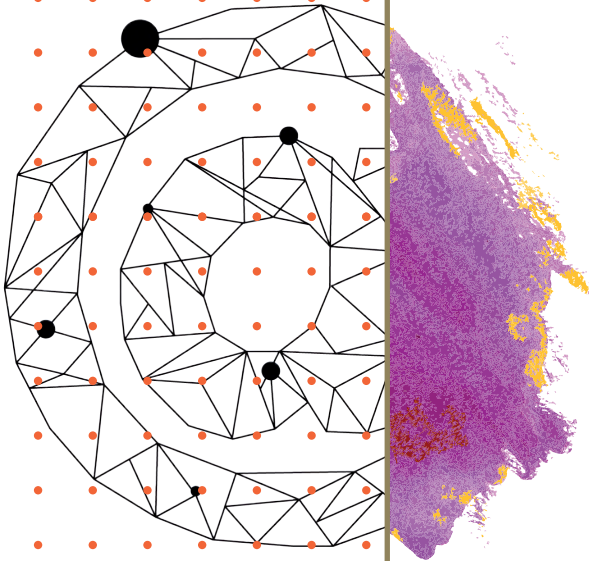


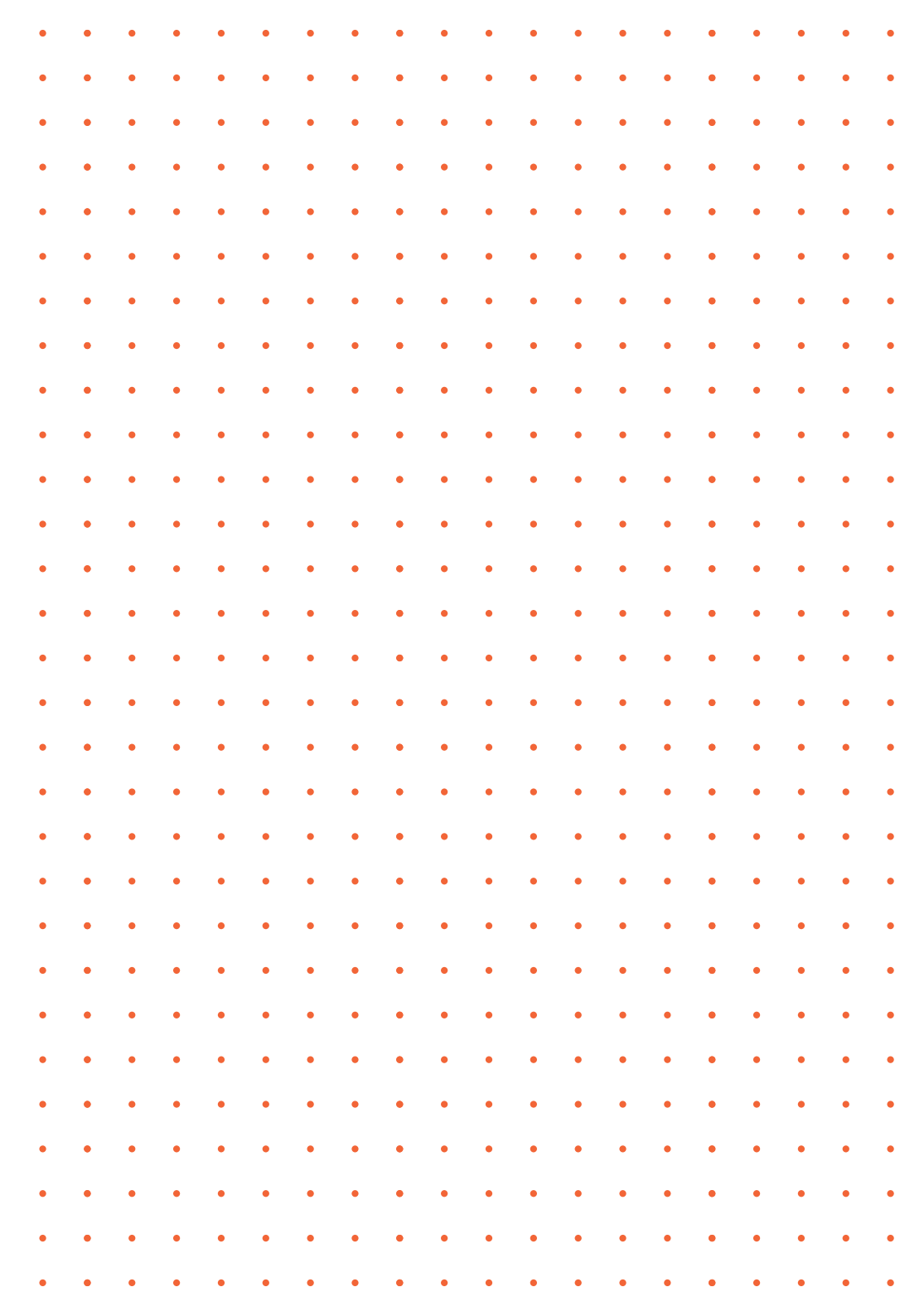


www.nipo.com



ONLINE SURVEY
DISTRIBUTION

*DISCOVER YOUR
OPTIONS*

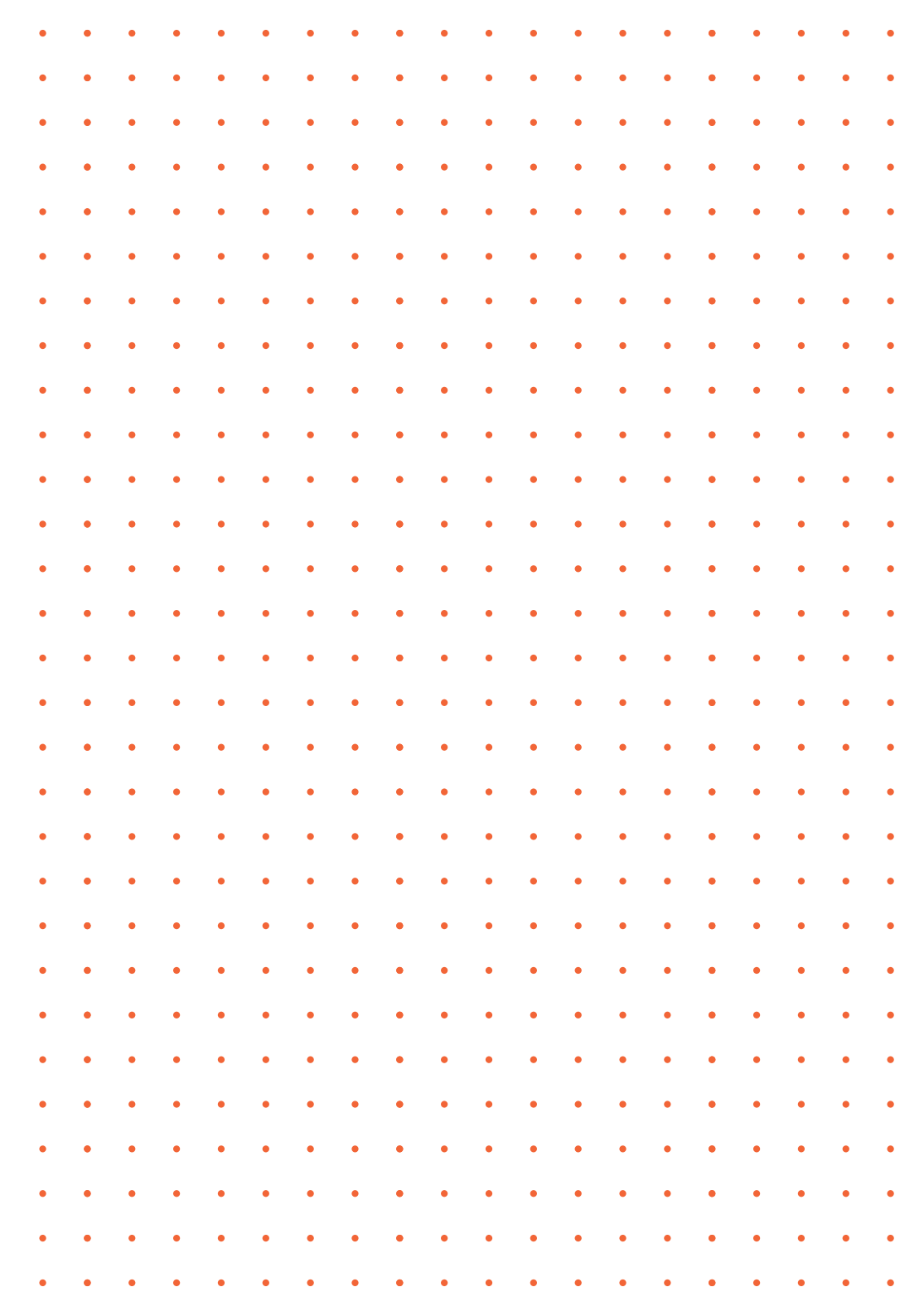


Online survey distribution

Discover your options

Depending on what level of control you need over who responds to an online survey, there are various options for how you distribute invitations. We've compiled a handy guide to understanding these, so you can decide what's going to give you the best results each time.





