



Quickstart Guide: DYI Sample Tool

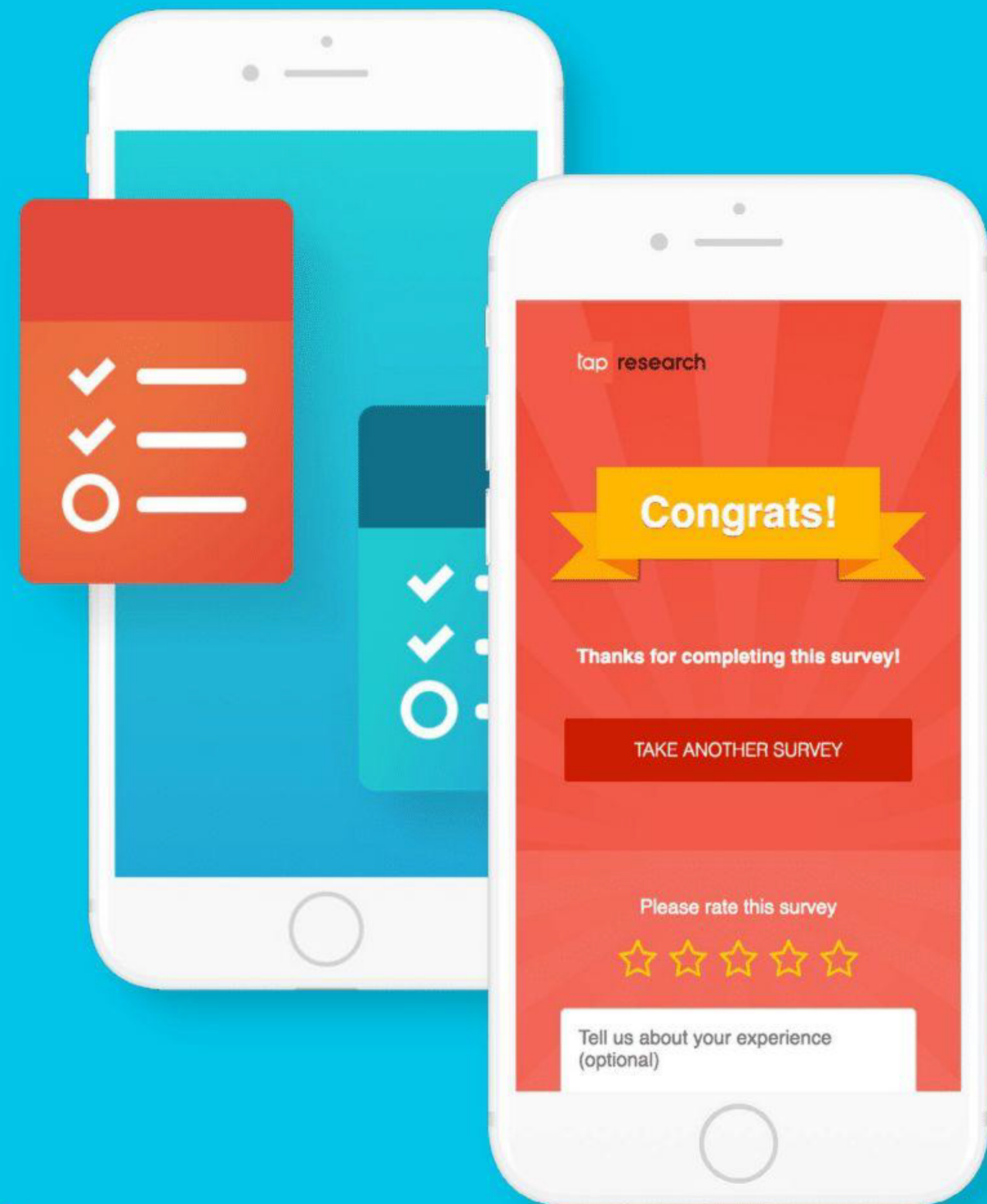
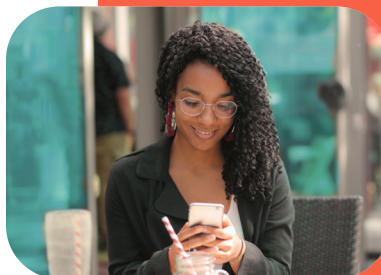




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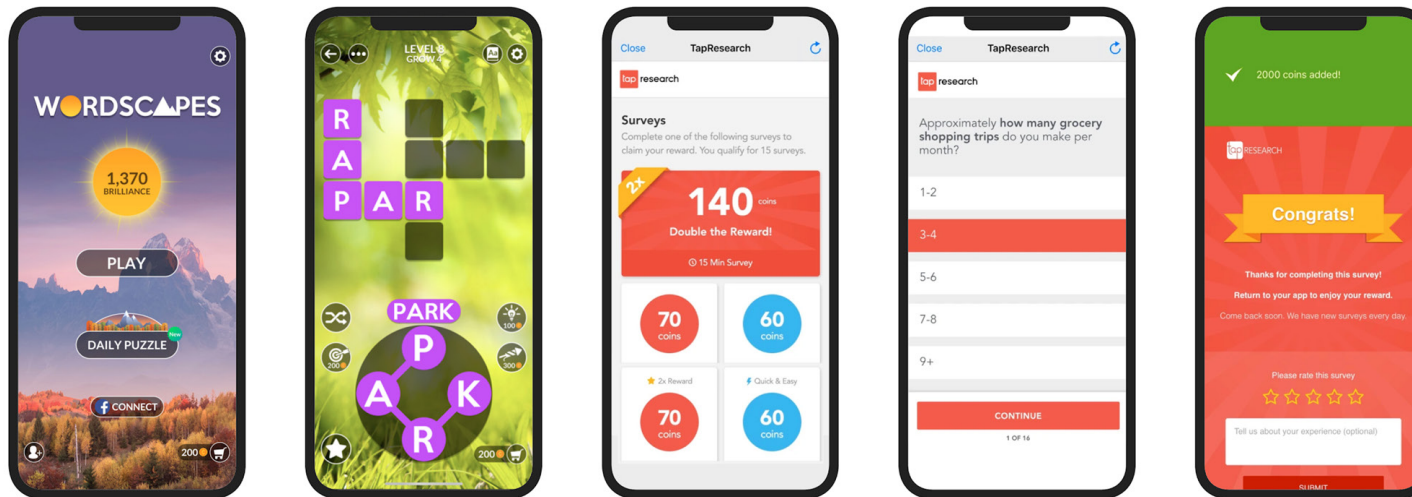
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TapResearch

TapResearch was started as a new approach to collecting high quality, representative data that is best suited to today's culture, technology and human behavior. In order to achieve this, TapResearch sought to maximize how many people it could reach.

