



PURESPECTRUM

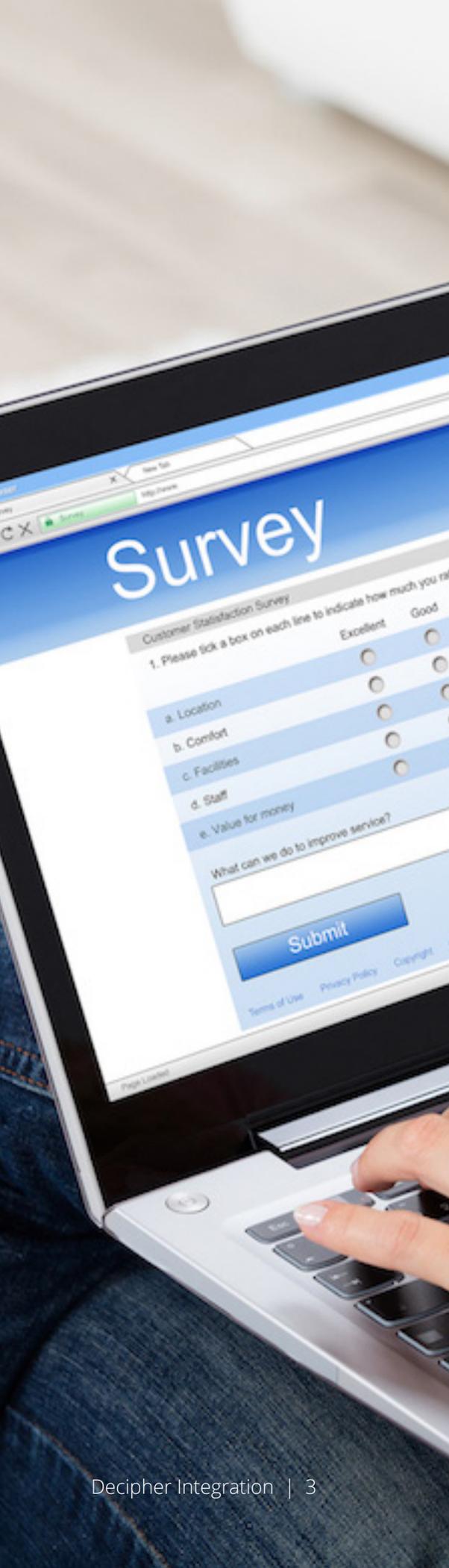
Decipher Integration Guide





[DECIPHERINTEGRATION]

The PureSpectrum-Decipher integration makes sampling and data collection easier than ever before. We have linked these two systems allowing you to populate the PureSpectrum sampling system with the quotas you have built in Decipher, keeping those quotas in sync throughout fielding. Change a quota in Decipher, it changes in PureSpectrum automatically. No more emailing or checking two different systems to make sure panels are sending the right respondent at the right time.

