

# HORIZOOM

# REDIRECT-GUIDE

## WHY DO WE NEED REDIRECTS?

If panelists are to take part in a survey, we must first invite them to take part in the survey, usually by e-mail. We then send the participants a survey link. This is individual because we attach an individual participation ID (i\_survey) to each survey link so that the same person cannot take part in a survey more than once. With this individual survey link, the participants are directed to your survey and can ideally answer the survey there and *complete it*.

Redirects are then used to redirect panel members from your online survey back to our panel portal. Through redirects, the members receive their intended remuneration (incentive). In addition, we record how many people have completed the survey and with which final status (*complete, quotafull, screenout, qualityfail*).

Each panelist requires an individual participation ID (i\_survey). We automatically attach this identifier to the end of your survey link and use it to invite the participants to the survey. For this to work, we ask you to provide the name of the key variable (URL parameter) with which your questionnaire software will save the i\_survey in the survey data.

The SEC code marked in yellow is assigned individually from study to study and is used for quality assurance and fraud prevention. It can and may only be used for the complete-end links.

## INSTALLATION OF THE REDIRECTS

The installation of redirects follows a similar principle for all questionnaire software. A URL redirect is set up at the points in the questionnaire from which the return to the panel portal is to take place. The redirects are entered there, which we provide on the next page.

At the end of our redirects you will find this section: i\_survey = %i\_survey%

Please note that "i\_survey" may not be changed, whereas "%i\_survey%" is a placeholder for the participation ID. You must therefore enter the placeholder that is provided by your questionnaire software for the participation ID (examples for installation with various software providers can be found from page 4 onwards).

# OUR REDIRECTS

horizoom distinguishes between the following participation endpoints:

**Screenout** (participant does not belong to the target group):

[https://app.horizoom.io/survey/finish/?m=6006&return=screenout&i\\_survey=%i\\_survey%](https://app.horizoom.io/survey/finish/?m=6006&return=screenout&i_survey=%i_survey%)

**Quotaful** (enough participants with the corresponding characteristic have entered):

[https://app.horizoom.io/survey/finish/?m=6006&return=quotaful&i\\_survey=%i\\_survey%](https://app.horizoom.io/survey/finish/?m=6006&return=quotaful&i_survey=%i_survey%)

**Complete**<sup>1</sup> (participant has answered the entire survey):

[https://app.horizoom.io/survey/finish/?m=6006&return=complete&i\\_survey=%i\\_survey%&sec\\_code=0b75f6fa](https://app.horizoom.io/survey/finish/?m=6006&return=complete&i_survey=%i_survey%&sec_code=0b75f6fa)

<sup>1</sup> The SEC code marked in yellow is assigned individually from study to study.

**Quality check**<sup>2</sup> (e.g. participant has not passed an attention check):

[https://app.horizoom.io/survey/finish/?m=6006&return=faker&i\\_survey=%i\\_survey%](https://app.horizoom.io/survey/finish/?m=6006&return=faker&i_survey=%i_survey%)

<sup>2</sup> optional

If you are conducting a study in which panelists are redirected to **at least two different complete endpoints depending** on the interview length, you will receive the corresponding redirects from the responsible project manager. All other redirects remain unchanged.

As soon as you have implemented these redirects in your online survey and provided us with your survey link and the name of the key variable, we will test the implementation and send you our test i\_survey details including the final status for comparison. You should then be able to view this in your data and confirm it to us. If everything went smoothly, we can start with the fieldwork.

## FIELD WORK

If you have approved the field launch, we will start with a soft launch, i.e. we will collect a maximum of 10% of the total number of completes requested. You then have the opportunity to check your data for correct filtering, anomalies and completeness. On our side, we check whether the project criteria on which the order is based (also: pricing criteria), in particular the incidence rate and the average interview duration (also: LOI or mLOI), match the measured values. In the event of any deviations, we will consult with you on the reasons and implications, e.g. a price adjustment or a change in feasibility.

If the soft launch has gone to your and our satisfaction, we will be happy to start the full launch after your approval, depending on the desired duration of the fieldwork. In order to meet your quota requirements, we are happy to receive daily quota updates by e-mail or provide reporting access to your survey system so that we can view the quota fill level at any time and adjust our invitations accordingly.

## CONCLUSION

After completing your project, we ask you to send us the participation IDs that reflect the final status of each participation, preferably as an Excel file with a first column (A) for the respective status - *Screenout*, *Quotafull*, *Complete*, *Quality check* or *Adjusted* - and a second column (B) for the i\_survey and optionally a third column (C) with the reason for the adjustment (e.g. open entry not valid, etc.). This allows us to see which participations you consider to be complete - i.e. valid - or which you have adjusted afterwards, for example. This also supports our panel maintenance and the continuous maintenance of our quality standards.

