

# Engagement is Easier with Our Qualtrics Integration

Reward Qualtrics respondents easily with Virtual Incentives. You can now simplify incentive payouts and instantly send incentives upon survey completion. Choose from brands including Amazon, Visa & 1000+ global giftcards.



## 4 Things You Should Know



Use Virtual Incentives to add your customized rewards to your Qualtrics survey.



Increase your survey participation and response rates by providing recipients with instant rewards.



Eliminate the need for recipients to share personally identifiable information.

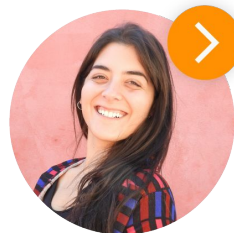


Implementation in your surveys is quick and easy.

“

Respondents are the lifeblood of research, and Virtual Incentives delivers the best possible platform to keep them engaged and happy with relevant incentive options on a global scale.”

Leonard Murphy  
EDITOR IN CHIEF, GREENBOOK



## Get Started

virtualincentives.com  
+1-646-736-1910

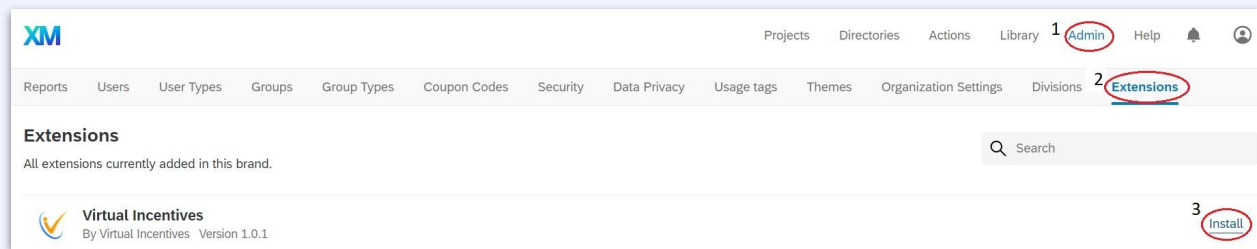
[www.virtualincentives.com/  
integration/qualtrics](https://www.virtualincentives.com/integration/qualtrics)

# Qualtrics Integration | Tech Specs

The Virtual Incentives Extension is a code that allows reward integration into a qualtrics survey to simplify incentive payouts. The parameters on how to integrate Virtual Incentives digital rewards are shown below.

## Installing the VI extension

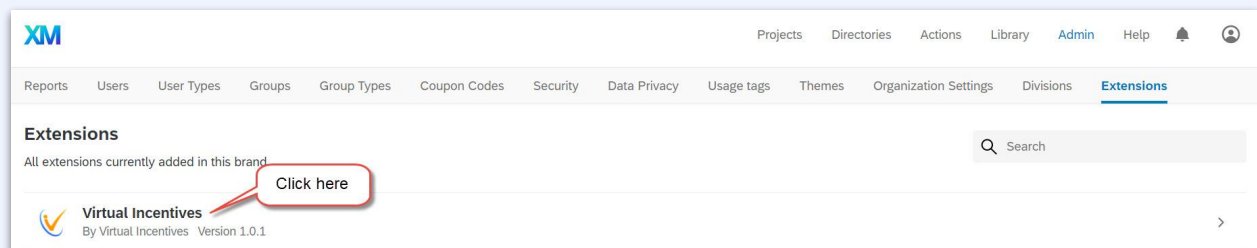
Log into Qualtrics XM, select admin extensions & select Virtual Incentives - install.