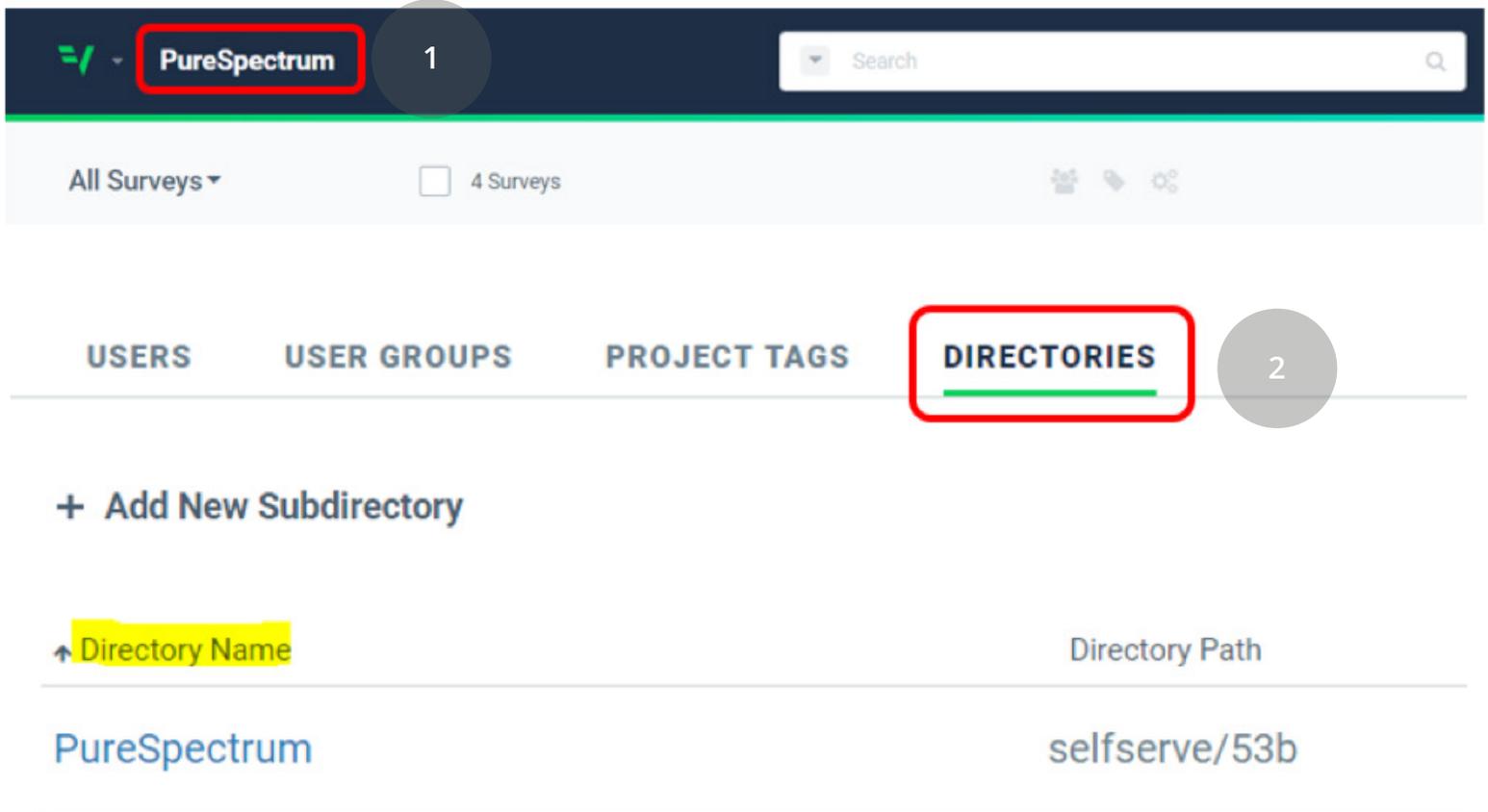


[SYNCING A DECIPHER PROJECT]

Before you can sync a Decipher survey in your account, these 4 conditions must be met. All of these steps must be met each time a new project begins fielding.

1. Decipher URI (Uniform Resource Identifier) must be set up in your PureSpectrum account by our client success team.
2. Directory Name of where the survey is located will need to be defined
3. Projects@purespectrum.com will need to be added to the Decipher reporting tool.
4. Project will need to be set to "Live" in the Decipher platform.

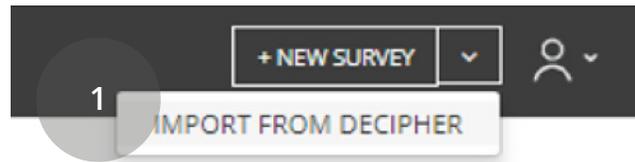
In the case of a project that has a Multi-Country, Multi-Cell or Multi-Wave quota group, the Decipher Integration will not be possible at this time.



ABOVE: Finding your directory name in Decipher.

Finding your directory name

1. To find the Directory Name in Decipher, click on the company name in the Decipher dashboard to access the company page .
2. Click on Directories tab to find the Directory Name.