PART 1:
**Open VS closed
distribution**

Open survey distribution

Open survey distribution boosts the organic reach of your surveys.

A survey is **shared with anybody** through one identical URL link, which is universal, public, and therefore anonymous. In the Nfield Online survey system, you copy the URL of the survey and paste it as a link directly into the email you send out.

The simplicity and uniformity of this link allows you to

1.) *Encourage recipients to invite friends and colleagues to participate in the survey, simply by sharing the original email invitation*

2.) *Distribute the survey through channels other than email. Typically via social media and websites*



However, these two opportunities also mean you lose the control of the survey's distribution. You can't send out a reminder because you don't know all the recipients it's reached, or who has already completed the survey. The absence of tracking has one other major implication: a recipient can do the survey more than once.

Please note that the open distribution method is best used for surveys with a limited email list.



GET INSPIRED

Go to the page 15 of this guide for creative distribution ideas.

Closed survey distribution

Closed survey distribution gives you more control.

A survey is shared through a set of URL links only with known recipients. Each URL link has a different unique ending which corresponds to a different individual recipient invited to take the same survey. In professional market research, these unique endings are known as respondent keys.

This system of unique links enables you to monitor the survey activity of every recipient. This means you also know what is happening throughout the entire recipient pool, so you can send out appropriate reminders at every stage to those who:

- ▶ Haven't opened the survey invitation
- ▶ Opened the invitation but haven't started doing the survey
- ▶ Started doing the survey, but haven't completed it

Nfield Online prevents recipients from responding more than once to the same survey's questions. In the case of recipients who started but did not yet complete the survey, it also enables you to send them a reminder which takes them directly to the point where they stopped. All this results in clean and more credible survey data.

Because of these specifics, closed surveys cannot be distributed through any other channel. You always need an email list that is big enough to satisfy the survey's requirements. In many cases, the company's customer database is perfectly sufficient. But when it isn't, the solution for professional market researchers is to use the services of sample providers.

Respondent keys

A respondent key is a random combination of characters and/or numbers added to the end of the survey link. It's this combination which makes each survey link unique, even though it points to the same survey. This uniqueness enables Nfield Online to identify recipients and ensure that only those who were directly invited can participate in the survey.

domain.com/survey-about-pets/respondentkey1

domain.com/survey-about-pets/respondentkey2

domain.com/survey-about-pets/respondentkey3




NOTE

A respondent key can only be used once within the same survey. Never two or more times, as that would affect the monitoring. However, it's possible to re-use a respondent key for more than one survey.

Sample providers

Sample providers administer **extensive databases** of individuals who at some point agreed to participate in surveys. Their databases usually contain basic sociodemographic data by which email lists are filtered. On top of that, sample providers perform more detailed and time-consuming pre-selection of individuals according to survey requirements.

