



PURESPECTRUM



# MARKETPLACE PLATFORM FEATURES

# Default Features

These features are activated by default upon account creation. Should you wish to deactivate any of them, please reach out to your Account Manager.

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# Advanced Features

Unlock the full potential of our platform with our Advanced features, customizable by your dedicated Account Manager upon request.

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# Project Set Ups

Features that simplify and expedite the process of setting up new projects.

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# Include/Exclude

*Default Feature*

- Allows user to reinvite or exclude certain respondents based on PSID system
- Manually reinvite or dedupe respondents from previous waves/studies

## Filter Audience

Include/Exclude Previous Respondents



Exclude



Include

[Upload Respondent List](#) | [Download Template](#)

[Learn More](#)



# Click to Calculate

*Default Feature*

- Adds toggle to decide if drafts save after every change ("Real Time") or manually saves after all changes are made ("Manual")
- Speeds up draft creation by allowing the user to save manually when desired instead of auto-saving after every change

LAST SAVED Oct 12, 2023, 3:01 pm

PROCESSING Real Time Manual Save & Process

FEASIBILITY 9,142

CPI \$ 3.88

FIELD TIME 3

SURVEY TITLE Click to Calculate Demo

TEMPLATE Select

COUNTRY United States

LANGUAGE English

COMPLETES 100

LENGTH OF SURVEY 15 mins

INCIDENCE 70 %

FIELD TIME 3 days

Completes  Clicks

Entrants: NA

[Learn More](#)



# Multi-Country

*Default Feature*

- Allows quick creation and launching of multi-country projects all in one draft
- Maintains the ability to customize targeting and quotas per localization from one screen

[Learn More](#)



The screenshot shows a modal window titled "Multi-Country Drafts" with a close button (x) in the top right corner. Below the title are two buttons: "Select All" and "Clear All". The main content is a table with four columns: "Locale", "CPI", "Feasibility", and "IR". Each row represents a different locale and includes a checkmark in the first column, indicating it is selected. At the bottom of the modal is a blue button labeled "Save as Draft".

Locale	CPI	Feasibility	IR
<input checked="" type="checkbox"/> United States-en	\$3.08	155,555	70%
<input checked="" type="checkbox"/> United States-es	\$3.08	420	70%
<input checked="" type="checkbox"/> Canada-en	\$2.36	4,273	70%
<input checked="" type="checkbox"/> Canada-fr	\$2.36	1,305	70%
<input checked="" type="checkbox"/> Australia-en	\$2.34	224,564	70%
<input checked="" type="checkbox"/> France-fr	\$2.36	32,408	70%
<input checked="" type="checkbox"/> Germany-de	\$2.36	19,337	70%

# Question Descriptions

- Video Game Category Preference
- B2B Number of Employees
- B2B Decision Maker Department
- B2B Industry
- Pet Ownership
- B2B Employee Title

ADVANCED TARGETING

+ Add Definition   + Add Definition   + Add Definition

## Advanced Targeting

*Default Feature*

- Allows the inclusion of additional custom & specialized targeting/pre-screening questions
- Growing number of questions are mapped to suppliers to increase conversion/IR
- Our team can add custom pre-screener questions specific to the account
- Useful when targeting outside of core demographic variables (eg Pet Owners, B2B, etc.)

[Learn More](#)