2

IMPORT SURVEY FROM DECIPHER

SURVEY TITLE

CATEGORY

Select Category

US01553b- Blizzard Esports- Vendor sample
US01659 MoviePass Study Round 2

COUNTRY	LANGUAGE	COMPLETES	SURVEY	INCIDENCE	FIELD TIME
United States	English		mins	%	days

Conditions Mapping

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DECIPHER QUESTION ID	PURE SPECTRUM QUALIFICATION	CONDITION MAPPING
QUOTA_VENDOR	Choose Qualification	<input type="checkbox"/>
QAgeGen	gender	<input checked="" type="checkbox"/>
	age	<input type="checkbox"/>
Quota_Total	Choose Qualification	<input type="checkbox"/>

Creating a Survey via Decipher Integration

1. To import a new survey, click on the drop down arrow and select "Import from Decipher."
2. Once the survey is live in Decipher and projects@purespectrum.com has been added to the Decipher reporting link, click on the "Survey Title" field box. The titles of live surveys will populate in a drop down menu. Select the appropriate survey you wish to import. You can filter the drop down list by type searching the survey title. Complete the following field boxes. For number of completes, we recommend you add 2x the amount needed, to account for any data cleaning and/or if increasing the number of completes during fielding. **NOTE:** the underlying demographic quotas will keep the project synced and the overall quota will not allow for overfilling.

Conditions Mapping

4

Variant	Decipher Qualification Code	Description	Ps Condition Name
0	QAgeGen.r16	Female 65-74	Female ▾ ⊕ 65-74
0	QAgeGen.r15	Male 65-74	Male ▾ ⊕ 65-74
0	QAgeGen.r14	Female 55-64	Female ▾ ⊕ 55-64
0	QAgeGen.r13	Male 55-64	Male ▾ ⊕ 55-64
0	QAgeGen.r11	Male 45-54	Male ▾ ⊕ 45-54

Female 55-64

Male 65-74

Female 65-74

Total

QAgeGen_r16 = QAgeGen.r16

5

6

DECIPHER QUESTION ID

QAgeGen

PURE SPECTRUM QUALIFICATION

gender



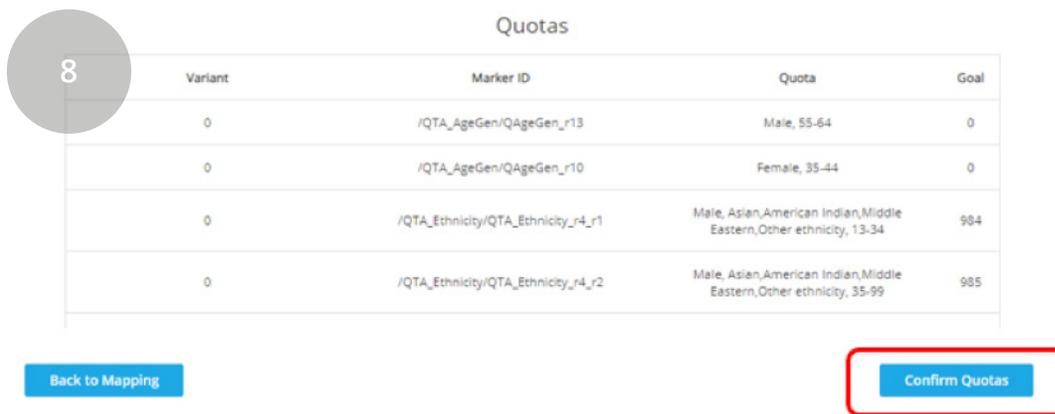
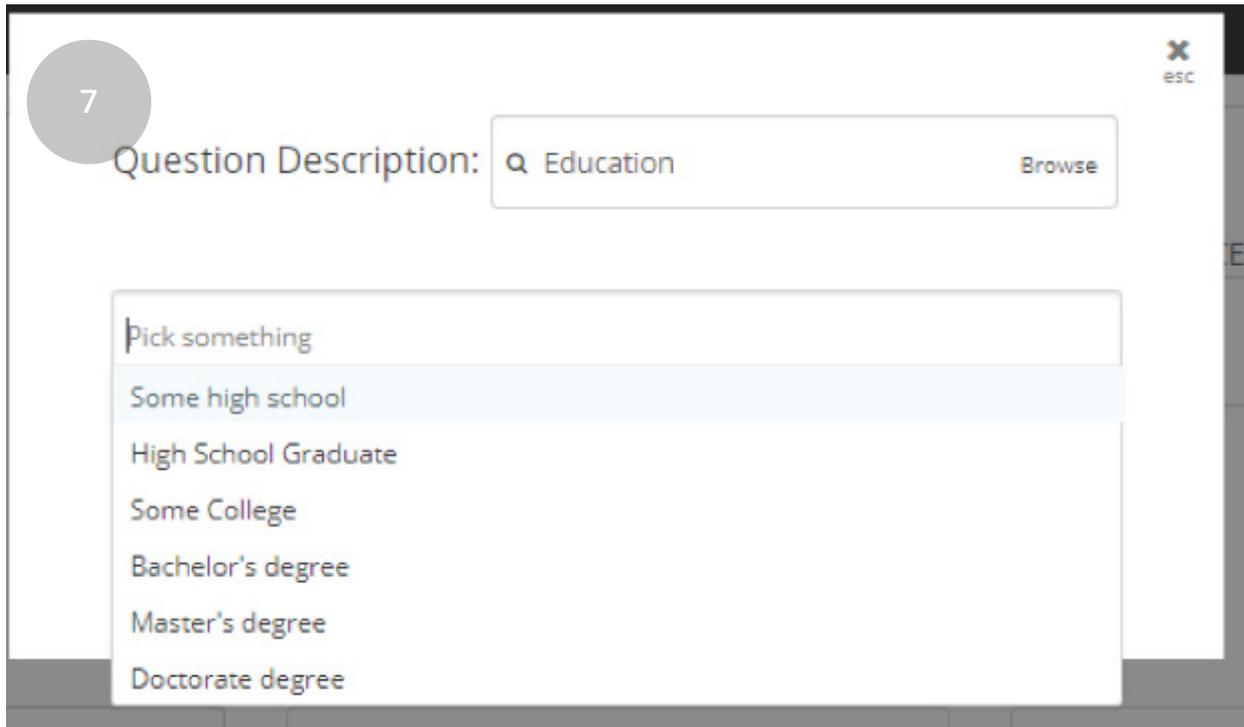
age