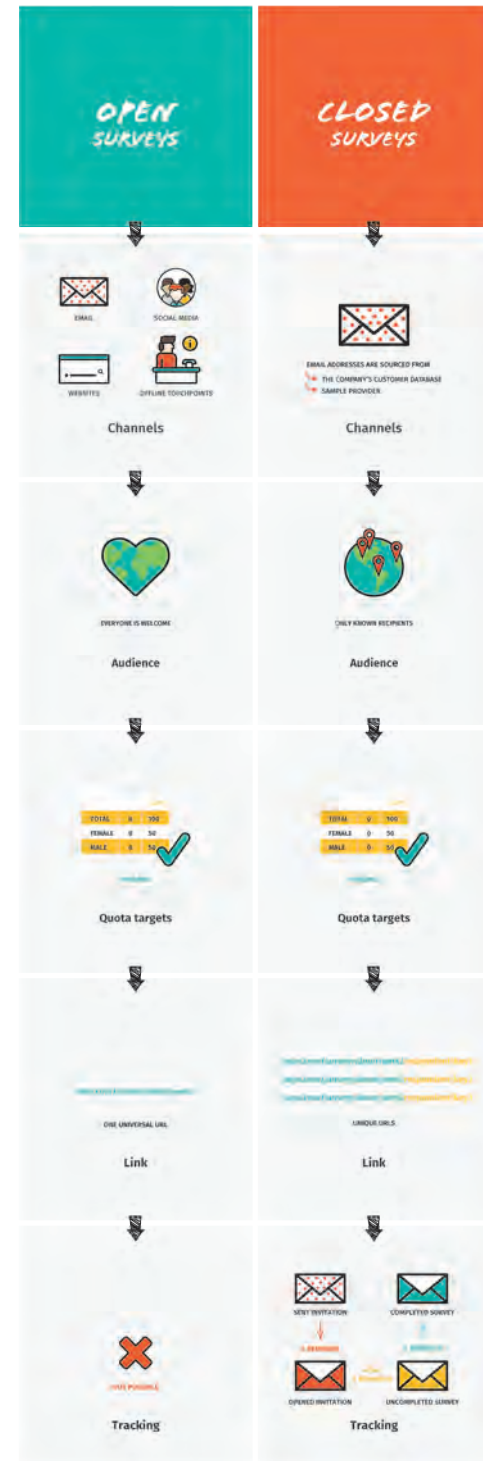
Thanks to unique respondent keys, once a survey project is finished, market researchers can inform their sample providers about **which recipients didn't start** the survey or unsubscribed from the email list. This information is very important for a good email reputation.



CONTINUE

Email reputation directly affects the success of your online research, so make sure you find out everything you need to know in our Email Reputation Guide.

In addition to the administration of contact databases, sample providers **incentivize recipients** to participate in surveys. So respondents are typically redirected by Nfield Online to the sample provider's website after completing the survey.





PART 2:
**Creative distribution
ideas for open
online surveys**

Creative distribution ideas for open online surveys

Twitter

Twitter's audience comprises 310 million monthly active users. It is more diverse as engages consumers and professionals alike. Within Twitter you can use paid ads to target people based on their location, age, gender, device or keywords.



LinkedIn

Since its launch in 2003, LinkedIn has gathered over 467 million professional users and one million company profiles. These volumes are very interesting if your surveys research professionals and industries. Within LinkedIn you can share a survey as a company update, a personal post, banner, text ad or send it directly to selected individuals as a private message

Facebook

Facebook is the world's most popular social media network with 1.65 billion active users every month. That's a huge collection of sociodemographic data for your surveys! However, the organic reach on Facebook is not what it used to be and won't be sufficient for distributing your online surveys. These days, Facebook's real potential lies in paid posts and ads. Facebook offers impressively extensive and detailed options for targeting, which enables you to pinpoint the exact audience you want to reach.



WeChat

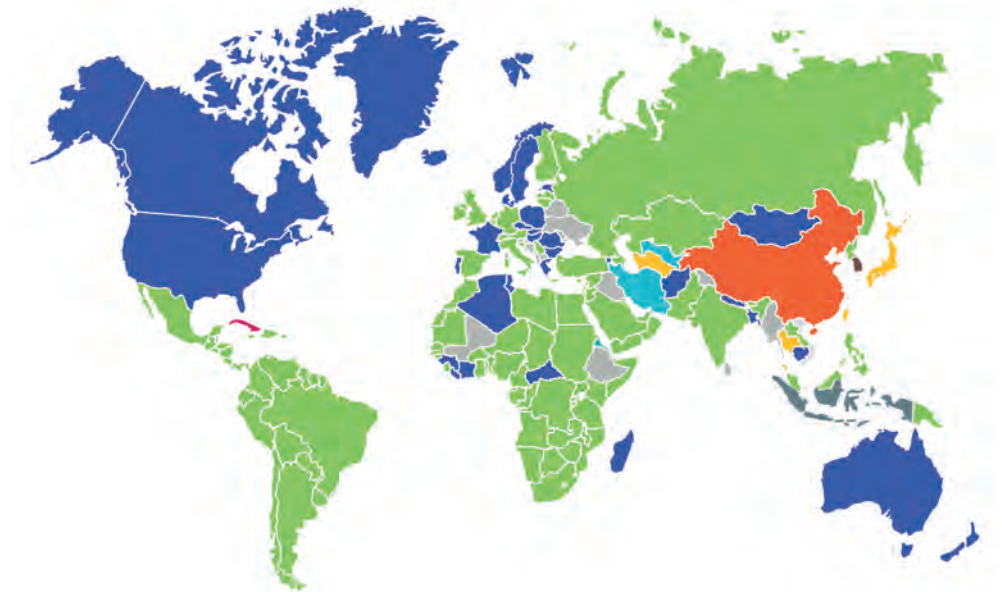
Some market research organizations use a local social media network called WeChat to distribute online surveys. The WeChat messaging app is massively popular in China with 768 million active users every day.