We embedded our survey experience into mobile apps because this is where people spend their time. In 2019, time spent on mobile surpassed TV for the place where Americans spend the most time, nearly 3 hours per day on average. Of that time, an astounding 90% of it is spent within apps.*



Reaching a Large, Diverse Audience

By reaching respondents through the mobile apps they are already using everyday, we are able to reach a large and diverse audience of people who cannot be reached through other methods (i.e. they are unlikely to sign up to take surveys with an online panel provider or answer the phone to answer a questionnaire). The vast majority of our respondents do not take market research surveys through any panel providers - and more than 3 million people take our surveys every month. And as we continue to scale our network we will access more and more of the world's 5+ Billion mobile users, and deliver increasingly representative sample for our customers.



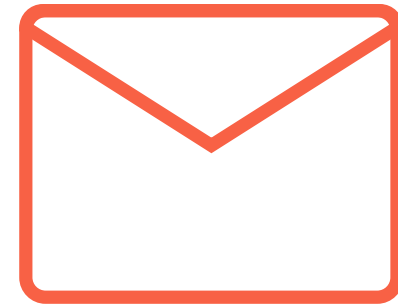
* source: eMarketer

Create your Account

There are two ways to set up an account with us:

1

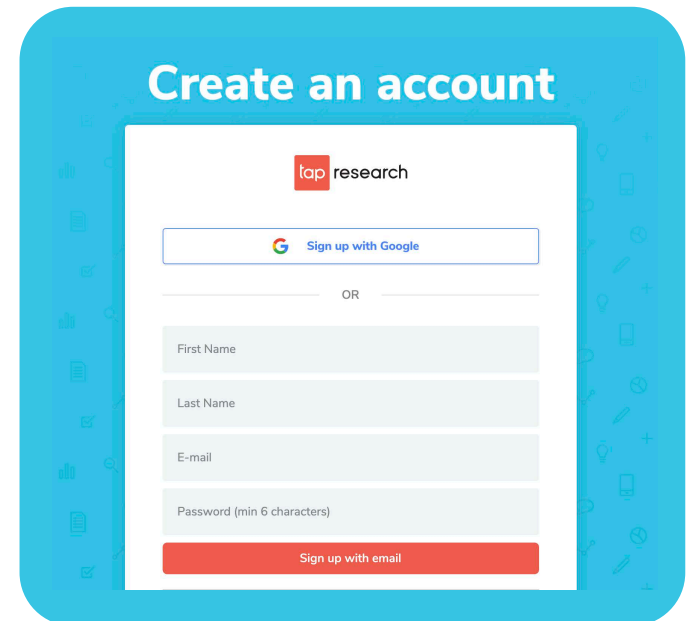
You can reach out to projectmanagement@tapresearch.com, and we will be happy to create an account for you.



or

2

You can follow this [link](#) and create an account on your own.



The screenshot shows a 'Create an account' form for 'tap research'. The form is set against a blue background with faint icons. It features a 'Sign up with Google' button with the Google logo. Below this, it says 'OR'. The form includes input fields for 'First Name', 'Last Name', 'E-mail', and 'Password (min 6 characters)'. At the bottom, there is a red button labeled 'Sign up with email'.

Create your Project

1

When you log into your account, you will see the + New project button in the top right corner of the screen. In the box to the left of this, you can search for your project by name or ID after it is created.

2

Next, you will be prompted to the screen where you can name your project, select Country, and the Language. We have feasibility in 25 countries, so there are many options in selecting the population you would like to reach.

The country language is selected as you start building your project:

3

Our projects are created at the language level. If you have a project running in multiple countries or need multiple languages in one country, you will need to create one project for each country and each language.

Note: this can easily be done by cloning the first project and changing the country or language.

Our targeting capabilities are different in each country. While so things such as age and gender are universal, household income ranges, for example, are different in every country.

Once the project is created you will see that our campaign builder has 6 sections.

The diagram illustrates the project creation process in three steps:

- Step 1:** The user is logged into their account. The top right corner shows an "ACCOUNT" button. Below it, there is a search bar labeled "Campaign name or ID" and a blue button labeled "+ New project".
- Step 2:** The user is prompted to name the project and select the country and language. The "Project Name" field is at the top. Below it, there are two dropdown menus: "United States" (labeled "Select Country") and "English Spanish" (labeled "Select Language"). A blue "Continue" button is at the bottom.
- Step 3:** The user is taken to the campaign builder. It shows a list of six sections: "RESPONDENT TARGETING" (with a green badge indicating "0 respondents"), "SURVEY DETAILS", "URLS", "PRESCREENING QUESTIONS", "LIMITS & EXCLUSION", and "USERS".

Respondent Targeting

In the Respondent Targeting section, you can target your desired population by building out groupings.

- First, name your group and choose how many respondents you need.
- Next, you can add targeting options on the left side to define your audience.
- Keep in mind that at least one targeting option is required (e.g. ages 18-99).

Our targeting options are categorized under subjects. Simply click the categories to expand or collapse the lists.

The screenshot shows the 'RESPONDENT TARGETING' interface. At the top, there's a section for 'Name' with a text input labeled 'Name (optional)' and a 'Desired Number of Responses' input set to '500'. Below this, there are two columns: 'Targeting options' and 'Selected targeting'. The 'Targeting options' column lists categories: 'Common', 'Location', 'Health & fitness', and a list of specific options like 'Diagnosed ailments', 'Exercise hours', 'Eyeware', 'Hearing aid', and 'Smoking'. The 'Selected targeting' column shows 'Age (18-99)' and 'Pets (Dog(s))' with removal icons. A red arrow points from the 'Name' label to the 'Name (optional)' input. Another red arrow points from 'Desired Number of Responses' to the '500' input. A third red arrow points from 'Targeting Subjects' to the 'Targeting options' column.

The screenshot shows a pop-up titled 'Edit Quota - Pets'. It contains the question 'Which of the following pets are present in your household?'. Below the question is a list of pet options: 'Dog(s)', 'None of the above', 'Cat(s)', 'Dog(s)', 'Bird(s)', 'Fish', 'Amphibians (frogs, toads, etc.)', 'Small animals or rodents (hamsters, mice, rabbits, ferrets, etc.)', 'Reptiles (turtles, snakes, lizards, etc.)', and 'Horse(s)'. The 'Dog(s)' option is currently selected and highlighted in blue.

When you select a characteristic, you will see a pop-up with the actual question wording and the answer options.

In this example, we're selecting dog owners.

Respondent Targeting

Oftentimes, projects require more than one target groups. If you have multiple groups you'd like to target or if you'd like to manage quotas, you can add more target groups.

This can be done in two ways:

Click the Clone button in the top right-hand corner. This will copy your current target and you can change what you need. This is helpful if you have a large amount of requirements that you don't want to re-enter.

Click the +Add target group. This will create a second blank target group.

The screenshot shows the 'RESPONDENT TARGETING' interface. At the top, there is a 'Name (optional)' field, a quota of '500', and a 'Clone' button. A red arrow points from the 'Clone' button to a blue icon in the top right corner. A blue line connects this icon to the text 'Click the Clone button in the top right-hand corner.' Below the top section, there are two columns: 'Targeting options' and 'Selected targeting'. The 'Targeting options' column lists various demographic and behavioral attributes like Gender, Employment, Relationship, Education, Race/ethnicity, Hispanic, and Age and gender of child. The 'Selected targeting' column shows 'Age (18-99)' and 'Pets (Dog(s))'. At the bottom, there is a status bar indicating 'You can expect 13017 completes over 5 days', a 'Choose drill down dimension' dropdown, and a '+ Add Target Group' button. A red arrow points from this button to the text 'Click the +Add target group.' Another red arrow points from the text 'Add New Target Group' to the same button. An 'Advanced' button is located at the bottom right.