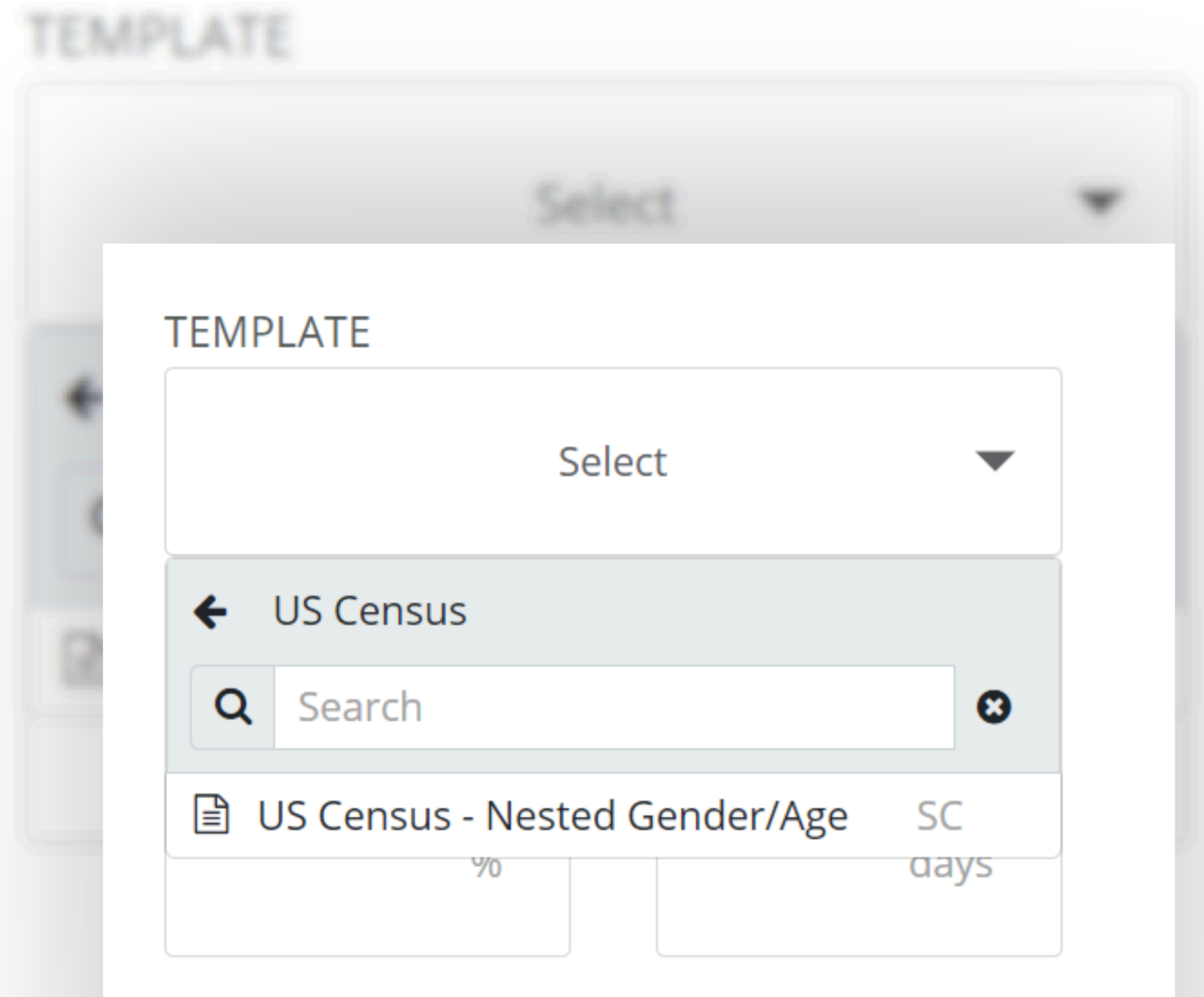


# Templates

*Default Feature*

- Save and load a survey targeting set-up for easy draft creation
- Ideal for multi-wave projects or trackers
- Compatible with Advanced Filters for easy inclusion and exclusion list creation

[Learn More](#)



# Click Balancing

*Advanced Feature*

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- Changes a project's quota management to track survey entrants instead of completes
- Adjusts quotas for “Census Balanced” or “Click Balanced” studies

