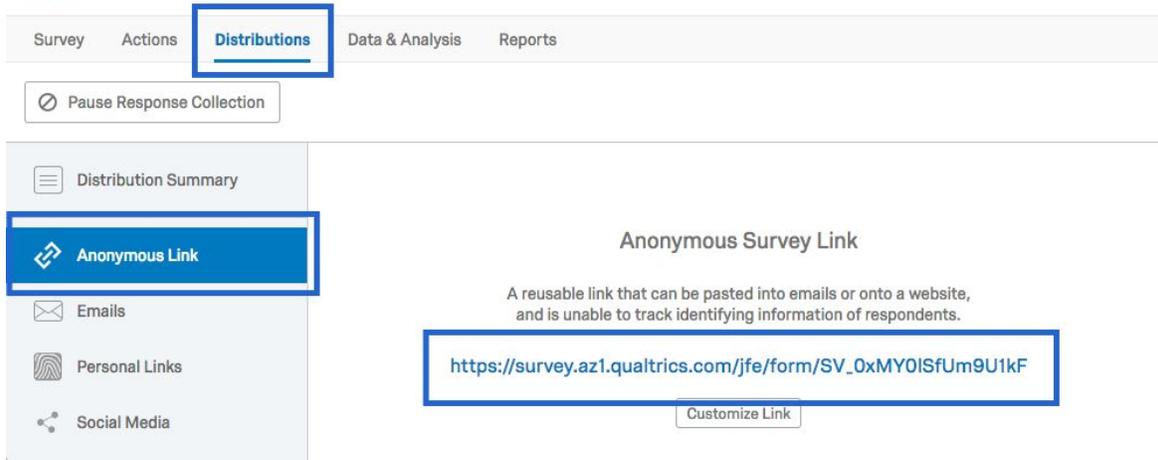
- Q. Navigate to the drop down arrow on the right side of your survey
- R. Select **Share Project**
- S. Enter **projects@centiment.co > add**
- T. Ensure all the boxes are selected and click **Save**

Below is a visualization of these steps

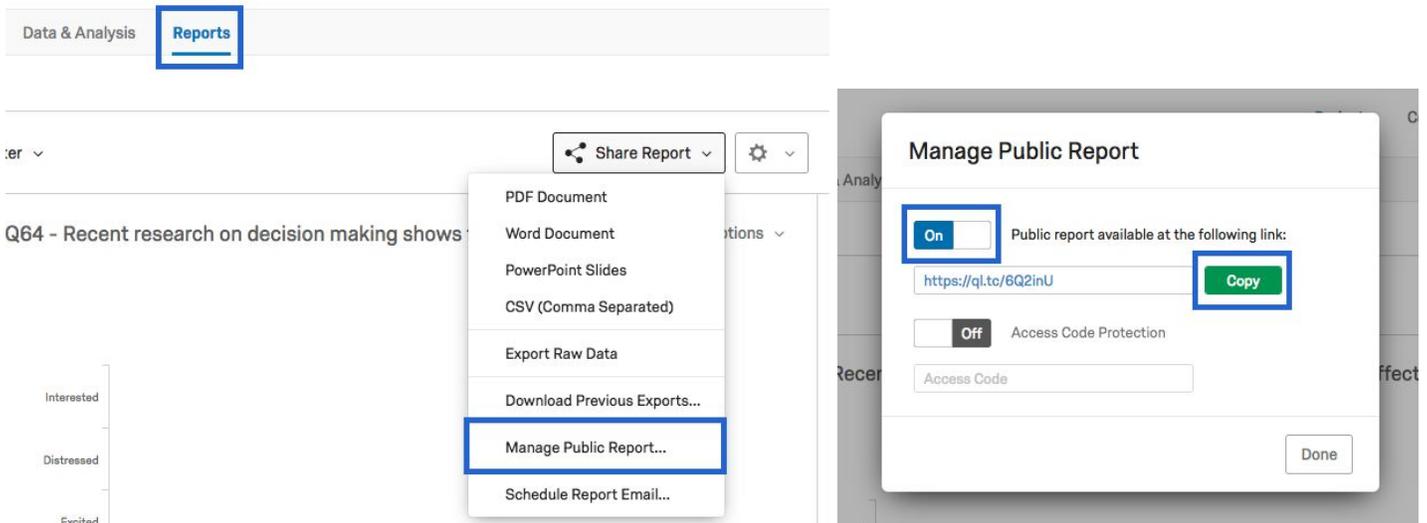


STEP 5 GATHER YOUR LINKS: Gather your **survey URL** and **reporting URL** so that you can then deposit them after selecting the **Submit Your Survey** button at the bottom of this document.

SURVEY URL: Head to Distributions > Anonymous Link > copy the URL



REPORTING URL: Head to Reports > Share Report > Manage Public Report > turn ON > copy the URL



Submit Your Survey