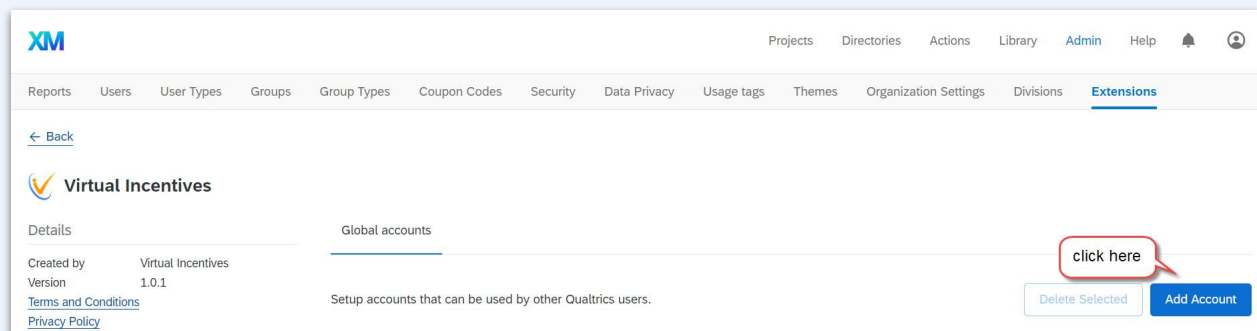
## Connecting to VI credentials

Clients will receive API credentials from Virtual Incentives that consist of client account name, username and password. Follow the steps below after the VI extension has been installed.

Step 1:



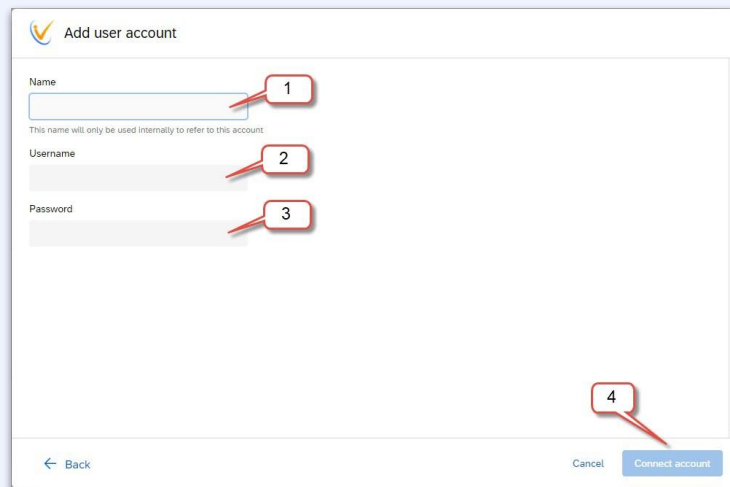
Step 2:



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Step 3: Enter the VI API credentials on this screen to connect the client account to the VI extension on Qualtrics. Once the VI extension is connected on Qualtrics you can now use it on surveys created under the projects tab in Qualtrics XM.



**Add user account**

Name 1  
This name will only be used internally to refer to this account

Username 2

Password 3

← Back Cancel Connect account 4

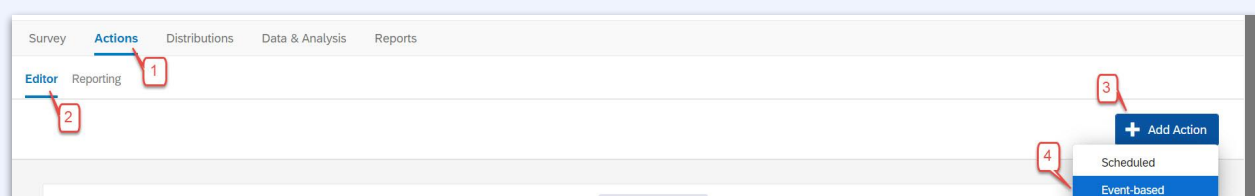
## Building the survey

Create your survey as you normally do on qualtrics. Identify if screened and completed respondents will be rewarded. Setup rewards with Virtual Incentives and gather the reward information such as program\_id, sku and amount. Additional information can be accessed from embedded data or contact list or metadata. Once the survey is programmed and tested, you can set the VI task from the actions tab.

## Creating an action in a survey

After a survey is programmed and tested, the action tab has to be set up for a rewards task. This task can be *direct* or *conditional*. A direct task will be enforced after a survey response is recorded on Qualtrics. A conditional response will ensure the task is executed only if a criteria based on survey question response or panel data points or other sample data is met. To editing an action, follow the steps to add an action, create an event and perform a task.