We have two main profilers respondents fill out when they join our audience:

| | |
|--|--|
| Core Profiler: These attributes are available for all TapResearch respondents | Age, Gender, Date of Birth, Employment Status, Postal Code, Military Status, Ethnicity (US only), Race (US only), Household Income, Marital Status, Auto Ownership Status, Parental Status, Education Level, Sole-Adult in Household?, Country State (US) / NUTS I Region County (US) / NUTS II Region DMA (US only) MSA (US only) CSA (US only) Division / Region (US only) Metro Type (US only), Device Type, Device Platform |
| Extended Profiler: These attributes are available for respondents that have undergone additional profiling. Only applies to US, CA, FR, DE, AU and GB | Hobbies & Interests, Pet Ownership, Age & Gender of Children, Total Household Members, Housing Type, Household Industries, Employment Industry, Household Decision Maker, Company Department, Job Title or Level of Responsibility, Number of Employees, Company Revenue, Business Decision-Maker, Auto Model Year, Auto Type, Auto Brand (Make), Voter Registration Status, Political Affiliation, Sexual Orientation Substance Use, Medical Conditions |

Respondent Targeting

Advanced Functionalities within Respondent Targeting

Caps:

Want more options when managing quotas? Using our Cap functionality can help you nest quotas more efficiently.

By checking “cap” for a quota, you are applying that quota to all the quotas in the project indicating that a max number of completes of a certain demographic is allowed. Once you check “cap” you will see that quota disappear from the feasibility estimate that is because it’s being applied to the other groups.

Capping doesn’t work as a normal target group in our system. It puts a limit on how many completes the whole project can get from that certain population.

In the example below, we have age as a regular target group, but we are capping males at 50. That means we’ll stop collecting males for the project at 50n and the rest of the project can only be females. Hence, it’s called “Cap” because you are capping the males allowed into the project.

The screenshot shows the Respondent Targeting interface. At the top, there is a form with a dropdown menu set to 'Male', a text input field with the value '50', and two checkboxes: 'Click Balance' (unchecked) and 'Cap' (checked). A red arrow points to the 'Cap' checkbox. Below the form, there are two sections: 'Targeting options' and 'Selected targeting'. The 'Targeting options' section has a dropdown menu set to 'Common'. The 'Selected targeting' section has a dropdown menu set to 'Gender (Male)'.

Keep in mind that a cap will not ensure that the amount is reached. It’s possible that this project would collect 40 males and 60 females. The cap just ensures we don’t go over that amount.

Note: At least one quota in a project must not be capped. Why? Because you need one regular target group to have the caps apply to!

The top screenshot shows the Respondent Targeting interface with a quota for 'Male' set to 50. The 'Cap' checkbox is checked, and a red circle highlights it. Below the form, the 'Targeting options' section has a dropdown menu set to 'Common', and the 'Selected targeting' section has a dropdown menu set to 'Gender (Male)'. A message below the form states: 'You can expect 19698 completes over 5 days'. Below this message is a dropdown menu labeled 'Choose drill down dimension'. The bottom screenshot shows the Respondent Targeting interface with a quota for 'Age' set to 100. The 'Cap' checkbox is unchecked.

Respondent Targeting

Advanced Functionalities within Respondent Targeting

Census balance:

You can click the census balance button when adding age or gender and we will ensure that the respondents fall in all age / gender ranges, inline with country census information. (This option is only available for US populations).

Side note: Census balancing will slow down projects.



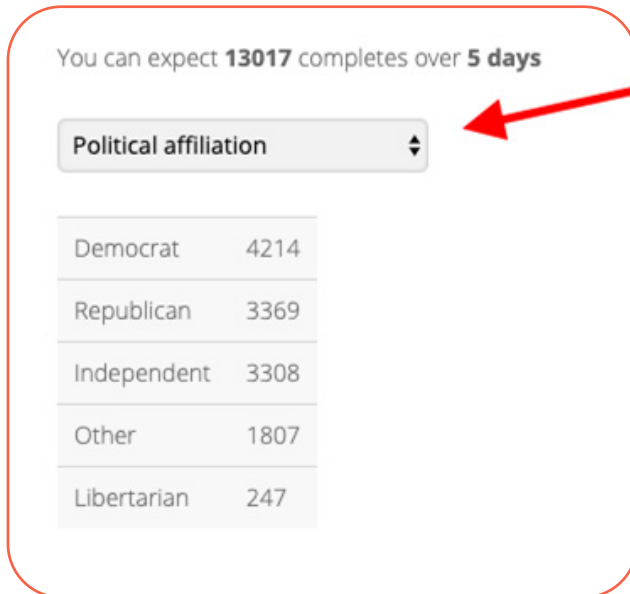
Edit Quota - Age

What is your age?

☒ Census balance ⓘ

18-24 25-34 35-44 45-54 55-64 65-99

Done



You can expect **13017** completes over **5 days**

Political affiliation

| | |
|-------------|------|
| Democrat | 4214 |
| Republican | 3369 |
| Independent | 3308 |
| Other | 1807 |
| Libertarian | 247 |

Drill downs:

This will allow you to see the feasibility breakdown for various targeted populations. In the below example, we see the estimation of populations of dog owners broken out by political affiliation.

Survey Details

▼ SURVEY DETAILS

Length (minutes)

Incidence

Days in field

In the **survey details section** you will want to add the surveys expected length (minutes), incidence rate, and days in field. Incidence Rate, or IR, is the estimated percent of respondents you expect to be able to complete the survey after you have targeted for all available characteristics.

After putting in survey details to get a feasibility estimate you will have to insert a price on the right side!

PRICING

Cost / complete:

\$

Total cost:

\$0.00

► [Pricing grid](#)

Specify survey length, pricing and incidence to see feasibility.

We have a '**pick your own price**' model. This means you can select the price you need depending on your timeline, target population, and survey specifications.

Our system will estimate the amount of people we can reach after you've put in your project details and price. You can adjust the price up and down and our system will tell you how many responses it expects, so you can pick the right price for you.

For example:

Let's say you are wanting to survey people who have dogs. This is an easy population to reach so you could most likely pick a lower price. However, if you also need the responses to be from older and high income respondents, then you may want to pick a higher price to get the needed responses.

5 DAY FEASIBILITY

Quota #1

100/100

After inserting price you will see **feasibility populated**, which is calculated based on the survey details you enter into the system. If the details change so will our feasibility.

Note: Our feasibility is based on the last 14 days of respondents who were active in our network.

