

Coding Inspirometer Tags

A basic guide to using Tags with CRM & Portals

Tags can be configured to work with a wide range of interactions. In most cases, the Tags obtained directly from your account will achieve everything you need of them. However, Tags also have additional functionality which enables them to utilise data from your existing CRM and portal solutions, and to provide an even richer basis for feedback analysis. This includes:

- Embedding customised images in web-pages and documents
- Incorporating CRM and mailshot data to capture more detailed respondent information, such as Case ID or email address
- Adjusting the account to which responses are attributed

The sections below explain how to attach Tag hyperlinks to images, and include additional data from your CRM, Portal or other application..

Tags as a Basic Hyperlink

Tags are basically hyperlink encoded images. The simplest form of this hyperlink is: <https://my.inspirometer.com/res/v/response.php?id=8jJ3nKkc>, where <https://my.inspirometer.com/res/v/response.php> (or its equivalent for other Tag-Check sites) is the address of the response page and [?id=8jJ3nKkc](https://my.inspirometer.com/res/v/response.php?id=8jJ3nKkc) tells the response page which Tag to use to upload the question and to attribute the response.

This hyperlink can be attached to any image, (see right) and clicking that image will open a new response page with the appropriate question and

What is in this guide ...

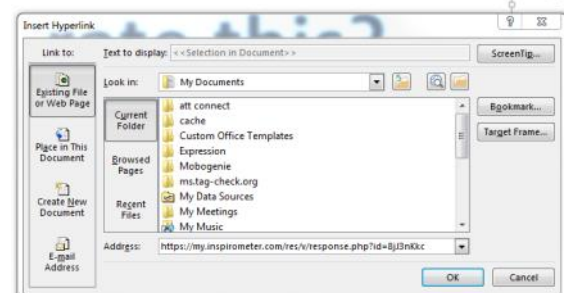
- Tags as a basic hyperlink
- Creating one-click hyperlinks
- Embedding data into hyperlinks
- Shared tag; personal feedback
- Managing user aliases
- Fully-loaded hyperlinks
- Utilising tracking pixels
- Changing the language
- Easier encoding
- Information security

settings, and invite the respondent to select a response and submit it.

Creating One-Click Hyperlinks

Appending the code `-15` to the URL thus <https://my.inspirometer.com/res/v/response.php?id=8jJ3nKkc-15> causes the response page to auto-

How do you



matically place the slider under the 'Inspired' face when the page opens, and to immediately record this in the database. Similarly, appending `-10` would cause the page to default to the 'Totally Dissatisfied' face, and appending `-11`, `-12`, `-13`, or `-14` would call the various faces in between. In each case, the respondent is able to adjust their original response should they choose, but equally they can be confident that their 'initial click' on the hyperlink has done all that is required to record their response—see an example of the response page on the right.

The six faces in the electronic Tag are actually six separate images, each with its own hyperlink appended `-10` to `-15` in sequence. This means that the Tags can be used (or synthesised) in any application which can handle hyperlinked images: Office documents; web pages; intranet pages; emails; pdfs; portals by anyone with a rudimentary understanding of HTML.

Embedding Data into Hyperlinks

Tags have the ability to capture additional information from the hyperlink. Appending `&code1=WhateverCodeYouWant` to the hyperlink will capture the text `WhateverCodeYouWant` into the Inspirometer's database, and include this information in any detailed analyses of responses and any downloads of Tag data. There are three fields that can be used in this way, as illustrated here:

<https://my.inspirometer.com/res/v/response.php?id=8jJ3nKkc&code1=one&code2=two&code3=three>

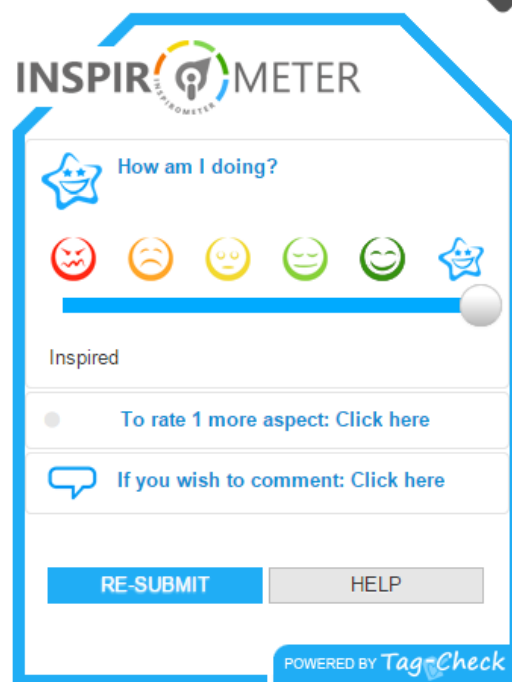
which would capture three fields of text containing 'one', 'two' and 'three'.