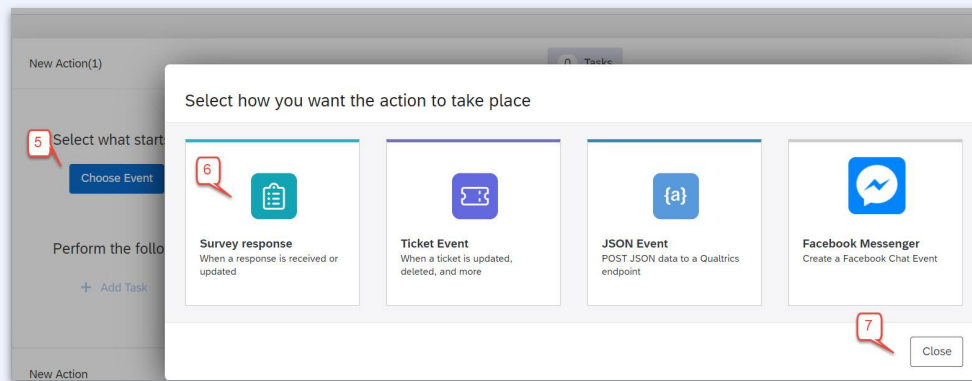
Step 1: Select the Actions tab on the menu bar.



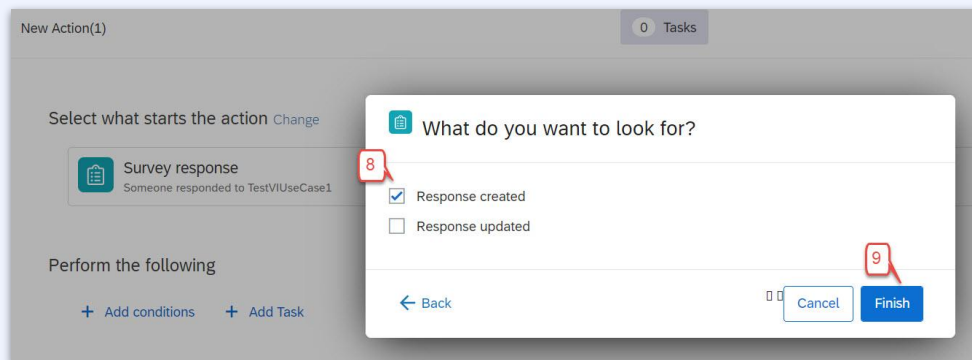
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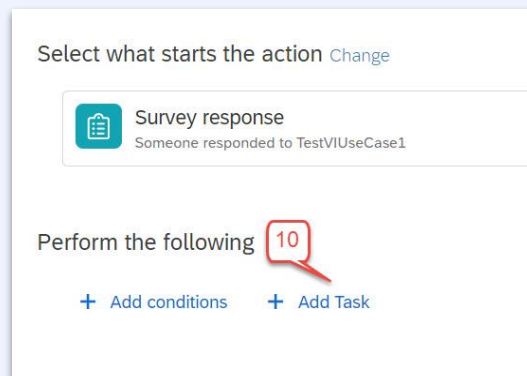
Step 2: Choose the event and select the survey response type of action.



Step 3: Select when this action should take place. Typically we want this to happen when a survey response is created.



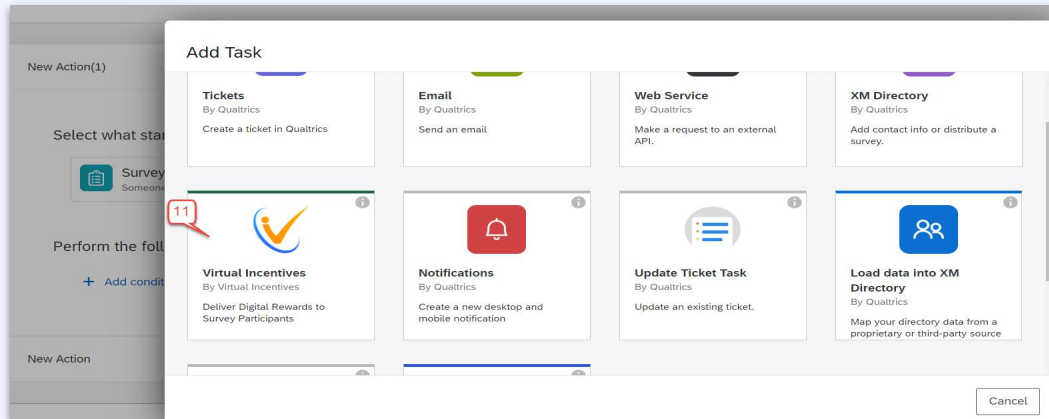
Step 4: At this step you can add a direct VI task by selecting **Add Task**.