CONDITION MAPPING



- After completing, the Conditions Mapping will populate. A red hand will notify the user that some conditions are not mapped for the quota qualification, but you can define and map.
- To map, you will align the Decipher Question ID with PureSpectrum's qualification. The next button (>) will allow you to open the quota condition map. Under PS Condition Name, you will align with the Decipher Description.
- From the reporting tool, you can see Females – Age 65-74 as “QAgeGen.r16”
- A check box will confirm you will sync the specific quota.



7. If needed, you can also add an Adhoc Qualification. This can be used when you have a screening criteria and a quota group was not created in Decipher. For example, if your study is aiming for respondents with an education level of a Bachelor's degree or above, and no education quotas are present in the Decipher platform, it's best to add an adhoc qualification to define your targeting audience. You can click on the "+Add Definition" button, search for the appropriate description from our core and advanced targeting question library, and select the qualifying choices.
8. If quotas are aligned with Decipher, and all other qualification has been added, you can click on the Confirm Quotas. Note, after confirming quotas, you will not be able to go back. All mapping is final.

1

Clear All **Distribute** Select All

CPI FEASIBILITY ALLOCATION Flexibility by 100 %

	CPI	FEASIBILITY	Quantity	Percentage	Min	Max
Say For Example	\$ 2.57	300	30	9	0	300
Market Cube	\$ 5.36	300	27	9	0	300
Bovitz	\$ 5.90	300	27	9	0	300
Tap Research	\$ 2.57	300	27	9	0	300
SoapBoxSample	\$ 4.50	300	27	9	0	300
Active Measure	\$ 1.43	300	27	9	0	300
ClixSense	\$ 2.86	210	27	9	0	300
InboxDollars API	\$ 2.86	300	27	9	0	300
Peanut Labs API	\$ 2.86	300	27	9	0	300
Luth Research Supplier	\$ 5.90	300	27	9	0	300
Soapbox Sample	\$ 1.43	3	27	9	0	300

Total Feasibility: 2,913 Total Remaining: 0

Selecting Suppliers

1. After defining your audience, the next step will be to choose your suppliers.
 - You'll find each supplier's cost and feasibility.
 - To select, choose the suppliers of your choice and click on the "Distribute" button.
 - During your initial launch, it's best to select a few suppliers and add additional suppliers during fielding, as you see fit.
 - You may add suppliers during field from the PureSpectrum interface.