Most popular messaging apps per country

Although WeChat's network structure is often compared to WhatsApp or Facebook, it is, in fact, very different. The WeChat app has been evolving into a **full-service platform** as it strives to be everything at once: a place for chatting, shopping, gaming and banking. Alongside a wider range of services, WeChat's users benefit from easy integration with other apps, including Facebook.

All this makes WeChat a fantastic opportunity for engaging different audiences across China. For example, if your organization has a company page on WeChat with followers, then it's possible to display **your survey link** either on your page or send it directly to followers via a private WeChat message. To incentivize followers to respond the survey, you can redirect them from the WeChat app to the company's website where a reward awaits.

Even though this idea is easy to implement, it still requires a bit of technological knowledge. You can **take advantage** of our experience with this solution by deploying your WeChat project through Nfield Online.



Source: SimilarWeb Insights Report

Ones to watch...

WhatsApp!

WhatsApp currently holds the status of being the most popular messaging app in the world. The Facebook Corporation bought WhatsApp a few years ago and in 2016 partly integrated user accounts across the two apps. Even though this has happened, the Facebook Corporation remains very cautious about privacy and spammy user experiences and doesn't allow third-party ads to be displayed in WhatsApp. **Compared to WeChat**, WhatsApp's commercial usage is more restricted and it doesn't allow for distribution of online surveys in the same way – at least for now.



Physical touchpoints

Offices, reception desks, shops and presence at trade shows, seminars and other industry events are all physical touchpoints between companies and potential survey respondents. Printed materials, interior décor, products and touch screens all provide opportunities for inviting survey participation. Which means you can turn any physical environment into a place for conducting everything from customer or employee satisfaction surveys to product research.

QR codes

Quick Response (QR) codes are those digital squares you find in all kinds of places. The square contains a unique two-dimensional, usually black and white code, which can be read via dedicated QR barcode readers and smartphones. You can easily generate unique QR codes for your surveys with simple tools such as

www.qr-code-generator.com. These can then be printed on business cards, product sheets, leaflets, posters, packaging and even products, and displayed in exhibition booths, reception areas, around premises, on vehicles and more.



It's worth remembering that printed QR codes will remain in circulation for an indefinite period of time. This means they are only appropriate for surveys which will remain active for a long time, such as ongoing consumer satisfaction surveys.



NOTE

Because people usually read QR codes from their smartphones, the surveys these link to must be optimized for completion via a smartphone.

Beacons

Beacons make it possible to **invite passersby** to take a short survey about their current experience of a precise location in real time. For example, you can instantly survey visitors to buildings and events about their opinions of their immediate environment. A great opportunity everywhere from airports to trade shows to ask people for improvement suggestions.

Each Beacon is effectively a cheap, small **Bluetooth transmitter**. The standard broadcast range spans from a couple of centimeters to 100 meters. While GPS is a great tool for locating bigger targets on a map such as streets and buildings, Beacon technology enables you to pinpoint exactly where an individual is standing, even inside a building, to a precision of one meter.

Beacons don't follow people, they search for devices within their range. When they detect nearby smartphones and tablets, they send out a message which has been designed and saved in the Beacon. However, this is a **one-way transfer**. Beacons don't receive messages from the nearby devices. This means that the survey invitation you send from a Beacon has to redirect the recipient from the Beacon message to the first question of the survey, because the Beacon cannot receive and save the survey responses themselves.



Every smartphone or tablet is a potential receiver of Beacon messages, but they will only work if they have:

- ▶ the Bluetooth function activated
- ▶ a mobile app installed which receives and acts upon Beacon signals.

The two biggest players in the beacon market are **Apple** with iBeacon and **Google** with Eddystone. The latter is better suited for market researchers. Messages coming from Eddystone Beacons are automatically picked up by the ever-present Google Chrome app. So you don't have to build your own app. In contrast, Apple's iBeacon solution requires a specially designed app to interact with the Beacon's messages.