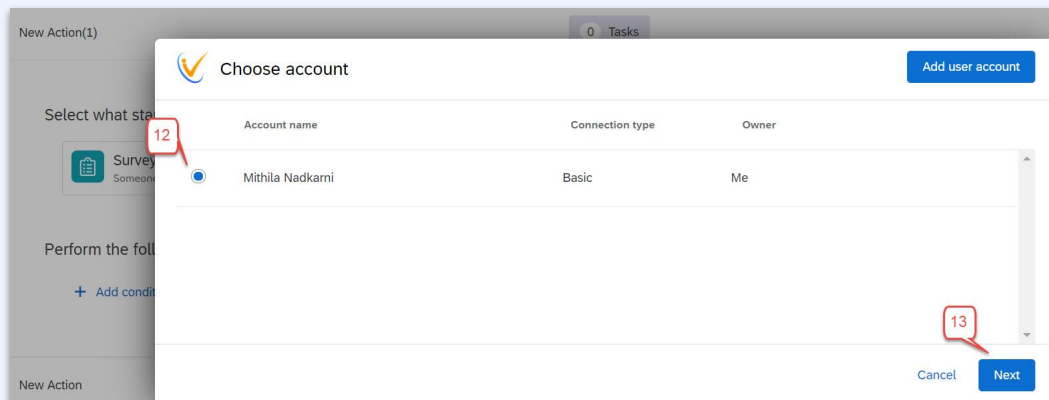
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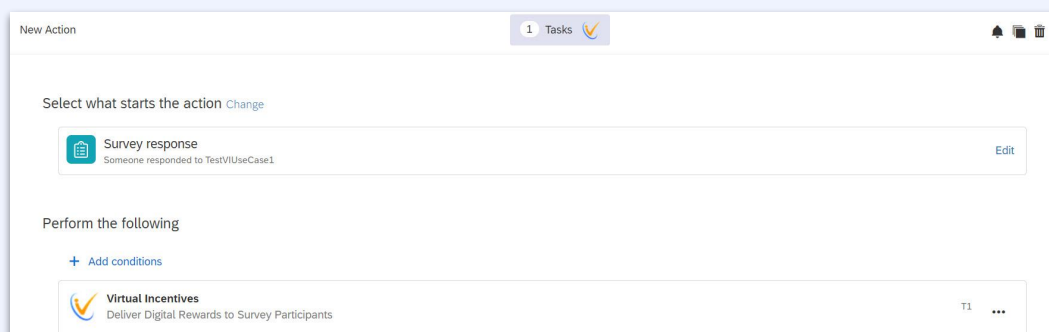
Step 5: Add task opens a task panel as shown below. Select the Virtual Incentives task.



Step 6: Select the account that was set up in step 3 of connecting to VI credentials.



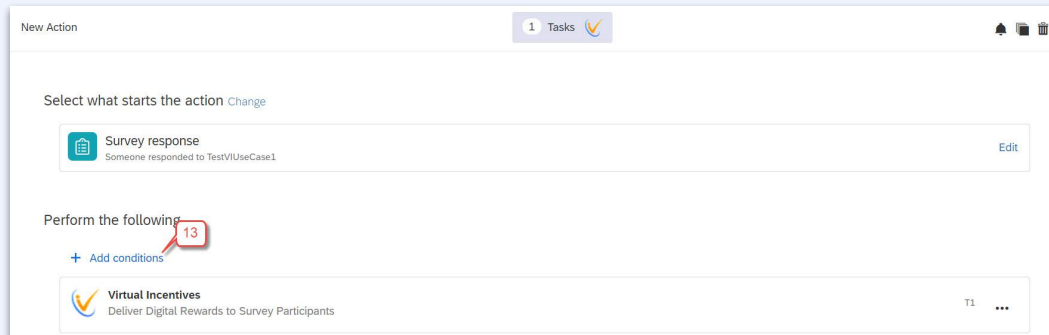
Step 7: Your VI task is added in your action tab. Perform Step 8-9 if you want to add a condition that needs to be fulfilled to generate a reward, otherwise skip to configuring VI information.