Final Setup

LIVE URL *

TEST URL

REDIRECT LINKS
[See links and instructions](#)

BILLING

SOFT LAUNCH ⓘ
off on Completes: # 200 20 %

EXCLUDE (Previous Respondents) ⓘ
[Upload Respondent List](#) | [Download Template](#)

SURVEY GROUPING
Exclude Respondents that have participated in previous surveys. Separate survey ID's by comma.

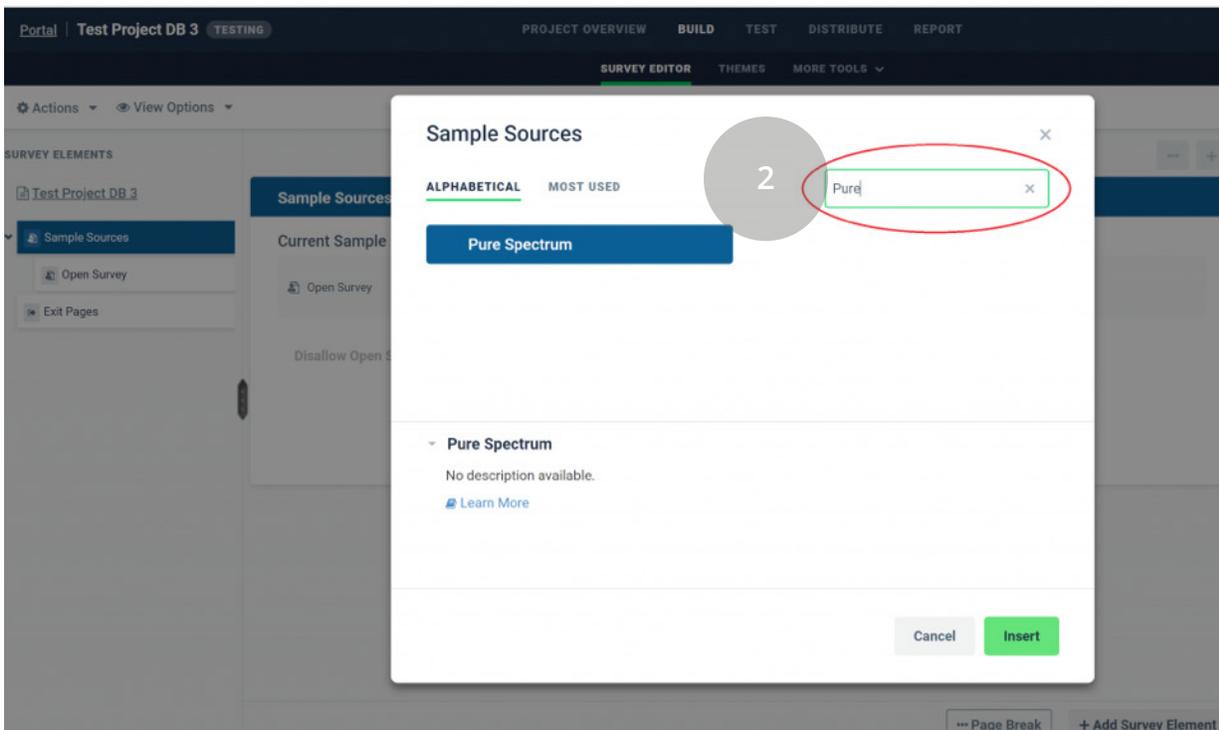
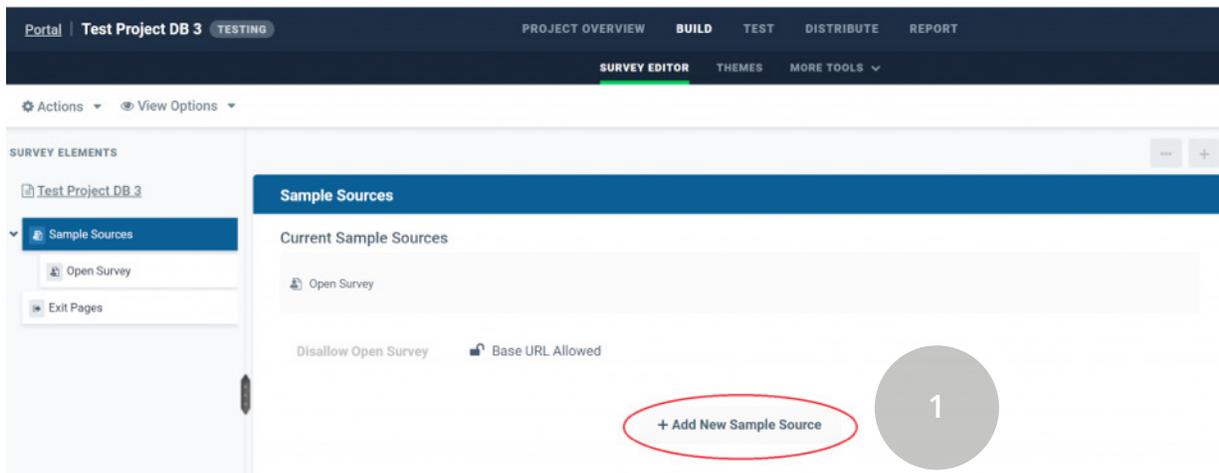
MESSAGE TO SUPPLIERS ⓘ