When used with a database programme such as a portal or a CRM application, these text fields can be replaced by appropriate merge fields from the application, which would then be replaced by the application when the page is opened, and thereby be transferred to Inspirometer's own database via the hyperlink URL. Inspirometer automatically records the URL of the page the Tag was clicked from, and so this does not need to be included as one of the codes.

An example of how Inspirometer uses this data is shown at the top of the following page.

THANK YOU FOR YOUR RESPONSE

It has been registered as shown below

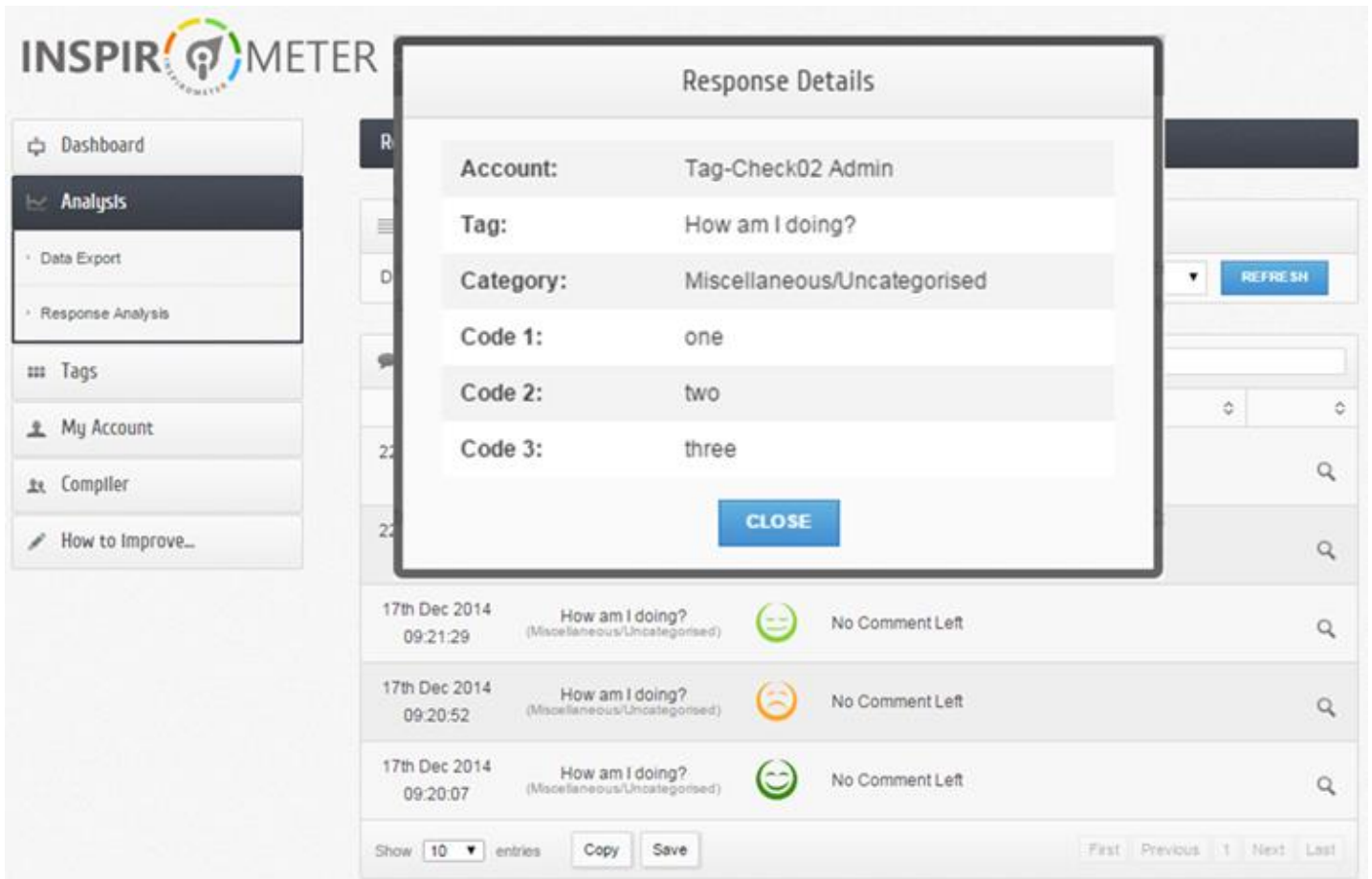


Shared Tag; Personal Feedback

Each Inspirometer account has its own personal set of Tags, each with a unique eight character code such as the `8jJ3nKkc` in the hyperlink examples above. This ensures that each individual gets their own personal feedback directly. However, in the case of CRM systems, it is not always convenient (or even possible) to maintain a table of which eight character code should be used by which CRM user. For this reason, Inspirometer enables user aliases to be used in conjunction with a fixed eight character code. User aliases can be email addresses, or the portion of the email address appearing before the `@` symbol, and they appear as follows:

https://my.inspirometer.com/res/v/response.php?id=UserAlias*8jJ3nKkc

In this way, a general template can be set up with the `8jJ3nKkc` hardcoded into it, and the `UserAlias` can be supplied in a form which the CRM or portal software understands and already has in its database. A further advantage of this system is that the Tag style and question can be made consistent across all users.



If you need this sort of community Tag for your organisation, Inspirometer can set one up for you very quickly, and deploy it into all of your people's individual accounts. Simply contact us:

mike.clargo@inspirometer.com

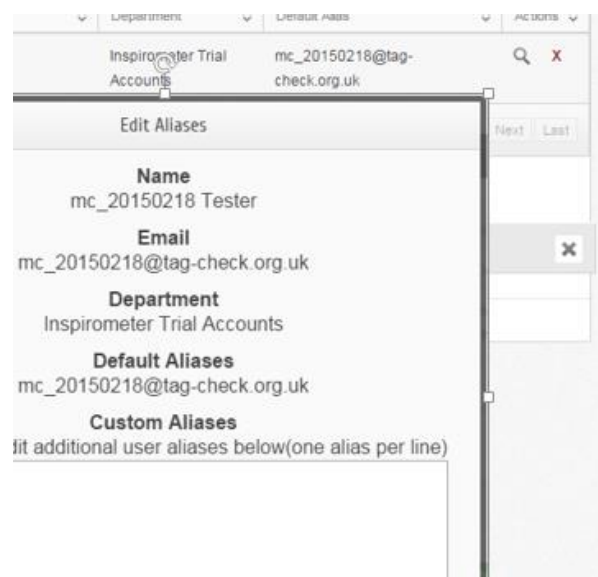
Managing User Aliases

Inspirometer automatically creates default aliases for everybody who is linked into an organisational compiler of some sort.

Where the compiler has been set up to accept only users with emails that reflect a common organisational domain - for instance [@tag-check.co.uk](mailto:tag-check.co.uk), the default alias is the part of the email that falls before the '@' symbol. In the case of compilers that accommodate users with different email domains, the default alias is the entire email address.

It is possible however to attribute users with additional aliases. This is helpful where a system is restricted to an internally generated ID to represent different users.

Additional aliases may be added on the Compiler > Account Management page, on the 'Accounts' tab, by clicking the magnifying glass icon which appears in the right hand margin beside people's entries - see below. It is vitally important that each alias within your compiler is unique.



Fully Loaded Hyperlinks

All of the above hyperlink options may be used in conjunction with each other. In this way, a set of single click faces can be encoded to use both secondary

codes (code1, code2 and code3) and personalised aliases. This provides great potential to gather a wealth of important information from one single user click. The hyperlink would take the form:

https://my.inspirometer.com/res/v/response.php?id=UserAlias*8jJ3nKkc-15&code1=one&code2=two&code3=three

for a hyperlink on the star (inspired) face.

HTML only Hyperlinks

In all of the preceding examples, the hyperlink has been associated with an embedded image. However, it is also possible to create a fully functioning Tag without embedding images. This is achieved by referencing the relevant image on the Inspirometer website within the HTML. An example of such a hyperlinked image for the 'fully loaded' example above would be:

```
<a target="_blank" href="https://my.inspirometer.com/res/v/response.php?id=UserAlias*8jJ3nKkc-15&code1=one&code2=two&code3=three">

</a>
```

Utilising Tracking Pixels

Tracking Pixels are small graphic elements which are uploaded from the Inspirometer site in the same way as the faces in the preceding section. However, the calling code embeds data which identifies your Tag, as can be seen below:

```
<img src='https://my.inspirometer.com/img/bottom.gif?c1=UserAlias&c2=UniquelIdentifier&c5=TagID'/>
```

If the **UniquelIdentifier** is unique to the specific copy of the correspondence, the use of the tracking pixel enables measurement of open and response rates in both email campaigns and CRM based communication.