URLs

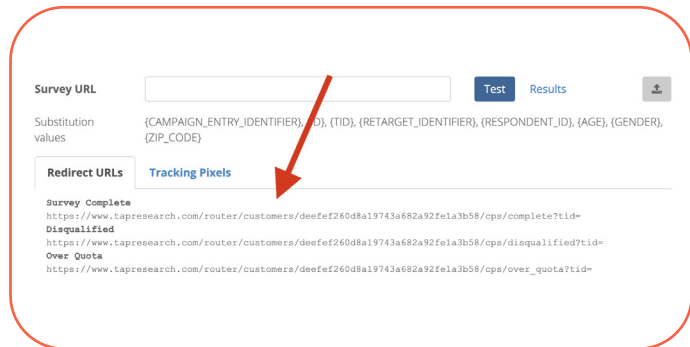
Testing you project

First, The URL you use will need to be set up to capture an ID parameter from Tap. This ID will identify the person taking your survey and can later be used to match demographic information. All you will need to do is append a custom variable to your URL.



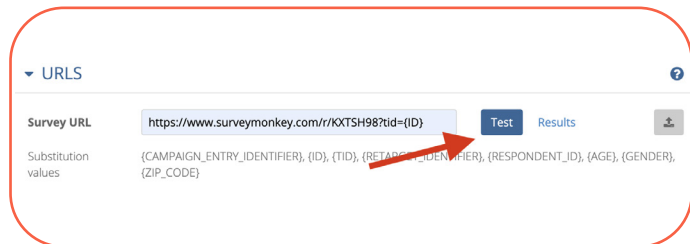
In this example, we want the ID parameter to be added at the end of the link. By using the {ID} variable the TapResearch system will automatically add in the respondent's ID to the URL.

You can also gather some of our data on the respondent using the {AGE}, {GENDER}, {ZIP_CODE} and {RESPONDENT_ID} substitution values in your URL. If you don't wish to append these to the URL, then you can also download the demographic information afterwards.



Next, you will want to put your redirects in place within your survey builder. The redirects can be found here:

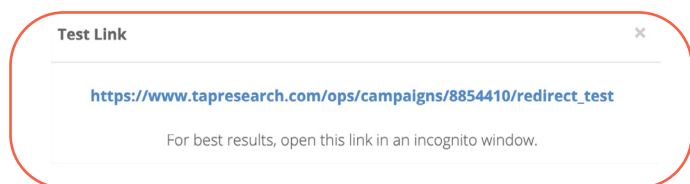
Note: The redirects are company based not projects based so you can save them and implement them across all projects you do.



After you set-up the redirects you will test the survey to ensure the redirects are working and the IDs are passed over to you.

Testing your project is required before launching to ensure everything is working! We recommend testing for both a terminate and a complete to be sure that your redirects are in correctly.

To start testing, select the **"test"** button.

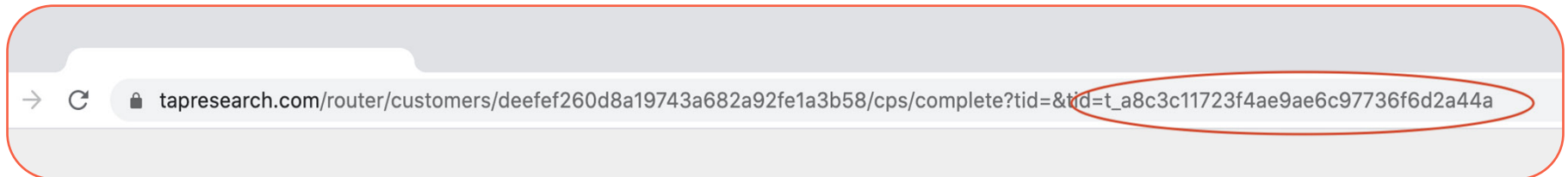


This will produce a pop-up that autofills in a unique test ID. Click on or copy that URL into your browser on incognito to test.

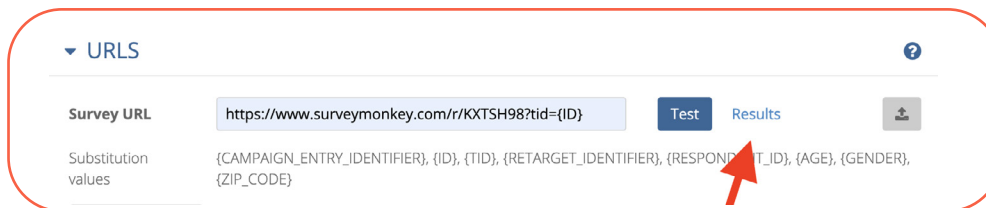
URLs

Testing you project

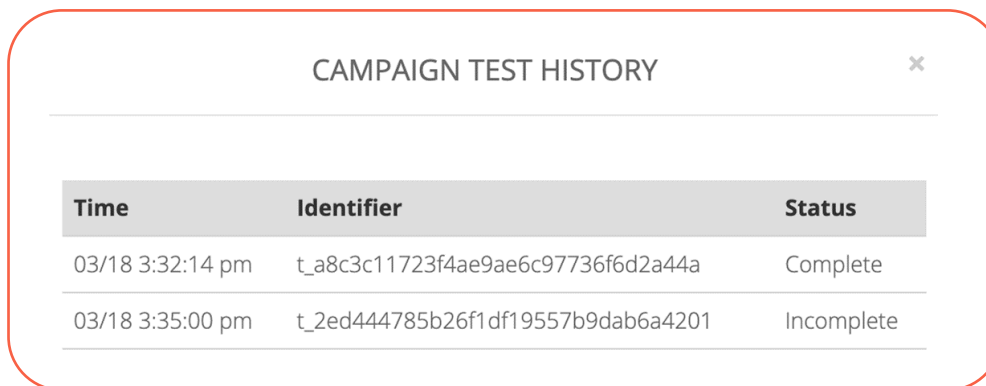
This should take you to the survey you have built. Once you have finished filling out your survey, you should be automatically redirected back to TapResearch and see a page similar to this:



Note: you can see the transaction ID appended in the url. If you don't see a screen similar to this, check your set-up of the redirects.



You can view all your tests by clicking the **"Results"** button.



You will get a pop up with the campaign test history:

Incomplete means that the redirect was not successful. You must see at least one complete or disqualify in order to be able to launch your project.

Limits and Exclusions

When you are ready to run your campaign, you can place limits and exclusions on it to control the flow of traffic and who gets in.

Daily cap:

This will limit the number of people who are able to complete the survey per day. This will pace the selected number of people out through the day.

Soft launch:

This will allow you to select a fixed number of respondents into your survey. Once it reaches this number, it will pause the project.

Excluded campaigns:

Here you can select individual campaigns that you want to dedupe. This is particularly helpful if you are running a project in waves, and you do not want people from the last project participating in the current one. When you clone a project, the original one will automatically be excluded from the clone.

▼ LIMITS & EXCLUSION

Daily cap ?

Completes / d

Soft launch ?

Completes

Excluded campaigns ?

Campaign ID

Add

▼ LIMITS & EXCLUSION

Daily cap ?

Completes / d

Soft launch ?

Completes

Excluded campaigns ?