Completes



Clicks

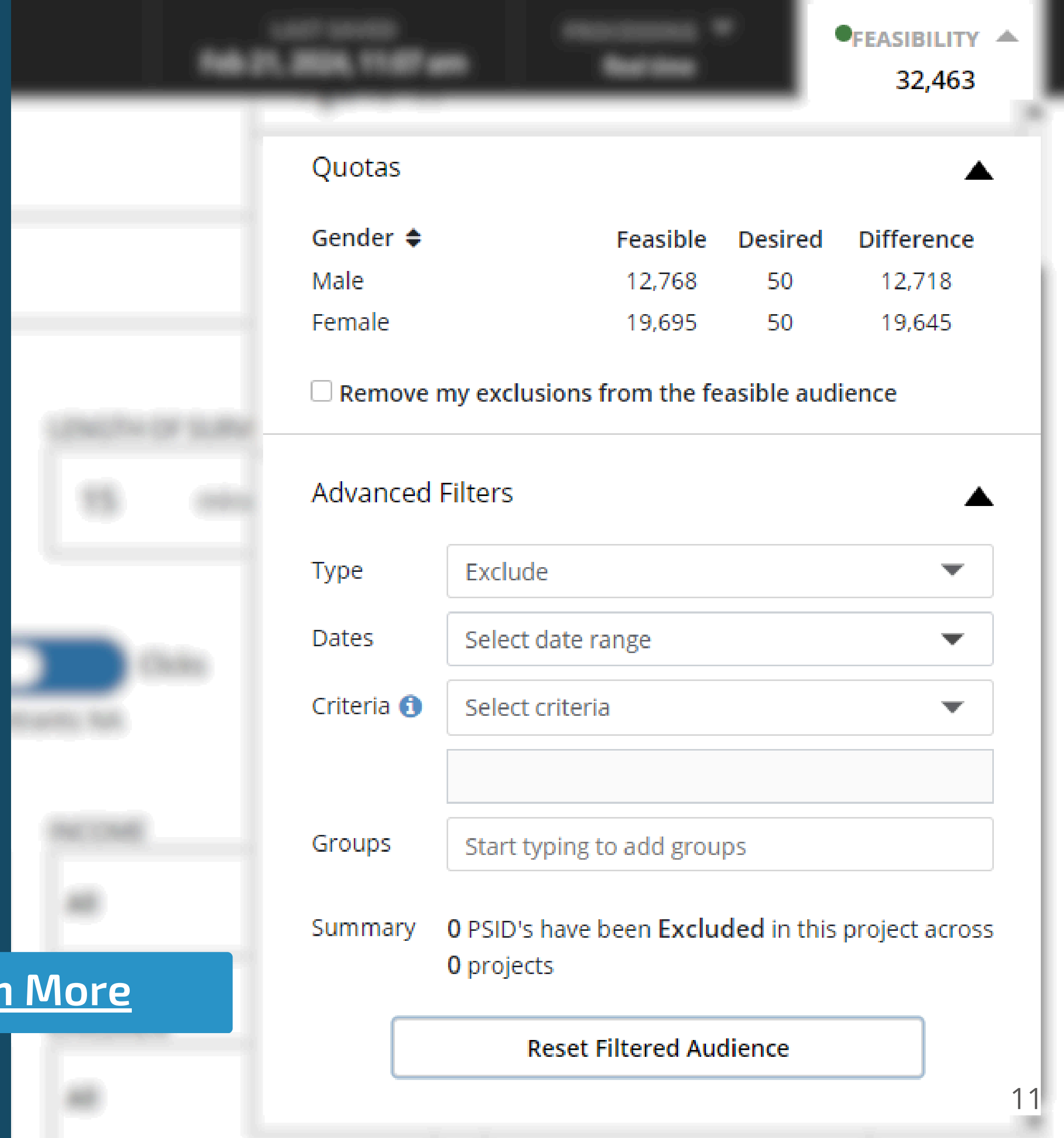
Entrants: 143

# Advanced Filters

*Advanced Feature*

- Quickly add custom exclusion and inclusion lists based on multiple criteria including time windows
  - ex: respondents who have completed a survey from the last 3 months, etc.
- Update feasibility based on the exclusion and inclusion filter

[Learn More](#)



FEASIBILITY 32,463

### Quotas

Gender	Feasible	Desired	Difference
Male	12,768	50	12,718
Female	19,695	50	19,645

Remove my exclusions from the feasible audience

### Advanced Filters

Type: Exclude

Dates: Select date range

Criteria: Select criteria

Groups: Start typing to add groups

Summary: 0 PSID's have been Excluded in this project across 0 projects

Reset Filtered Audience

+ NEW SURVEY

+ NEW SURVEY

IMPORT FROM DECIPHER

RECONTACT SURVEY

Search

Search survey

## Recontact

*Advanced Feature*

- Allows access to "Recontact Survey" creation button to easily create a survey that reinvites respondents based on PSIDs
- Easier accessibility to the Include logic from Include/Exclude feature
- Useful for follow-up surveys or re-inviting previously qualified respondents to surveys with similar targeting

# Unique Buyer Entry Links

*Advanced Feature*


- Allows for a bulk upload of unique entry links to be used sequentially per respondent
- For projects that need unique entry links to track their respondents
- Can also be used in conjunction with Recontact surveys to match respondents of a previous study with a specific link

UNIQUE BUYER ENTRY LINKS 


off  on

[Upload a file](#) | [Download Template](#)

LIVE URL \*



TEST URL





# CPI Management

Features that allow for easier CPI Management and understanding.

---

# Price Override

*Default Feature*

- Set your own price easily across all suppliers
- Price is editable midfield for as many times as desired

PROCESSED

PROCESSED Real time	FEASIBILITY 30,917	CPI \$ 1.00
------------------------	-----------------------	----------------