You can learn more here:

developer.apple.com/ibeacon/

developers.google.com/beacons/



TIP

Organizers sometimes install Beacons around event venues and offer exhibitors the opportunity to use them.



That's it!



Share your ideas

Do you have other creative ways
of distributing survey invitations?

Maybe there's more we can do to help
you integrate these with Nfield Online?

Tell us about them
by emailing hello@nipo.com



About NIPO

NIPO develops Online, CAPI and CATI survey solutions for professional market researchers.

Our unique history of working alongside market researchers means we understand their pain points like no other survey solutions provider, and we continually use this insight to guide further development. Our team is dedicated to helping market researchers shine by sharing our expertise in efficient fieldwork organization and optimized data workflow.

World-leading technology and security

Because NIPO solutions run on one of the world's most robust technology systems – the Microsoft Azure cloud – our customers enjoy unparalleled flexibility and speed. This is especially handy when simultaneously launching multiple surveys. We are in regular dialogue with Microsoft's people to ensure continued optimal performance.

NIPO takes customer data security extremely seriously. In fact we are the only survey solutions provider in the world whose product is certified to international data security standard ISO 27001:2013.

Global support

NIPO survey solutions are deployed from various regions around the world to ensure every customer experiences optimal speed. With support teams present in Amsterdam, Buenos Aires, Hong Kong and India, we are always available where and when needed to keep everything running smoothly.



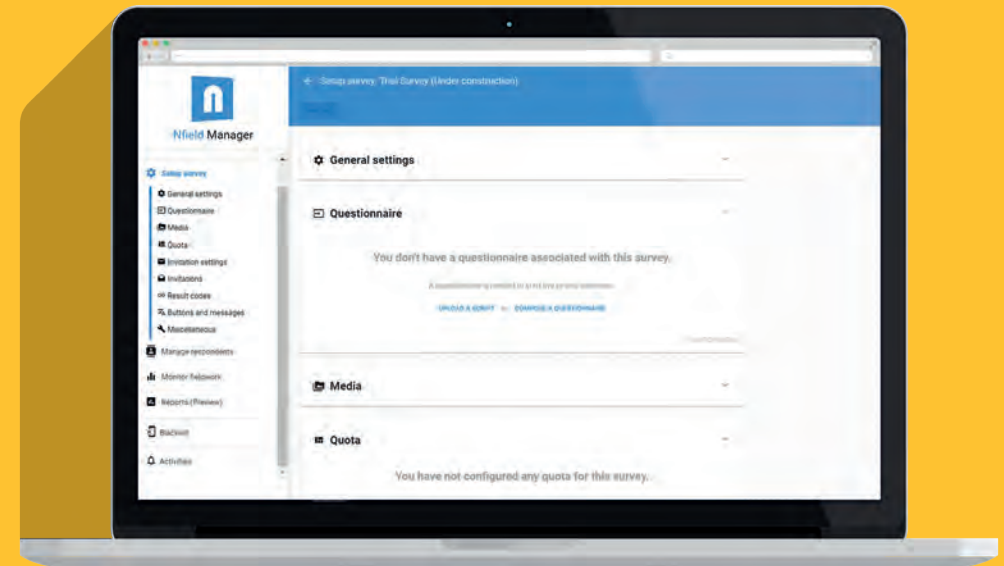
About Nfield Online

Nfield Online performs beautifully optimized online surveys which help market researchers all over the world succeed to perfection.

- ▶ *The world's only online survey solution with zero business limitations. Instantly launch as many surveys as you need at any given moment.*
- ▶ *Pay as you go and only for what you use. No more unnecessary IT costs.*
- ▶ *Flawless, automatic survey display responsiveness to any screen size (desktop, tablet, mobile).*
- ▶ *Attractive surveys with standard or branded design that engages respondents and satisfies market research organization contractors.*
- ▶ *Simple and intuitive administration for launching surveys.*
- ▶ *Easy integration with your existing systems, thanks to our API and unique tool for IBM/SPSS data analytical tool.*
- ▶ *Compliant with the EU General Data Protection Regulation.*

This is just the start

There's loads more we can tell you about NIPO's Online, CAPI and CATI solutions. Want to get the bigger picture about how we help your market research performance rock? Just ask our team at hello@nipo.com



NIPO

Grote Bickersstraat 74

1013 KS Amsterdam

The Netherlands

hello@nipo.com

www.nipo.com