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Step 8: Select **Add conditions** to open a condition builder.



New Action

1 Tasks

Select what starts the action [Change](#)

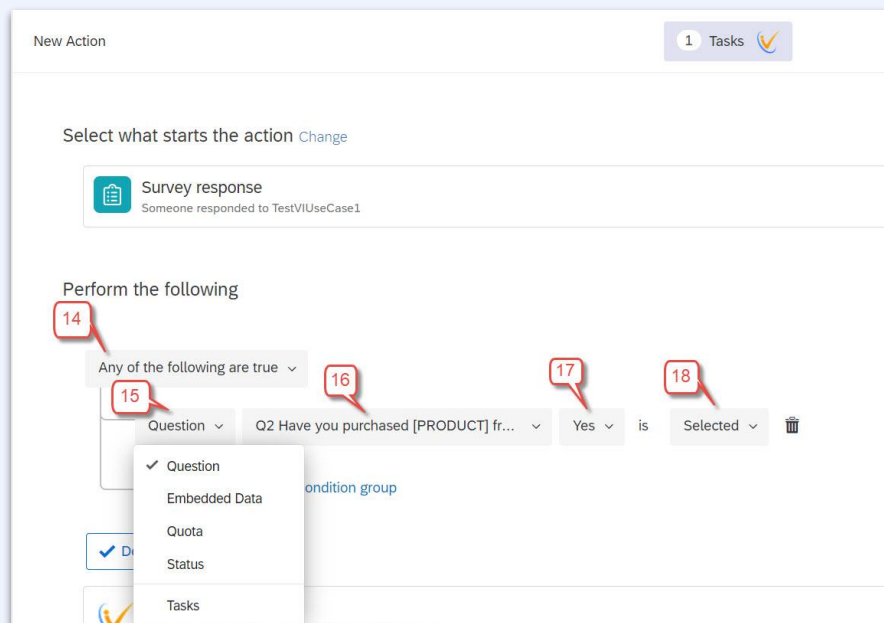
Survey response  
Someone responded to TestVIUseCase1

Perform the following

+ Add conditions

Virtual Incentives  
Deliver Digital Rewards to Survey Participants

Step 9: Conditions can be built using questions, embedded data, contact list data, panel data and reserved metadata. You can add multiple conditions. Follow the steps shown below to build the condition based on the survey question and click **Done Editing**.



New Action

1 Tasks

Select what starts the action [Change](#)

Survey response  
Someone responded to TestVIUseCase1

Perform the following

Any of the following are true

Question Q2 Have you purchased [PRODUCT] fr... Yes is Selected

Question  
Embedded Data  
Quota  
Status  
Tasks

Based on the example above VI rewards task will be performed only if at Q2 respondent answered “Yes”.

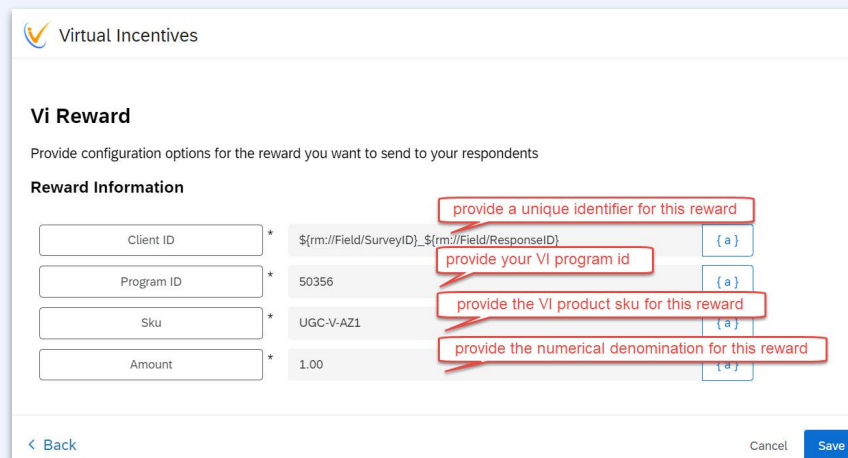
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## Configuring VI information

Information is grouped in three categories: Reward, Respondent and User Defined Fields (UDF's). All required fields have an asterisk (\*) notation.

