



Traffic Channels

When managing a survey in the PureSpectrum platform, you may see a decline in respondent activity or find the need to simply send more respondents into a specific survey. Traffic Channels refreshes the survey opportunity to suppliers in the PureSpectrum Marketplace by creating a new channel for respondents within the original survey, preserving all quota statistics. You can create new Traffic Channels with just a few clicks tailored to your needs. There are four types of Traffic Channels available to use:

1. Replica
2. Untargeted
3. Specific Audience
4. Targeted List

Replica

A replica will be an exact copy of the original audience of your survey. It will keep the quotas, price and suppliers the exact same.

Do's:

- When a study has stalled, this provides a push and allows you to get starts again.

Don'ts:

- It's best not to use the Replica Traffic Channel right after the parent has been launched.

Untargeted

The Untargeted Traffic Channel will utilize a general population sample or raw respondent traffic where there is no targeting other than respondents being above the age of 18 years old.

Do's:

- When needing to blast sample and everyone qualifies.

Don'ts:

- If the audience for a study is very niche.

Specific Audience

The Specific Audience Traffic Channel will allow you to set up and adjust age, gender, race, occupation and relationship status, as well as the more specialized advanced targeting questions and/or geographic location.

Do's:

- When trying out different targeting tactics, this allows you to try several different set ups.

Don'ts:

- Use the same targeting used in the parent survey. In those cases, you can use the Replica Traffic Channel.

Targeted List

The Targeted List Traffic Channel will allow you to upload a list of PureSpectrum IDs (PSIDs) and target for specific respondents.

Do's:

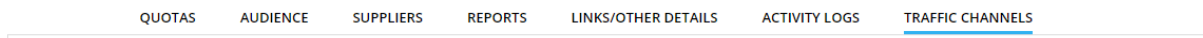
- Upload only respondents' PSIDs who will most likely complete your survey.

Don'ts:

- Upload the transaction_ID, or any other IDs, other than PSIDs.

Instructions

1. Click the "Traffic Channels" tab from the survey dashboard.

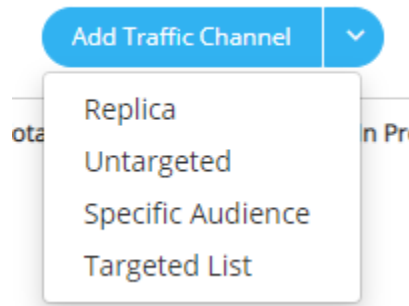


2. Click the drop-down arrow next to "Add Traffic Channel."



3. Select your desired Traffic Channel.

- Replica
- Untargeted
- Specific Audience
- Targeted List



4. Enter the name of your Traffic Channel survey.

- Each Traffic Channel will include an identifier before the survey name.
 - TC-R_ for Replica
 - TC-UT_ for Untargeted
 - TC-SA_ for Specific Audience
 - TC-TL_ for Targeted List

REPLICA

SURVEY TITLE

TC-R_

SAVE & LAUNCH SURVEY

5. Set your specific Traffic Channel live.

- **Replica:**

- Click Save & Launch Survey to send your Replica Traffic Channel live.

REPLICA

SURVEY TITLE

TC-R_

SAVE & LAUNCH SURVEY



Note:

- ◆ You can only have one Replica Traffic Channel live at a time.
- ◆ If launching a new Replica child, the previous Replica child Traffic Channel will automatically close.

- **Untargeted:**

- Click Save & Launch Survey to send your Untargeted Traffic Channel live.

UNTARGETED

SURVEY TITLE

TC-UT_

SAVE & LAUNCH SURVEY



Note:

- ◆ You can only have one Untargeted Traffic Channel live at a time.
- ◆ If launching a new Untargeted child, the previous Untargeted child Traffic Channel will automatically close.

- **Specific Audience:**
 - Click Save & Launch Survey to continue to next page.

SPECIFIC AUDIENCE
Launch a new survey with custom specs

SURVEY TITLE
TC-SA_

1

SAVE & LAUNCH SURVEY

- Create your new targeting audience.
- Click Save & Launch Survey again to send your Specific Audience Traffic Channel live.

GENDER: AGE: INCOME: RACE/ETHNICITY:

HISPANIC ORIGIN: RELATIONSHIP: CHILDREN: EMPLOYMENT:

EDUCATION:

DEVICE: ADVANCED TARGETING:

SET LOCATION [Clear Location](#)

Region	Division	State	DMA	CBSA	MSA	County	Zipcode
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Quota Nesting

3

2

- **Targeted List:**

- Download template to enter list of PureSpectrum IDs (PSIDs).
- Click Upload Respondent List to add completed template.
- Click Save & Launch Survey to send your Targeted List Traffic Channel live.

TARGETED LIST

SURVEY TITLE

TC-TL_

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

SAVE & LAUNCH SURVEY

Additional Notes

Traffic Channels Dashboard

You can sort the column headers by ascending or descending order by clicking on the arrow next to the column name.

In addition, you are able to change the status of a Traffic Channel survey by clicking on the drop down arrow next to the status and click accordingly.

Status	Survey#	Survey Title	Survey Type	Launched	Fielded Vs Goals	Avg. CPI	Current CPI	EPC	Current IR	Total Starts	Starts 24hrs	In Progress
Live	1516479	Demo	Parent	12/01/2020 12:48PM	0 100	\$0.00	\$1.48	NA	50	0	0	0
Closed	1516729	TC-R_Replica	Replica	12/01/2020 12:52PM	0 100	\$0.00	\$1.48	0	50	0	0	0
Live	1516824	TC-R_Replica II	Replica	12/01/2020 1:01PM	0 100	\$0.00	\$1.48	0	50	0	0	0

Editing CPI

When utilizing Traffic Channels, you can easily change the price for each of the Traffic Channel surveys created by selecting the pencil button in the 'Current CPI' column, typing in the new price in the field box and clicking the blue check mark to save.

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Live	1516824	TC-R_Replica II	Replica	12/01/2020 1:01PM	0 100	\$0.00	<input type="text" value="2.00"/>	0	50	0	0	0

! If a Traffic Channel fails to launch, contact your Client Success Manager.