Price Override

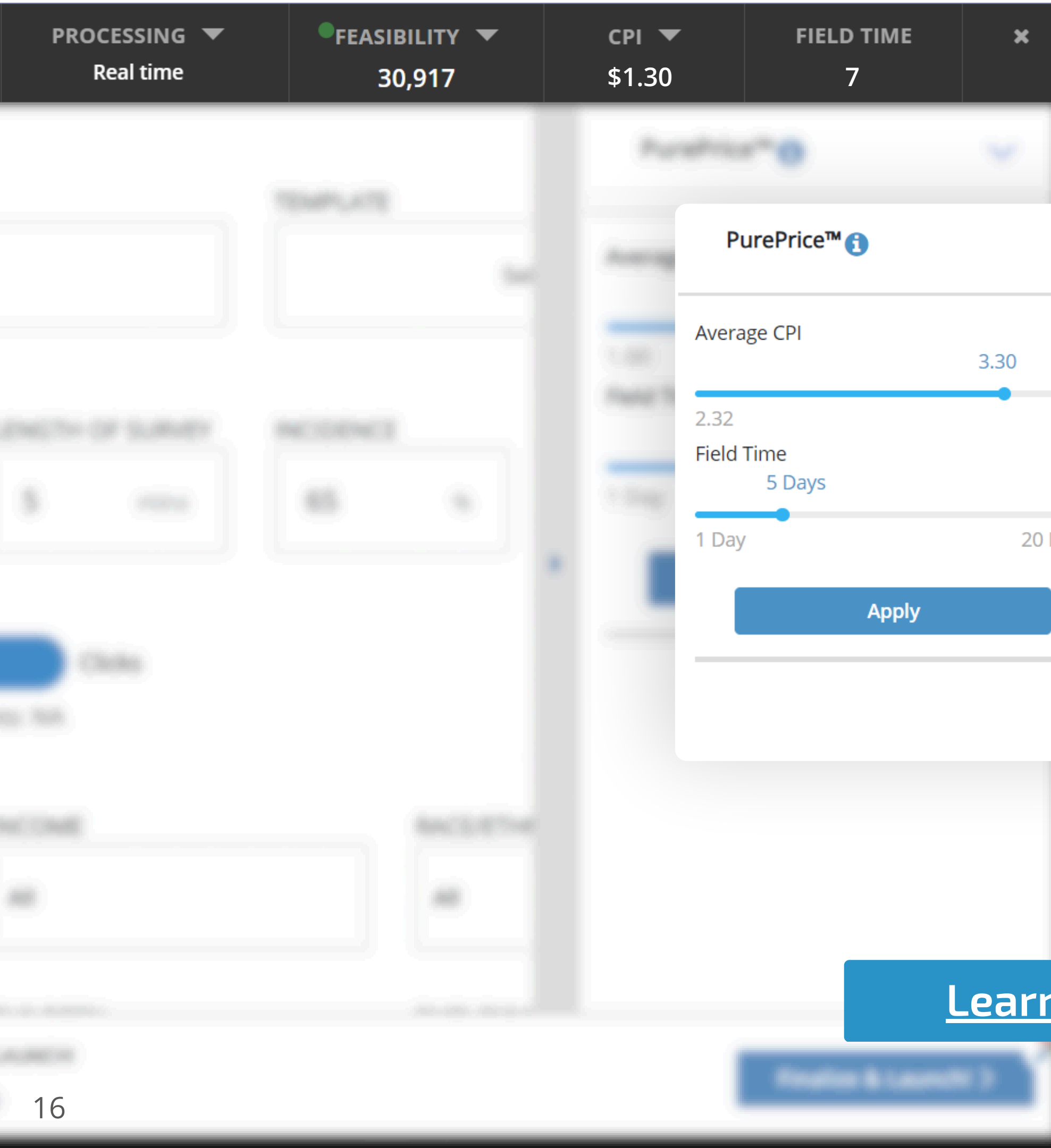
Global Price Override

Selective Price Override

CPI  
1

Global Price Override

Selective Price Override



# PurePrice™

*Default Feature*

- Recommended pricing model that dynamically calculates custom pricing based on platform data
- Gives the best estimate of a deliverable CPI for projects

[Learn More](#)



PURESPECTRUM

CPI Management





# Project Management

Designed to assist Project Managers in overseeing and managing multiple projects from the account dashboard.

---

# Choose which columns you see

Search

Selected Columns

## Choose which columns you see

Search

Column Selection

- Fielded vs Goal
- Status
- Survey #
- Survey Title
- Launch Date
- Reconciled
- In Progress
- Avg. CPI
- Current IR

Selected Columns (12)

Column Name	Desktop	Mobile
Fielded vs Goal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Status	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Survey #	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Survey Title	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Launch Date	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reconciled	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In Progress	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Avg. CPI	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Current IR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Dynamic Dashboard

*Default Feature*

- Customize dashboard view with desired fields & in desired order
- Customize settings for Desktop & Mobile views
- Settings are tied to the user's login, so PMs from the same account can set up their own individual settings as desired

[Learn More](#)