**Reward Information:** All information on this “Reward Information” screen is required. The Client ID has to be unique. Besides reserved metadata SurveyID and ResponseID, you can append unique fields such as PanelID or SampleID.



**Virtual Incentives**

**Vi Reward**

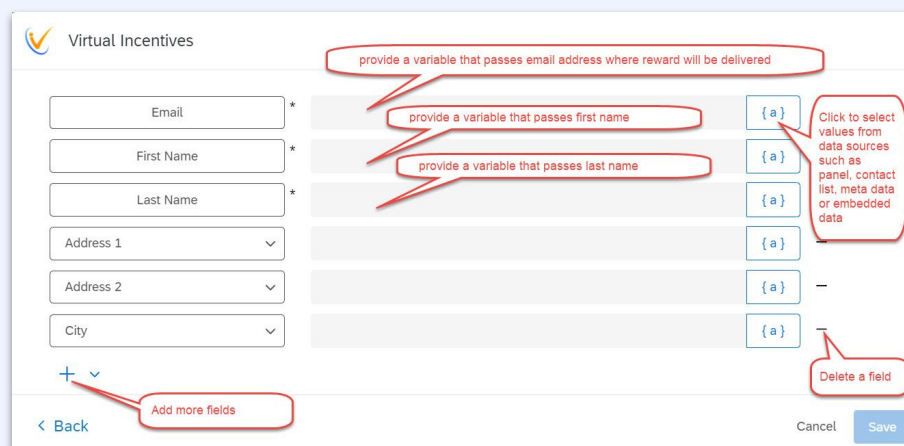
Provide configuration options for the reward you want to send to your respondents

**Reward Information**

Client ID *	<code>\${rm://Field/SurveyID}_\${rm://Field/ResponseID}</code>	{ a }
Program ID *	50356	{ a }
Sku *	UGC-V-AZ1	{ a }
Amount *	1.00	{ a }

< Back Cancel Save

**Respondent Information:** The next set of variables make up the respondent information. Email, First Name and Last Name are required fields. These variables can be mapped from panel, contact list, meta data or embedded data source. Or, if there are changes to the values other than what's defaulted they can be overridden manually. All other fields are optional.



**Virtual Incentives**

provide a variable that passes email address where reward will be delivered

provide a variable that passes first name

provide a variable that passes last name

Click to select values from data sources such as panel, contact list, meta data or embedded data

Email *		{ a }
First Name *		{ a }
Last Name *		{ a }
Address 1		{ a }
Address 2		{ a }
City		{ a }