Changing the language

It is possible to use the hyperlink to configure the language of the response page using a standard country code format. This is achieved by simply appending **&location=??** to the end of the URL, where **??** is replaced by the country code as follows:

| | | | |
|----------------|----|------------|----|
| Afrikaans | af | Irish | ga |
| Albanian | al | Italian | it |
| Arabic | ar | Japanese | jp |
| Armenian | am | Kannada | kn |
| Azerbaijani | az | Korean | kr |
| Basque | eu | Lao | la |
| Belarusian | be | Latvian | lv |
| Bengali | bn | Lithuanian | lt |
| Bulgarian | bg | Macedonian | mk |
| Catalan | ca | Malay | ms |
| Chinese | cn | Maltese | mt |
| Croatian | hr | Norwegian | no |
| Czech | cz | Persian | ir |
| Danish | dk | Polish | pl |
| Dutch | nl | Portuguese | pt |
| English | gb | Romanian | ro |
| Esperanto | eo | Russian | ru |
| Estonian | ee | Serbian | sr |
| Filipino | tl | Slovak | sk |
| Finnish | fi | Slovenian | sl |
| French | fr | Spanish | es |
| Galician | gl | Swahili | sw |
| Georgian | ge | Swedish | sv |
| German | de | Tamil | ta |
| Greek | gr | Telugu | te |
| Gujarati | gu | Thai | th |
| Haitian Creole | ht | Turkish | tr |
| Hebrew | il | Ukrainian | ua |
| Hindi | hi | Urdu | ur |
| Hungarian | hu | Vietnamese | vi |
| Icelandic | is | Welsh | cy |
| Indonesian | id | Yiddish | yi |

An example of the previous hyperlink, encoded for English would thus appear as:

https://my.inspirometer.com/res/v/response.php?id=UserAlias*8jJ3nKkc-15&code1=one&code2=two&code3=three&location=en

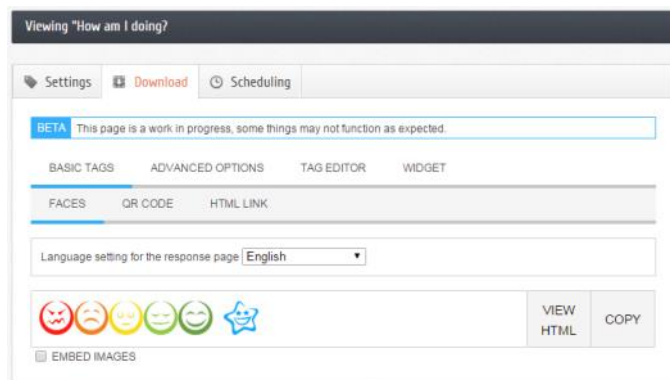
Please note that translations exist only for the standard text on the response page. You will need to translate the main question yourself, and this may require you to set up different Tags for each language. If this is a problem for you we can provide a premium service to incorporate automatic translations of your primary question. To use this, please contact

mike.clargo@inspirometer.com

Easier encoding

Clearly, the more you enrich your data by fully utilising each Tag's capacity to capture additional data, the more work is required to tailor each hyperlink. While this is relatively simple to achieve, it can be tedious and prone to errors.

For this reason, we have enhanced the Tag download facility with the ability to include codes, and to download as HTML directly from your account. When you access the Tag download facility, you will come to the following page:



Clicking 'Advanced Options' will enable you to enter the field place holders your CRM needs for code1, code2 and code3 directly. If you require a different language, select it by means of the drop-down box.

To see and copy the code, simply click 'View HTML', select the text with your cursor, and copy it using ctrl-c. You can then paste the HTML code where you need it. If you are using aliases, it may require further editing, but this should give you a flying start.

For more sophisticated or batch encoding we can develop an excel spreadsheet which can accept a table of different codes and aliases, and automatically generate the corresponding Tags for copying directly into applications. The spreadsheet tool is available as a premium service. If you would like a copy, please contact mike.clargo@inspirometer.com

Information Security

It is expected that many people will utilise the services of a technical person to do the encoding described above, and may therefore be concerned about whether such people will have access to your data. They will not. Technical staff will only require information concerning the eight character codes for your Tags, and can effect all of the above with that information alone. Access to your account is possible only via your password, or via tightly controlled permissions settings which are not required by (or available to) those people coding your Tags.

Was this helpful?

Single click feedback:



If this document has been circulated to you as part of a corporate implementation of the Inspirometer ...

Your internal support contact is ...

Name: _____

Email: _____

Phone: _____