8444242 - Radio 202



Campaign ID

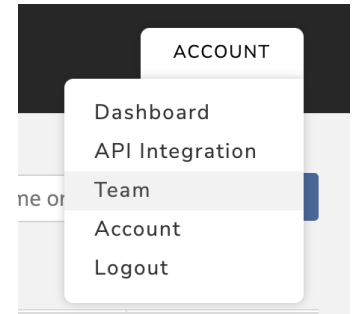
Add

To remove an exclusion, simply click on the **X** on the right side of the campaign.

Teams & Users

With your Team Dashboard you are able to manage your team, assign admin access, invite and deactivate team members.

Under your account click, **Team**. You will be taken to the below dashboard.



TapResearch Test

+ Add User

MEMBERS

| | | | |
|--|-------|--------|----|
| Jency Cox jencyanncox@gmail.com | Admin | ACTIVE | |
| Vanessa Gershbein vanessa22@tapresearch.com | Admin | ACTIVE | ⚙️ |
| Samantha T jencyanncox@hotmail.com | User | ACTIVE | ⚙️ |
| Ann Holgate annholgate0@gmail.com | User | ACTIVE | ⚙️ |

Revoke Admin

Deactivate

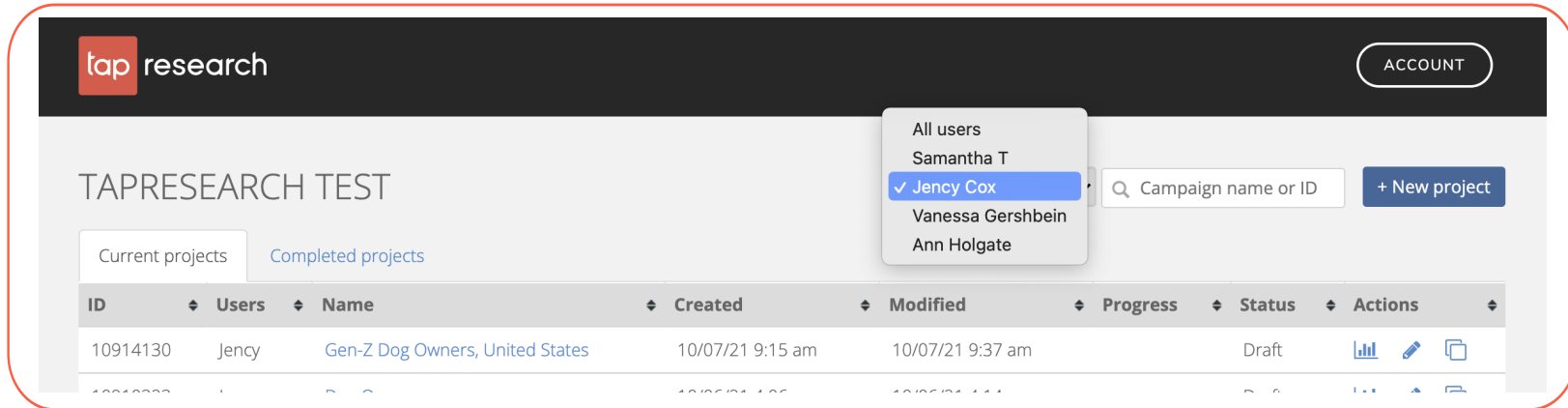
Click **+Add User** to invite other team members

Click the **Gear** of any team member to assign admin, revoke admin, or deactivate an account.

Teams & Users

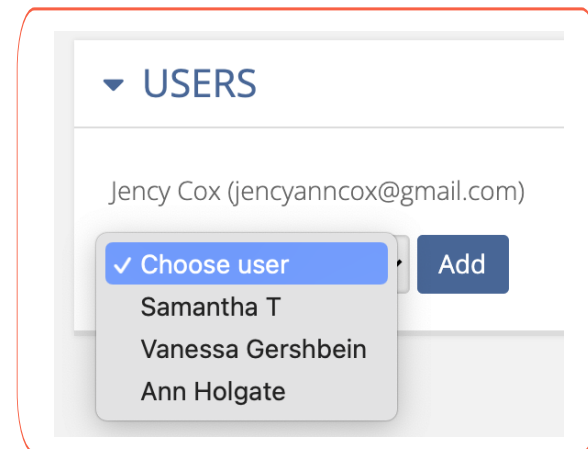
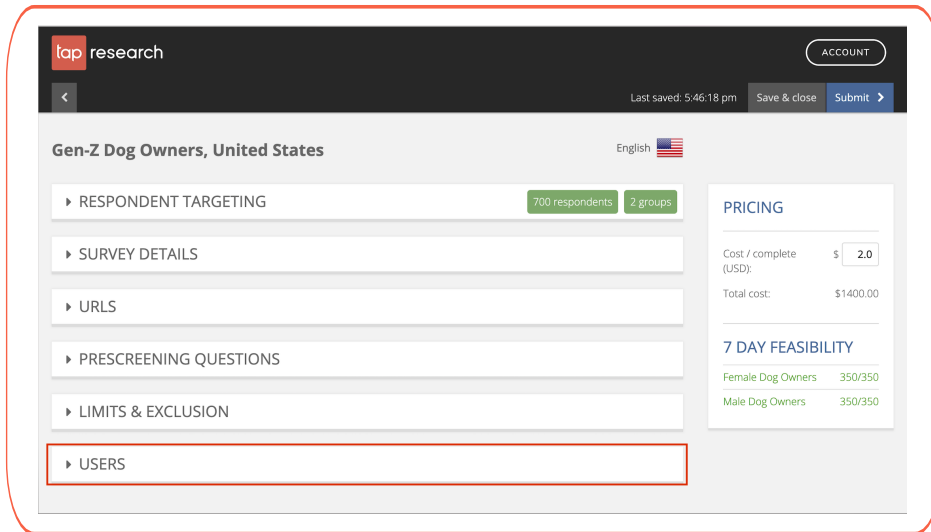
You can view your team members dashboards and add team members to your projects to collaborate on projects.

First, you can click on the **User** drop down in your main dashboard to navigate to other team members dashboards.



Second, when you are building your survey, you can click on the **User tab**, Select the team members you'd like to collaborate with and click **Add**.

The project will appear on all user's main dashboard and they will receive all automatic project update emails.



Home Dash

When you create projects, they will appear here on the home dash.
The Status will let you know if the project is a Draft, Active, Paused or Complete.

The Details button will take you to this screen:

Here you can download the demographic data using the Download CSV buttons. This will provide additional information from the respondents who have completed your survey. These are things that they have answered in their profile such as age, race, gender, household income, and many more questions.

If you no longer want to see this project on your home dashboard, click the **Archive** button. You will still be able to search for a project that has been archived. It will just be hidden from the main screen. In that same row, you can also Activate or Clone a project.