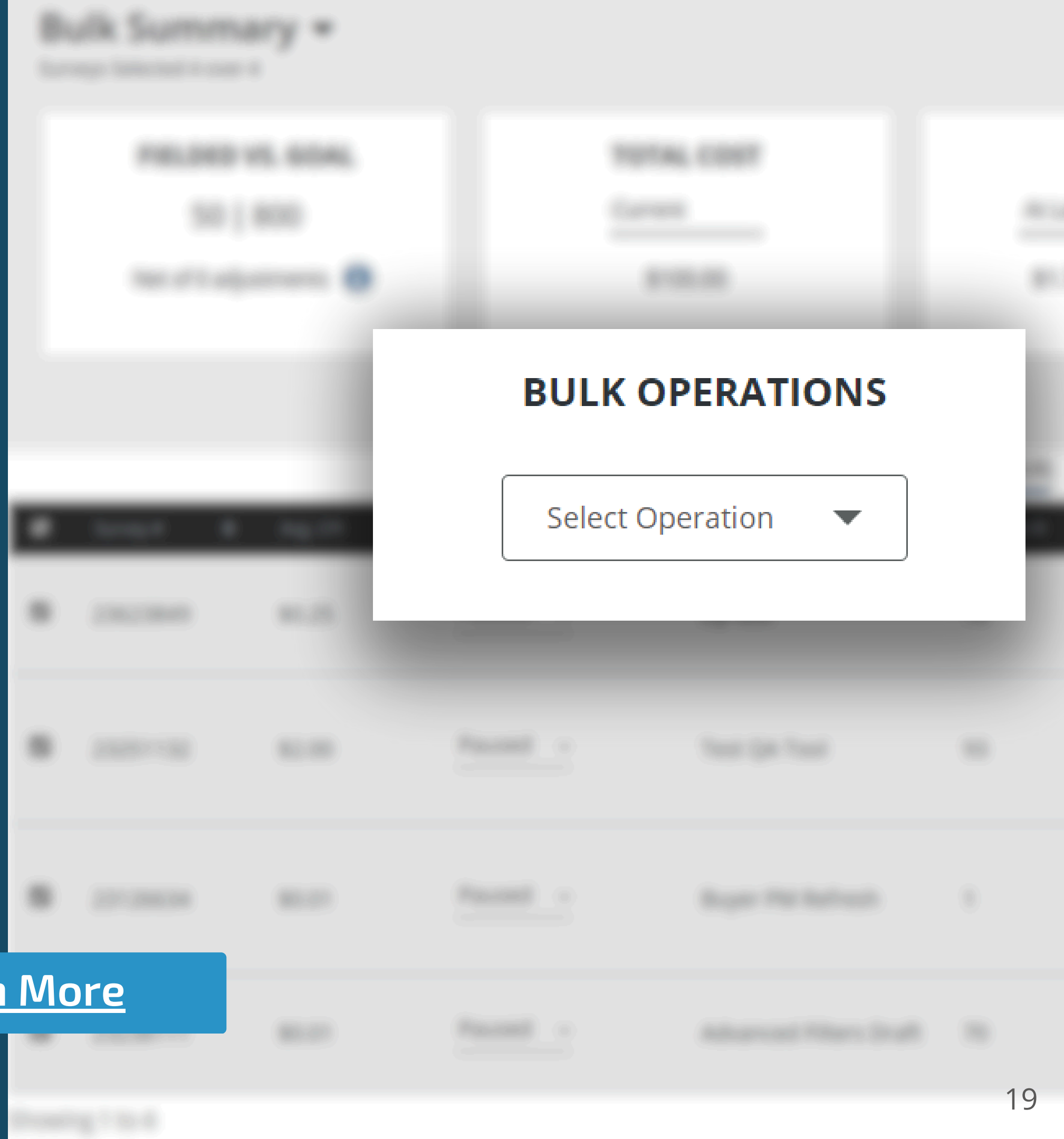


# Bulk Edit

*Default Feature*

- Quick project organization from the Account Dashboard
- Multi-select desired surveys and perform a number of actions, all at once including:
  - Change CPI
  - Change PM
  - Change Billing Number
  - Change Survey Status
    - including Invoicing
  - Download bulk reports
  - Download bulk supplier summaries
  - Delete Drafts

[Learn More](#)



# Survey Health Metrics

*Default Feature*

- Quick visual checks on a survey's health/progress on one screen
- See multiple survey progress metrics without pulling a report
- Provides recommendations based on metric results

