



PurePrice™ FAQs

PurePrice™ is PureSpectrum's recommended pricing model feature that will dynamically calculate custom pricing. This revolutionary new pricing model gives our clients a data-driven PurePrice™.

1. When will PurePrice™ be rolled out?

PurePrice™ is available across all accounts on our Marketplace Platform starting Monday, May 8, 2023. With user feedback, we will continue to evolve and update the pricing model over time.

2. How does PurePrice™ work?

PurePrice™ considers the project complexity by taking the IR, LOI, field time, and audience targeting into account and generates a PureSpectrum recommended price. The suggested price is shown in the black bar when creating a project.

3. Will there be any UI changes?

The PurePrice™ algorithm will provide more succinct pricing insights, especially with advanced targeting criteria. During survey setup users that are new to the feature will see the PurePrice™ flyout menu that has a days in field slider. Also, CPI's will no longer appear next to each supplier and will only show if Selective Manual Price Override is selected to expose those values.

4. Will I be able to override pricing?

Price Override and Selective Manual Override will remain available to you.

5. Is PurePrice™ available in multiple countries?

Yes, it will be available in all countries/markets. The product team will be regularly adding feasibility data across more advanced targeting questions and markets.

6. How does this new pricing model make our lives easier?

PurePrice™ will help take out the 'guessing' game that comes along with pricing. We give users a data-driven recommended price, based on performance on the platform, as well as real-world population data, and current market conditions.

7. How do I see the original Supplier pricing?

PurePrice™ is now the default setting, however, you can easily restore the original supplier pricing if needed/preferred, or if you simply want to compare the new pricing model to the old pricing model. To restore the old pricing model, please select the 'Supplier Rates' checkbox in the Operator Override toolbox in the 'Choose Your Suppliers' view.

8. What if PurePrice™ is wrong in its suggestion?

Please let us know. We need this feedback to help educate the tool and improve it. If you have an issue with PurePrice™'s suggested price, please contact your account manager.

9. How often does the pricing model update?

We will be doing real-time updates on a regular basis until a firm schedule is established.