The Edit button will take you here:

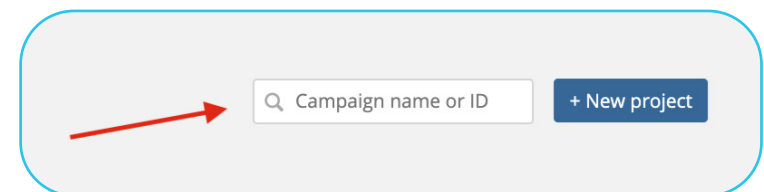
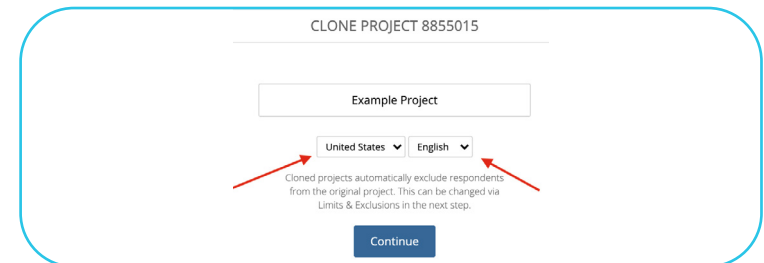
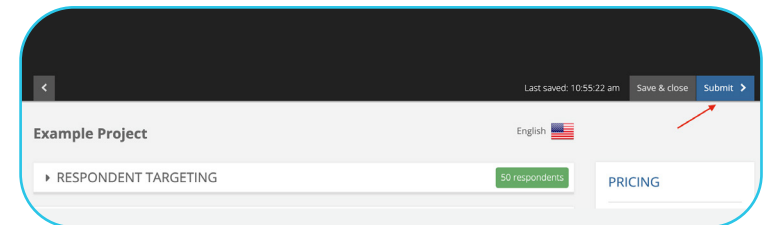
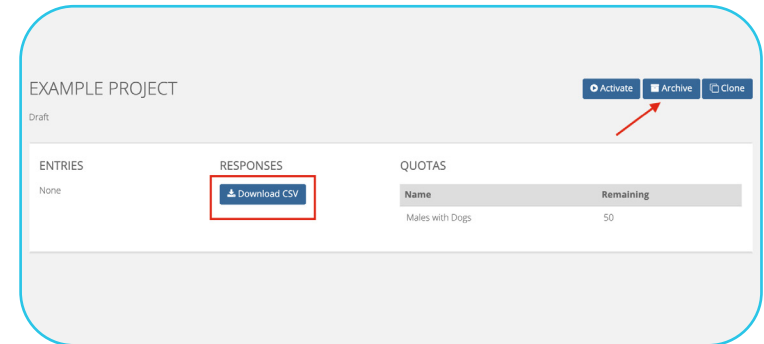
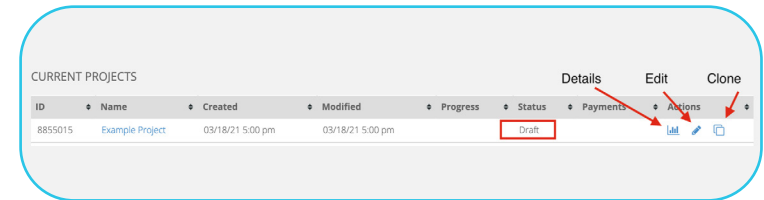
You can also get here by clicking on the project name. Here you can make edits to a project, increase the number of respondents, adjust the limits and exclusions, change the price, or add users. Each time you come to this screen, the project will pause if it was previously active. The **Submit** button will be labeled as Reactive and you will need to remember to relaunch your survey. The Reactivate button will save your changes and launch the project. If you want to make changes but do not want the project in field, use the Save & close instead.

The Clone button will take you here:

If you are running a project across multiple countries or in different languages, you can make these changes here to quickly recreate the next project.

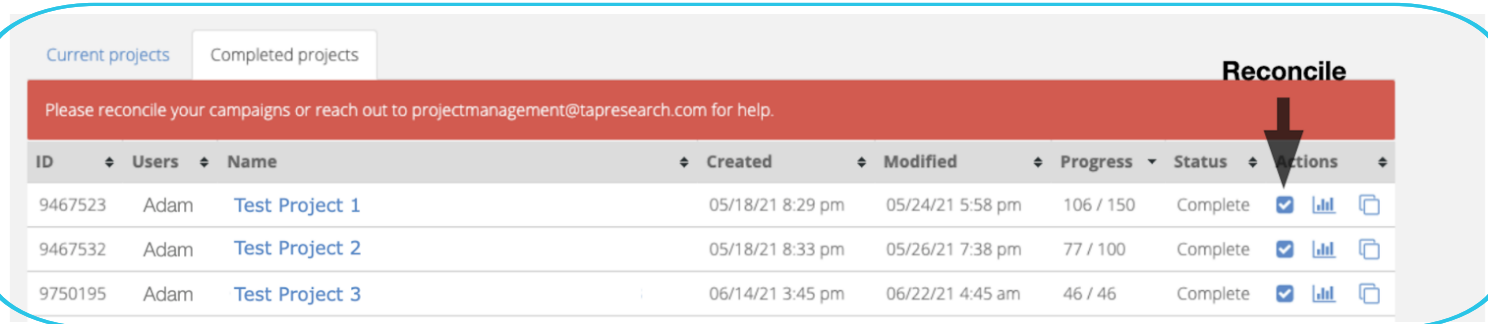
Search:

If you need to find a project of any status, you can type in the ID or name here:



Reconciliation

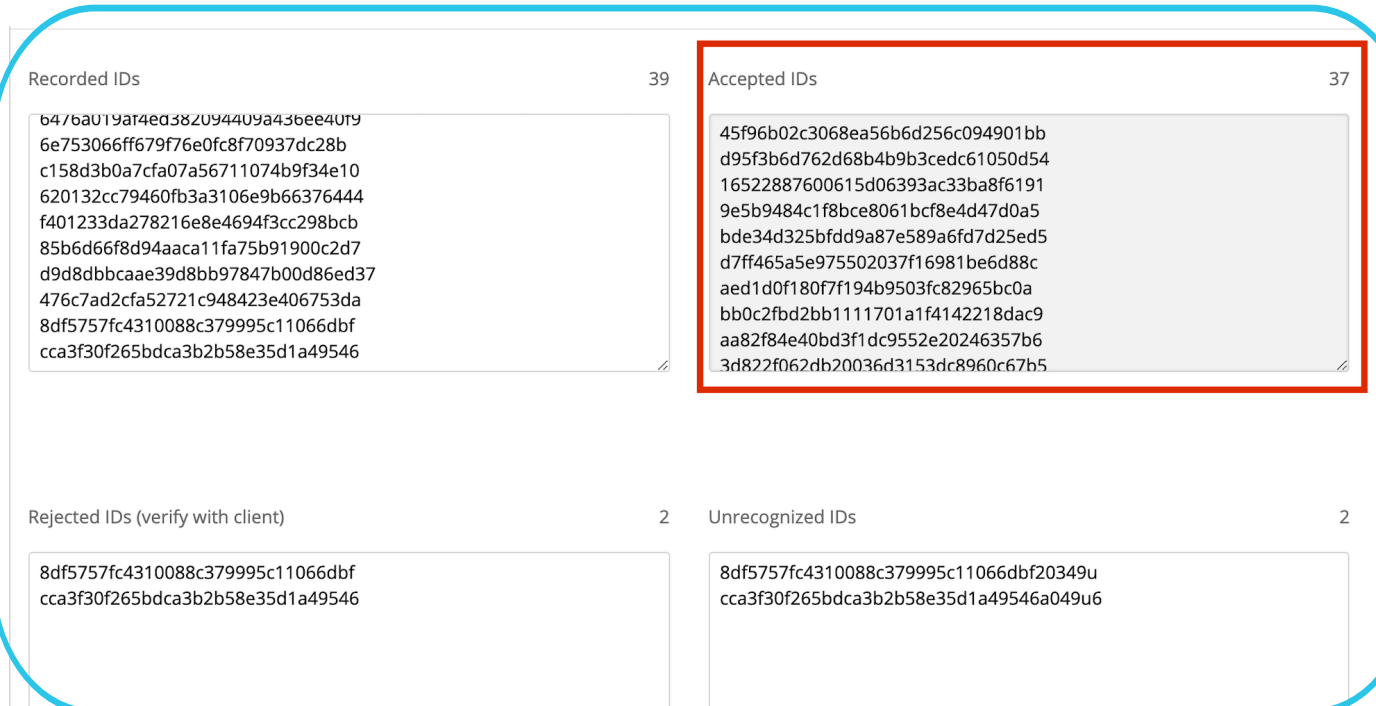
When a project reaches its goal, all users will get an email alert letting them know that the project is paused. Once your data is checked and you have your final IDs, follow these steps:



The screenshot shows the 'Completed projects' tab in the Tap Research interface. A red banner at the top says 'Please reconcile your campaigns or reach out to projectmanagement@tapresearch.com for help.' Below this is a table with columns: ID, Users, Name, Created, Modified, Progress, Status, and Actions. Three projects are listed: 'Test Project 1', 'Test Project 2', and 'Test Project 3'. A black arrow points to the 'Reconcile' button in the top right corner of the table.

| ID | Users | Name | Created | Modified | Progress | Status | Actions |
|---------|-------|----------------|------------------|------------------|-----------|----------|---|
| 9467523 | Adam | Test Project 1 | 05/18/21 8:29 pm | 05/24/21 5:58 pm | 106 / 150 | Complete | Reconcile View Copy |
| 9467532 | Adam | Test Project 2 | 05/18/21 8:33 pm | 05/26/21 7:38 pm | 77 / 100 | Complete | Reconcile View Copy |
| 9750195 | Adam | Test Project 3 | 06/14/21 3:45 pm | 06/22/21 4:45 am | 46 / 46 | Complete | Reconcile View Copy |

- After filtering to the completed projects tab, press the Reconcile button
- Copy/Paste the "Accepted IDs" into the appropriate input box
- This dash will show all rejected IDs and also IDs that aren't associated with the project.
- NOTE: If you have a list of Accepted IDs that span multiple projects in the Tap DIY system, you can paste that list into each reconciliation and our system will only accept and charge for the IDs that match each project.



The screenshot shows the Reconciliation interface with four input boxes. The 'Recorded IDs' box contains 39 IDs. The 'Accepted IDs' box contains 37 IDs and is highlighted with a red border. The 'Rejected IDs (verify with client)' box contains 2 IDs. The 'Unrecognized IDs' box contains 2 IDs.

| Recorded IDs | Accepted IDs | Rejected IDs (verify with client) | Unrecognized IDs |
|---|--|--|--|
| 6476a019a4ed382094409a436ee40f9 6e753066ff679f76e0fc8f70937dc28b c158d3b0a7cfa07a56711074b9f34e10 620132cc79460fb3a3106e9b66376444 f401233da278216e8e4694f3cc298bcb 85b6d66f8d94aaca11fa75b91900c2d7 d9d8dbbcaae39d8bb97847b00d86ed37 476c7ad2cfa52721c948423e406753da 8df5757fc4310088c379995c11066dbf cca3f30f265bdca3b2b58e35d1a49546 | 45f96b02c3068ea56b6d256c094901bb d95f3b6d762d68b4b9b3cedc61050d54 16522887600615d06393ac33ba8f6191 9e5b9484c1f8bce8061bcf8e4d47d0a5 bde34d325bfdd9a87e589a6fd7d25ed5 d7ff465a5e975502037f16981be6d88c aed1d0f180f7f194b9503fc82965bc0a bb0c2fbd2bb1111701a1f4142218dac9 aa82f84e40bd3f1dc9552e20246357b6 3d822f062db20036d3153dc8960c67b5 | 8df5757fc4310088c379995c11066dbf cca3f30f265bdca3b2b58e35d1a49546 | 8df5757fc4310088c379995c11066dbf20349u cca3f30f265bdca3b2b58e35d1a49546a049u6 |

Reconciliation

- We'll show all completes per CPI for the accepted IDs, an average CPI, and the grand total.
- Add in the PO# if needed.
- If your account has multiple offices for billing, you can select the office here.
- If needed, add any additional notes for our finance team to include on the invoice.
- If all looks correct, press "Complete Reconciliation and you're done!"

RECONCILE IDS - 10163503 - TEST PROJECT 1

Recorded IDs161

c591a89b0774bc335041dbe33e70341e
f622261b5cf1c01e9ca0e8ac365b05d6
b3e839a57f9fa85de32674232897c18b
c35fe0bc4a8591ef957905e89bb463ff
695cb91d0d60fa64e2a29610a842b0ee
5e70d480b55c026c5efb2e2732bb262d
a33a944d637bc238afb7be43826c8f93
c82bc77816b0cadca4ba3333960e4835
62247d02b35de223f5d3e8fb438106ad
d74ee2c09d82drc5dedd77557cf9c07fb

Accepted IDs158

c591a89b0774bc335041dbe33e70341e
f622261b5cf1c01e9ca0e8ac365b05d6
b3e839a57f9fa85de32674232897c18b
c35fe0bc4a8591ef957905e89bb463ff
695cb91d0d60fa64e2a29610a842b0ee
5e70d480b55c026c5efb2e2732bb262d
a33a944d637bc238afb7be43826c8f93
c82bc77816b0cadca4ba3333960e4835
62247d02b35de223f5d3e8fb438106ad
d74ee2c09d82drc5dedd77557cf9c07fb

For this campaign, the IDs are associated with the variable tid from your entry URL.

Add a PO / invoice ID

12345

Business Unit

Test US

Add a note for finance

e.g. a specific person to send the invoice to

Rejected IDs (verify with client)3

37cf53b0d5204bcc9c4f4628a5b147c6
4bcd8f273d1ead2f228a8fc033b86626
fa68500198d5bc6a8d9160865764cec0

Unrecognized IDs0

Final CPI: \$2.00

Rejected total: \$6.00
3 Rejects at \$2.00

Accepted total: \$316.00
Average CPI: \$2.00
158 Completes at \$2.00

Complete reconciliation

Advanced Functionalities

Click Balancing

Under our “respondent targeting” section where you can add in quotas, you will see a box you can click to indicate that you want to balance by clicks!

Once you check, click-balancing feasibility will be based on matches not completes. Additionally, total costs will not be displayed because the number of completes is unknown.

Pro Tip: If you still want to have the ability to cap completes project-wide you can use soft launch under the “limits & exclusions” section - this will pause the project when you hit a certain number of completes project-wide.