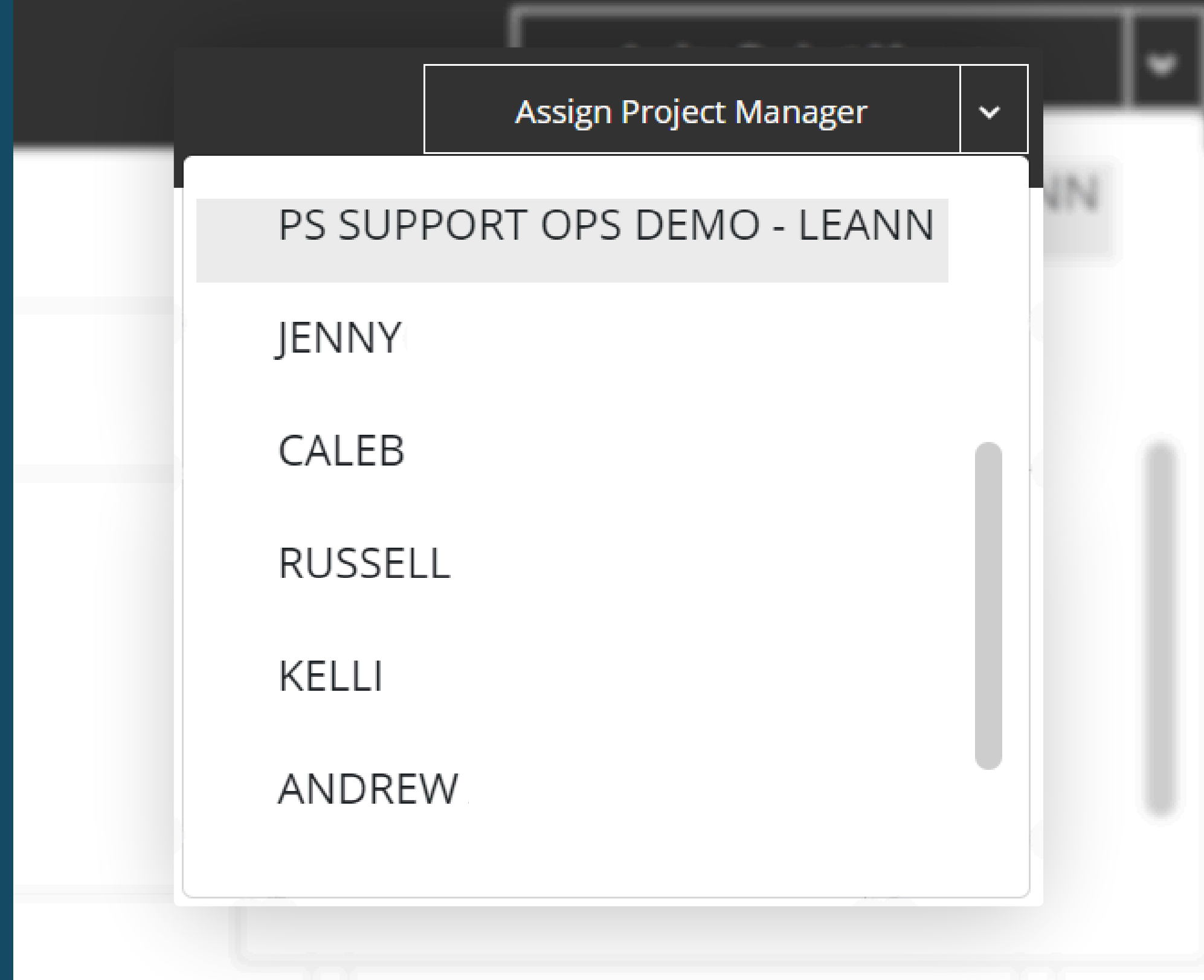
Health Metrics	Status	Value	Reason	Recommendation
Buyer Over Quota	NEEDS ATTENTION	25%	Buyer Over Quota status are abnormally high, respective to the number of clicks.	<ul style="list-style-type: none"><li>• Please ensure that quotas that are full on the Survey are also full in PureSpectrum.</li><li>• If survey quotas are not full, and PS quotas are not full, the next step is to check the survey programming</li></ul>
Completes Per Hour	DECLINING PERFORMANCE	1 Complete/s	In the last hour, this survey has seen few or no COMPLETES in the last hour.	<ul style="list-style-type: none"><li>• Please monitor your Project, your COMPLETES appear to be slowing down.</li></ul>
IR Delta	COLLECTING DATA	TBD		
LOI Delta	COLLECTING DATA	TBD		

[Learn More](#)

# View by Project Manager

*Default Feature*

- Assign a main project manager to projects
- Allows for improved organization through filtering
- Great for clients with many Project Managers and projects
- Geared for clients with a large amount of projects and/or PMs (Enterprise)



**ACCEPT** Transaction Processing Confirmation

FILE NAME: closed-reconciliation (14).xlsx      CREATED BY: PS Support Ops Demo - Service

TOTAL VALID TRANSACTION 4 / 4	INELIGIBLE AND ALREADY RECONCILED 0 / 4	ALREADY COMPLETE 4 / 4	CHANGE TO BUYER REJECT 6 / 4	To BE RECONCILED 4 / 4
----------------------------------	--	---------------------------	---------------------------------	---------------------------

**Transaction Processing**

4 Resulting Completes  
6 Total Rejected / 10 Total Completes = 60 %

You are uploading a **ACCEPT** file that will keep 4 transactions.  
The following projects will experience reconciliations from this upload:

- 24553430

Each respondent transaction is eligible for a single reconciliation

# Reconciliations

*Default Feature*

- Update the status of transaction ids to align the PureSpectrum platform data to client needs
- Allows for data cleaning at the end of fielding before sending projects to be invoiced

[Learn More](#)

### Transaction Processing

4 Resulting Completes  
6 Total Rejected / 10 Total Completes = 60 %

**Total Completes 10**

Current Completes = 10 + Current Accepted = 0 + Previous Rejected = 0

**Total Rejected 6**

Current Rejected = 6 + Previous Rejected = 0

**Total Accepted 4**

Current Accepted = 0 + Current Remaining = 4

# Dynamic Reports

*Default Feature*

- Customize the output of reports
- Remove and rearrange report columns to best suit client's workflow

Choose which columns you see in your report

Search

Report Column Selection

- Supplier Name
- Survey ID
- Child Type
- PSID
- Survey Language
- PS\_Termination Reason

Unselected Columns

- Supplier Respondent ID
- Buyer ID
- Reconciliation Reason

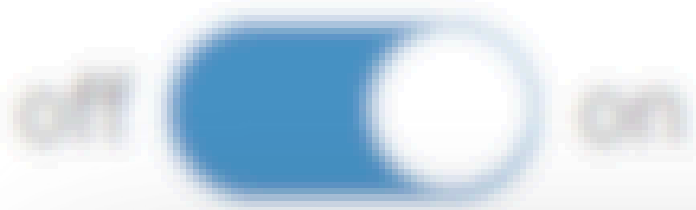
Selected Report Columns (20)

- Supplier Name
- Survey ID
- Child Type
- PSID
- Survey Language
- PS\_Termination Reason
- Gender
- Supplier Sid
- PS Exit Datetime
- Transaction Original Description