TEST



Launching your survey

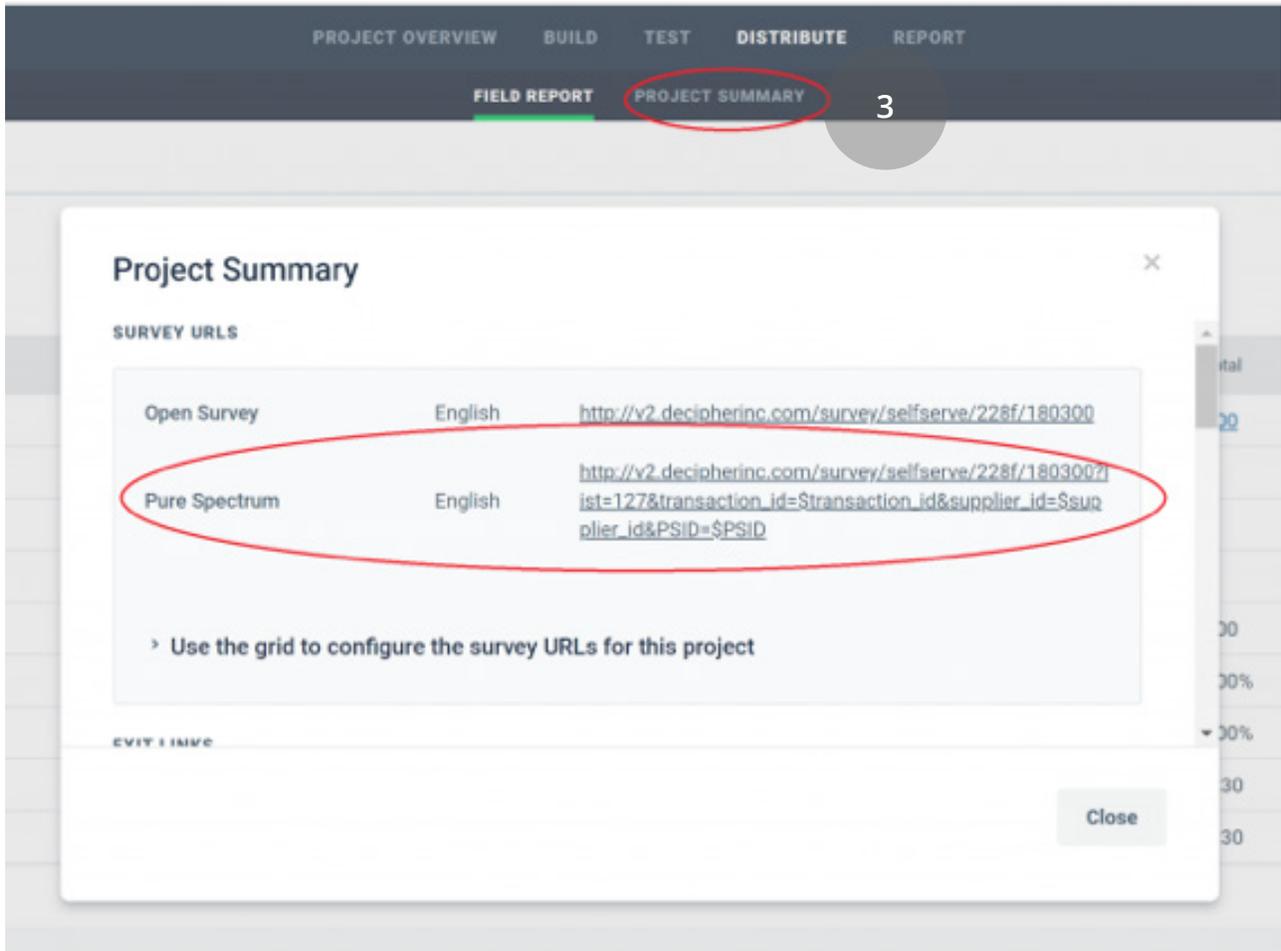
1. Finally, your live link will auto-populate in the live link field box and you can launch your survey when ready.
 - If you would like to soft launch, add either the number of completes or % and toggle the SL button to "On."
 - If you need to dedupe past studies, you can enter the survey number under the survey grouping field.
 - Our redirect links are readily available in Decipher. Please see Adding Redirects for Decipher Users.
 - To test your survey, simply click the test button to take your survey in a testing environment
 - Before launching your first project, it is recommended that you contact PureSpectrum to ensure links are implemented correctly.