# INSTRUCTIONS FOR REDIRECT INSTALLATION

The installation of redirect links in the survey varies slightly from survey software to survey software. We are happy to refer you to the following non-binding instructions and tips from selected providers:

## **Alchemist**

<https://help.alchemer.com/help/redirect-to-a-website>

## **Exavo**

<https://exavo.de/blog/panel-befragungen-teil-3-umsetzung-mit-dem-exavo-surveystudio>

## **Forsta (Confirmit, FocusVision, Dapresy)**

<https://forstasurveys.zendesk.com/hc/en-us/articles/4409477047579-Creating-a-Survey-Link>

<https://forstasurveys.zendesk.com/hc/en-us/articles/4409477048731-Participant-Sources>

## **GESS**

[https://gessgroup.de/wp-content/uploads/GESS-Q.-Handbuch\\_202101.pdf](https://gessgroup.de/wp-content/uploads/GESS-Q.-Handbuch_202101.pdf)

(p. 195 ff., Chapter 19.2 Redirect to the panel)

## **Keyingress**

You can add the redirects in your survey under the menu item "Questionnaire" at "End text" for Complete or "Text for screenout" and the menu item "Quotation" at "Quota end text", e.g. [autolink: [https://routing.horizoom.io/?m=6006&return=complete&i\\_survey=%ref%](https://routing.horizoom.io/?m=6006&return=complete&i_survey=%ref%)]

In our example, our key variable is stored in a keyingress participant data field called "ref". You can also name the field differently, the only important thing is that the content of the variable (i\_survey) is returned in the redirect URL.

## **Lamapoll**

<https://help.lamapoll.de/Usecases/Kundenbefragung/Panel-anbinden#5>

## **Lime Survey**

[https://manual.limesurvey.org/Panel\\_integration/de](https://manual.limesurvey.org/Panel_integration/de)

The complete redirect would be installed like this, for example:

[https://www.horizoom-panel.de/?m=6006&return=complete&i\\_survey={PASSTHRU:i\\_survey}](https://www.horizoom-panel.de/?m=6006&return=complete&i_survey={PASSTHRU:i_survey})

## **Netigate**

<https://support.netigate.net/de/support/verknuepfung-mit-online-access-panel/>

## **Qualtrics**

<https://www.qualtrics.com/support/de/survey-platform/common-use-cases-rc/panel-company-integration/?rid=langMatch&prevsite=en&newsite=de&geo=DE&geomatch>

## **Quantilope**

<https://support.quantilope.com/hc/de/articles/360016771800-Verkn%C3%BCpfung-mit-externen-Panelpartnern>

(can only be viewed by logged-in Quantilope customers)

## Questfox

<https://questfox.news/?s=redirect>

## QuestionPro

<https://www.questionpro.com/help/custom-panel-redirect-links.html>

Panel Integration ▾

Custom Panel Redirects ⓘ  
Please contact support for the survey link format. ? Live Chat

Completes

```
https://routing.horizoom.io/?m=6006&return=complete&i_survey=${participation_id}
```

Terminates

```
https://routing.horizoom.io/?m=6006&return=screenout&i_survey=${participation_id}
```

Timed Out Terminates

```
https://routing.horizoom.io/?m=6006&return=screenout&i_survey=${participation_id}
```

Data Quality Terminates

```
https://routing.horizoom.io/?m=6006&return=faker&i_survey=${participation_id}
```

Over Quota

```
https://routing.horizoom.io/?m=6006&return=quotafull&i_survey=${participation_id}
```

[Save Changes](#)

## Rogator

<https://www.rogator.de/software/rogacademy/online-seminar-7/>

(Download seminar documents -> RogatorAG\_RogAcademy\_Slides\_Referrer\_URL-Parameter.pdf)

## Sawtooth

[https://sawtoothsoftware.com/help/discover/manual/index.html?survey\\_links.html](https://sawtoothsoftware.com/help/discover/manual/index.html?survey_links.html)

## SoSci-Survey

<https://www.soscisurvey.de/help/doku.php/de:survey:panels>

## Survalyzer

<https://education.survalyzer.com/de/knowledge-base/url-weiterleitung/>

## Surveymonkey

<https://help.surveymonkey.com/en/getfeedback/builder/thank-you-pages/>

## Tivian (Questback/EFS Survey/Unipark)

To save our "i\_survey", you must increase the "Number of URL parameters" via the drop-down menu in the "Survey menu" under "Project properties" and "User-defined variables". Normally, the default setting should be 0, so please adjust this to 1. Thus, a variable with the name p\_0001 has been created, please leave the automatic specification "URL parameters" and the selection "Short text (max. 255 characters)" selected. Please add our redirects with the corresponding status (this can be changed under "Disposition code") to the respective end pages under "Target URL", for a complete this would be, for example, [https://routing.horizoom.io/?m=6006&return=screenout&i\\_survey=#p\\_0001#](https://routing.horizoom.io/?m=6006&return=screenout&i_survey=#p_0001#) you can add the other redirects in the same way

by replacing %i\_survey% with #p\_0001# at the end, because this is the variable in which you save our "i\_survey" - please always remember to adjust the disposition code.

The checkboxes for "Automatically append ospe.php3 to the URL" and "Append return ticket", which you can find under "Properties", are irrelevant and should therefore not be set.

## **Voxco**

<https://www.voxco.com/blog/new-feature-enhanced-survey-termination-options/>

## **Onlineumfragen.com**

Panel surveys can be configured in detail under: "Fragebogen > Versuchsgruppen" or "Fragebogen > Quotierung/Screening".

Link1: Support-Forum: <https://support.onlineumfragen.com/topic/292/redirects-und-panel-setup>

Link2: PDF-Quickstart:

[https://www.onlineumfragen.com/pic/downloads/onlineumfragen\\_quickstart\\_Versuchsgruppen\\_Panel.pdf](https://www.onlineumfragen.com/pic/downloads/onlineumfragen_quickstart_Versuchsgruppen_Panel.pdf)

If you are using a different survey provider, please take a look at the user manuals for installation instructions or ask their support team. We may also be able to help you further, please contact us at any time: [ops@horizoom.de](mailto:ops@horizoom.de).