SAVE CANCEL

[Learn More](#)

SCHEDULED LAUNCH



SCHEDULED LAUNCH



SELECT LAUNCH DATE

2024-04-30

SELECT LAUNCH TIME

06

00

Japan

## Scheduled Field Time

*Advanced Feature*

- Adds the option to set a time for a Draft survey to automatically launch Live
- Useful for fielding multi-country studies and matching respondents local times





# Advanced Stats

Advanced Feature

- More supplier details can be seen from the survey dashboard Suppliers tab
- Shows a breakdown of respondent statuses per supplier
- Additionally shows overall Supplier Summary

Name	Intent	Current CPI	Remaining	Fielded Vs Goal	Survey Starts	Last Survey Start	In Progress	Last 24 Hours
Supplier Summary	?	\$1.25	476	24   500	39	04/23/2024 1:43PM	1	39
		Total					% of Supplier Total	
Buyer_Termination		2					5	
Buyer_Drop		5					13	
PS_Drop		3					8	
Complete		24					62	
PS_Side_In_Progress		1					3	
PS_SC_Threat_Fail		2					5	
Buyer_side_In_Progress		1					3	
PS_Termination_Core		1					3	
Valid Clicks		32 (82%)		\$1.00				
Total Clicks		39		\$1.00				

Fusion		✓	\$1.25	499
			Average	
CPI			\$1.25	
			Total	
Complete			1	
Buyer_Termination			1	
Buyer_Drop			2	
Valid Clicks			4 (100%)	\$0.31
Total Clicks			4	\$0.31

# Mandatory Billing Number

*Advanced Feature*

---

- Requires a billing number to be input and saved before launching a project
- Assists with invoicing organization, especially for clients with a large amount of projects and/or PMs (Enterprise)




Billing number is missing! It should be like BILL-7020.



# Billing Number Rules

Advanced Feature

- Sets up a designated formula that billing numbers must follow in the account
  - Eg. Must start with "Bill" (Bill-1234) or must be 8 numbers (87654321)
- This feature requires Super Admin user access, where that user will set up these account rules
- Geared for clients with a large amount of projects and/or PMs (Enterprise)

Character Range (Min to Max)	Rule	Type	Is mandatory	Action
<input type="text" value="6"/> to <input type="text"/>	<input type="text" value="Select"/>	<input type="checkbox"/> Alpha <input type="checkbox"/> Numeric <input type="checkbox"/> Special Characters	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/>	
<input type="text" value="1"/> to <input type="text" value="5"/>	<input type="text" value="Fixed"/> <input type="text" value="BILL-"/> 	<input checked="" type="checkbox"/> Alpha <input checked="" type="checkbox"/> Numeric <input checked="" type="checkbox"/> Special Characters	No <input checked="" type="checkbox"/> Yes <input type="checkbox"/>	<a href="#">+ Save Changes</a>

Example: BILL-ATAWQvJBYbMKtIG

These character position(s) are fixed and can not be altered:

- 1 to 5
- Required
- Fixed as "BILL-"

These character position(s) can be customized:

- 6 to 20
- NOT Required
- Valid Character Types: Alpha & Numeric & Special Characters

## GLOSSARY

- Alpha ( e.g. "a-z" and "A-Z")
- Numeric (e.g. "0-9")
- Special Characters (e.g. "{}[]()/~-.,:.<>\_\*+&#@")



# Required PM

*Advanced Feature*

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- In conjunction with the "View by Project Manager" feature, requires that a Project Manager be assigned before launching a project
- Useful for organizational purposes for client's with many PMs (Enterprise)



Having a Project Manager assigned is required to launch this survey.

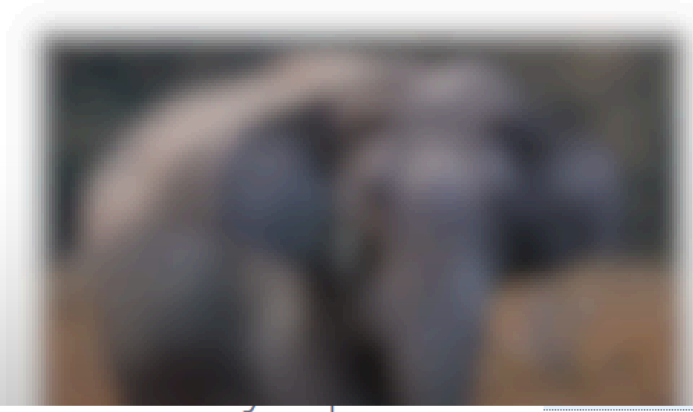




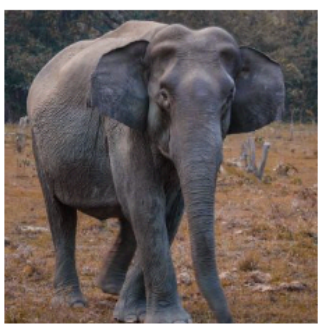
# Quality

Features that ensure your data is reliable, accurate, and protected from potential threats.