▼ RESPONDENT TARGETING

Name (optional) 100

Targeting options

Selected targeting

Common

- Gender
- Employment
- Relationship
- Education
- Race/ethnicity
- Hispanic
- Age and gender of child
- Household income

Age (18-24)

You can expect 10105 completes over 14 days

Choose drill down dimension

+ Add Target Group

Advanced

PRICING

Cost / complete: \$ 1.0

Total cost: \$100.00

14 DAY FEASIBILITY

Quota #1 100/100

Click-Balancing

English

▼ RESPONDENT TARGETING

Target Audience 100

☒ Click Balance ☐ Cap

Learn More

If click balance is checked, then the quantity specified for each quota will be the target number of survey starts (not the number of successful survey completions). When click balancing is used, the total cost of the survey will not be known until all responses have been collected.

Recontact set up

Recontacting is used if you'd like to get in contact with respondents that took a past survey.

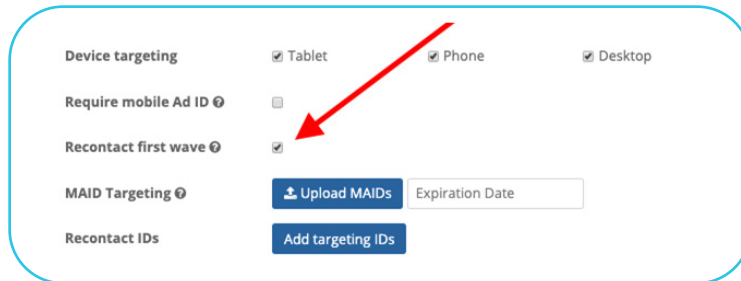
If you know that a project will be a recontact in the first wave, we are much more successful. This is because we'll target a subset of users that we know come into our system often. If you specify a recontact in the first wave and the recontacting is within 2 weeks then we see about 50% return rate.

The longer they wait to recontact, the less likely we are to have the respondent return. If you don't say it's a recontact in the first wave we usually only see a 10% return rate.

In your first project, you will target users that often visit TapResearch. This gives a higher chance of returning for the second survey.

In the targeting section, click on **Advanced**.

Advanced Functionalities



Device targeting ☒ Tablet ☒ Phone ☒ Desktop

Require mobile Ad ID ☐

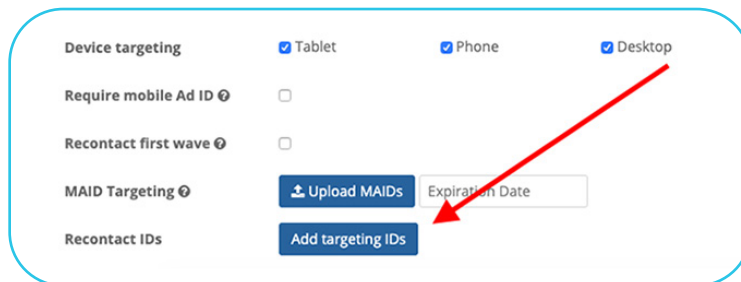
Recontact first wave ☒

MAID Targeting

Recontact IDs

Once “recontact first wave” is selected, you can continue with your first project as normal.

Note: If you didn't select this “recontact first wave” button on the first project, you can still recontact people! However the response rate will be much lower.



Device targeting ☒ Tablet ☒ Phone ☒ Desktop

Require mobile Ad ID ☐

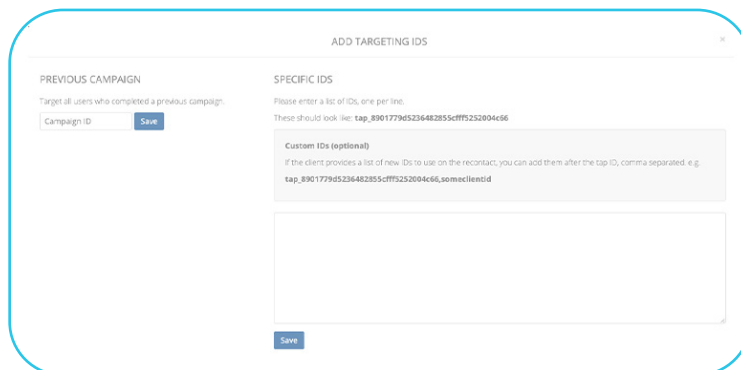
Recontact first wave ☐

MAID Targeting

Recontact IDs

Once you are ready to recontact, you will set up a brand new campaign. You cannot use the first project for this; you must make a new project.

You will again open the “advanced” settings and click on **“Add targeting IDs”**



ADD TARGETING IDS

PREVIOUS CAMPAIGN
Target all users who completed a previous campaign.
Campaign ID

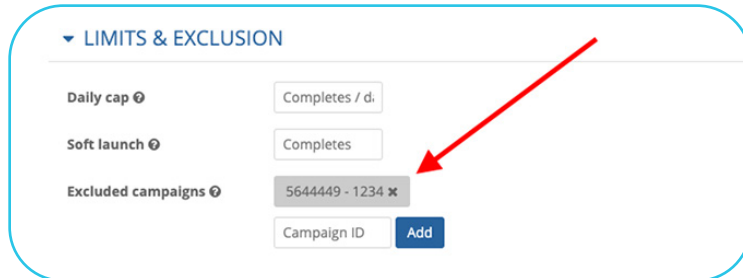
SPECIFIC IDS
Please enter a list of IDs, one per line.
These should look like: tap_8901779d523648285cfff5252804c66

Custom IDs (optional)
If the client provides a list of new IDs to use on the recontact, you can add them after the tap ID, comma separated, e.g.
tap_8901779d523648285cfff5252804c66,somaclientid

This is where you can either add in the IDs of those you'd like to return or you can add in the past campaign number.

This will allow anyone who completed the last project will be able to re-enter.

Advanced Functionalities



▼ LIMITS & EXCLUSION

Daily cap Completes / d.

Soft launch Completes

Excluded campaigns 5644449 - 1234

Campaign ID

You'll also want to be sure that the previous project is not in the excluded campaigns list in the Limits and Exclusion section.

If you see the past project in this section, use the **X to remove** it.



Substitution values {CAMPAIGN_ENTRY_IDENTIFIER}, {ID}, {TID}, {RETARGET_IDENTIFIER}, {RESPONDENT_ID}, {AGE}, {GENDER}, {ZIP_CODE}

Lastly, you'll need to adjust your link. It will need to create a custom variable to append both the old ID and the new ID. The old ID will use {RETARGET_IDENTIFIER} and the new ID will use {ID}.

Here is just an example:

https://www.surveymtest.com?id={RETARGET_IDENTIFIER}&tid={ID}

The correct substitution values can always be found in the URL section.

Support

TapResearch's team is committed to ensuring you receive the support you need! We have a help center at help.tapresearch.com with additional resources.

You can also reach out to our team using either the orange chat function on the right bottom corner of your TapResearch dashboard or by emailing projectmanagement@tapresearch.com directly.

We are always looking for feedback so please reach out to us! Let us help you be successful!