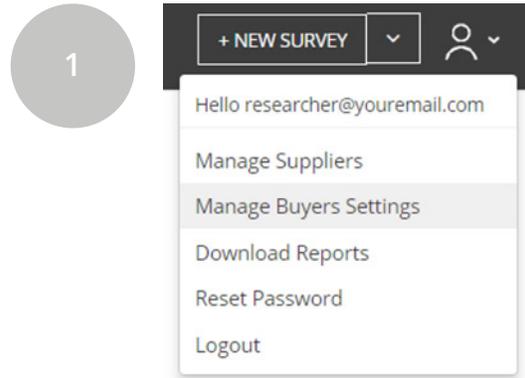
Adding redirects for Decipher Users

PureSpectrum secured redirect links are now available to surveys programmed in Decipher. This feature makes it easier to add PureSpectrum to a Decipher programmed survey, eliminating the need for redirect set up while enabling protection against Link Manipulation fraud.

1. To enable Link Hashing on PureSpectrum, please reach out to support@purespectrum.com. To add PureSpectrum as a Sample Provider in Decipher – simply click on the Sample Sources Button.
2. Next, Search for “Pure” in the top right Search field.



3. After launching the survey, you can find the entry link for PureSpectrum from Field Report>Project Summary. PureSpectrum will always use List=127 in the query string parameters.



Buyer Setting

VARIABLE MAPPING HASHING DECIPHER

Mappings

QUALIFICATION FOR DECIPHER

QUALIFICATION FOR PS

S1	gender	+	>	*
S2_1	age	+	2	+

Back to Dashboard Save Decipher Settings

Creating a Mapping Library

If your qualification IDs are the same ID for each survey created in Decipher, it's best to add and define in your Decipher Mappings Library in PureSpectrum. Once saved in your library, surveys imported from Decipher will automatically map out the qualification ID with the PureSpectrum qualification, eliminating the need to re-map each time you import a new survey.

1. To access your Decipher mapping library in your account, click on the person icon drop down arrow > Manage Buyers Setting > Decipher. Enter your standard Qualification ID and map accordingly with Qualification for PS.
2. To add additional Qualification IDs, simply click on the "+" sign. Click Save Decipher Setting after mapping.



PURESPECTRUM

support@purespectrum.com
(877) 865 PURE

31416 Agoura Road, #210
Westlake Village, CA 91361