---



Please name the animal in the picture, in one word



elephant

What year were you born? Between 2002 and 1996

Calculate:  $9 + 7 = 16$

Have you purchased any of these products in the past six months for your own use? women's clothing

What do you most admire about your favorite celebrity? (5 words minimum )

She is great at playing the guitar.

# Data Quality Questions

*Default Feature*

- Data quality check questions which automatically appear on the pre-screener for respondents
- Screens for any non-human or low quality respondent behavior

[Learn More](#)

# Basic Token

*Default Feature*

- Our minimum security recommendation if account cannot implement the recommended standard security hashing
- Can be applied at the survey-level
- Detects link manipulation

## Launch

LINK SECURITY - Basic 

off  on

Basic Token

ClAyz6T5



[Learn More](#)



# Fielding

Tools that streamline individual project management and includes features for distributing and collecting survey data.

---



# Traffic Channels

*Default Feature*

- Traffic Channels ensure your surveys are prominently featured, placing you at the top of the supplier's list and allowing you to field faster.
- Confidently target specific audiences and utilize different CPIs concurrently while fielding to optimize delivery.
- Unlike “cloning”, Traffic Channels keep respondents flowing to your project while storing quotas in one place, and not across several project copies.

[Learn More](#)

## TRAFFIC CHANNELS

Add Traffic Channel



Replica

Untargeted

Specific Audience

Targeted List

# Supplier Blends & Grouping

*Default Feature*

- Users can control their supplier allocation in more detail
- Helps ensure similar supplier contribution across multiple waves/projects for more consistent data
- Requires a Super Admin access user to create supplier blends for the account, supplier grouping is available to all users

Supplier Grouping

Group Name  
Group A

CPI  
1

Grouped Suppliers

Dalia Research

Fusion

Custom Allocation %

100

100

Save Supplier Group as Template Apply group for survey

[Learn More](#)

# Quota Grouping

Advanced Feature

- Allows for more detailed quota management
- Track more complicated quota groups
- Simplifies UI for surveys with many quotas

Nested Quota Details Create a Quota Group

Gender	Age	Allocation		Flexibility		Fielded
		#	%	MIN	MAX	
Male	18-24	6	5.94	6	6	0
Male	25-34	9	8.92	9	9	0
Male	35-44	8	8.42	8	8	0
Male	45-54	8	7.92	8	8	0
...	...	...	...	...	...	...

Apply Nesting

[Learn More](#)

# Quota Throttling

*Advanced Feature*

- Sets stricter algorithm for the amount of respondents that are let into a survey
- Allows for more exact quota management/pacing
- Prevents overfilling quotas

Nested	Fielded Vs Goal	Current Target	Currently Open	Quota Progress
Male,55 yr - 64 yr	0   67	5	5	<input type="text"/>
Male,45 yr - 54 yr	7   67	15	8	<input type="text"/>
Male,35 yr - 44 yr	4   67	14	10	<input type="text"/>
Male,25 yr - 34 yr	5   67	15	10	<input type="text"/>
Male,18 yr - 24 yr	0   67	9	9	<input type="text"/>
Male,13 yr - 17 yr	0   67	7	7	<input type="text"/>

[Learn More](#)

# Live Reconciliation

*Advanced Feature*

- Remove unsatisfactory completes quickly
- Reconcile surveys Live or Paused
  - Allows you to quickly data clean surveys midfield

[Learn More](#)

## Choose the type of reconciliation

**Rejects**

**Accept**

**Rules**

File Name 

reconciliation.xlsx

# Field Evenly Over Time

*Advanced Feature*

## FIELD EVENLY OVER TIME

off  on 20 completes per day for 5 remaining days in field.

Daily  Custom

Choose your desired time window:

Hours

Days

Weeks

Choose your desired interval:

Every \_\_\_ day

- Uses automated quota management to field a desired number of completes evenly over a defined number of days
- Heavily controls pace of completes for projects that need pacing

[Learn More](#)

# Field Management Automation

*Advanced Feature*

## Collection of automated features:

- **Time Based Auto Pause**
  - Pauses "stale" surveys (0 starts/6 hours, 0 completes/72 hours)
- **Automated Yield Management**
  - Pauses surveys if metrics fall below threshold (OverQuotas, Drops, EPC)
- **Auto Launch TC: Near Quota Complete**
  - Launches Specific Audience traffic channel for quotas <10 remaining
- **Daily Auto Launch TC**
  - Launches a Replica traffic channel every 24 hours

QUOTAS    AUDIENCE    SUPPLIERS    REPORTS    LINK/OTHER DETAILS    RECONCILE

ACTIVITY LOGS    TRAFFIC CHANNELS    MULTI-COUNTRY    HEALTH CHECKS

PureSpectrum Platform changed the survey status from Live to Closed Automatically as survey has not registered any completes within first 3 days of being in Live status on Friday, March 22 @ 17:17



Contact your Account Manager with any questions.

**[support@purespectrum.com](mailto:support@purespectrum.com)**

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