+ Add more fields

< Back Cancel Save

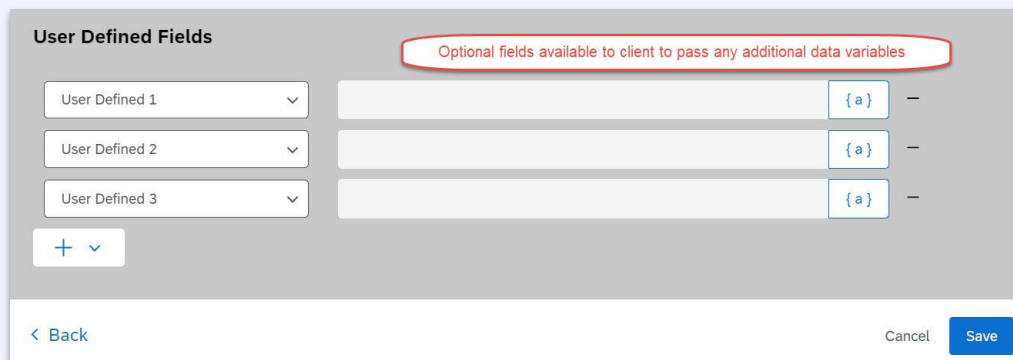
Delete a field

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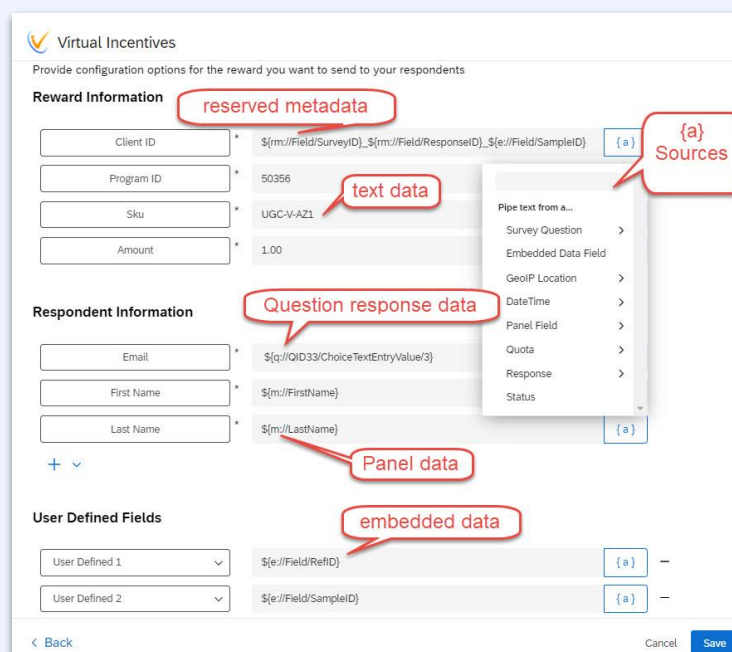
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## Configuring VI information

**User Defined Fields:** In addition to the rewards and respondent information additional udf's have been built to pass information the client deems fit to pass to the VI task. Please follow GDPR guidelines when passing additional information through the UDF's. All UDF's are optional. The image below shows UDF 1-3 used to pass embedded information.



**Example below:** Passing information to VI tasks can be from multiple sources in Qualtrics. Information can be text, reserved metadata, contact list, embedded data, panel data etc.



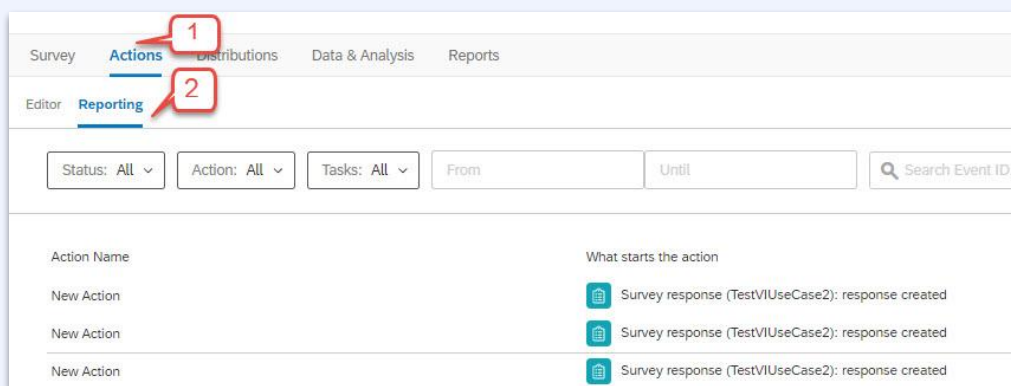


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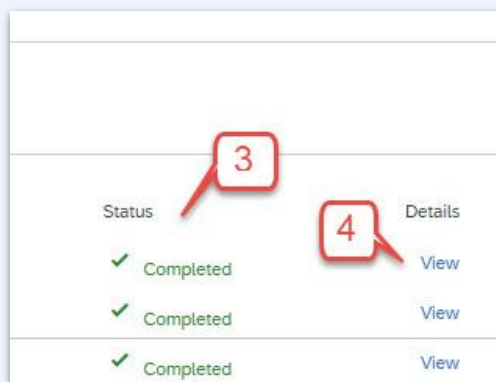
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## Reporting an Action

Once the reward information is set up on VI task, survey is launched and data collections begins. Use the Actions - Reporting tab to check on the status of a completed record.



**View #4** below shows the data capture details sent to the Virtual Incentives API. Client programmer can use this for debugging.



The Virtual Incentives Extension is a seamless task that enhances with survey respondents experience. At the end of the respondents receive an email with a link to redeem their digital reward.