Alchemer Glossary

We strive to make things as plain and easy to understand as possible. But, with the breadth of our features and functionality, there are a lot of things to know. We never want you to feel left out in the dark; that's why we created this glossary.

A

Action:
An action is an element that can be added to your survey to perform a task. These tasks are specifically performed behind the scenes without the survey respondent being aware of it. To learn more about actions click here.

Active:
The workflow is available for respondents to start a new workflow run. Learn more.

Active Contact Status:
The respondent is currently able to receive emails, and will receive any they are eligible for. Learn more about our status definitions here.

Add Questions As Needed:
Add questions as needed allows your respondents to repeatedly answer a given question or set of questions. This feature is only available in custom group and contact group question types. To learn more about Add as Needed click here.

Add Step:
The hover state that appears below each step (green dotted line with a plus sign in the center). Clicking on this opens a modal with the Step Library.

To learn more about adding steps within Alchemer Workflow, click here.

Administrative Questions:
Administrative questions are not visible to the respondent but are instead available within the response for survey administrators. You can include administrative questions throughout your survey. You can add them at any point in the survey cycle, even after data has been collected. To learn more about administrative questions click here.

Alphabetize Answer Options:
This tool allso you to quickly alphabetize your answer options. To learn more about alphabetizing answer options click here.

Anonymous Surveys:
This feature ensures survey respondents answers are anonymous. Anonymous surveys in Alchemer do not store IP or geo-location data. Learn more about anonymous surveys here.

Answer Option Limits:
Answer option limits allow you to set a limit for the number of times a given answer option can be

selected. To learn more about answer option limits click here.

Answer Option Logic:
Answer option logic allows you to conditionally show answer options based on rules you set up. To learn more about answer option logic click here.

Answer Option Special Settings:
Special Settings allow you to set up answer options such as "None of the above" or "Not applicable" so that other options cannot be selected in tandem. Other Special Settings allow you to collect other, please specify info, fix the position of an option when randomizing and more. To learn more about Answer Option Special Settings click here.

API:
In computer programming, an application programming interface (API) is a set of routines, protocols, and tools for building software applications. An API expresses a software component in terms of its operations, inputs, outputs, and underlying types. To learn more about Alchemer's API go to https://apihelp.alchemer.com/help.

Attrition:
The loss of respondents before a survey or study has been completed.

Asynchronous Connect:
This feature is used with our Webhooks. It will asynchronously process the connections. When this option is toggled to Yes, the webhook will retry if it fails thus preventing surveys from loading slowly. This option is only compatible with the POST and cannot display or prepopulate questions in the survey. To learn more about Webhooks click here.

Audio Player Element:
The Audio Player element allows you to add audio that respondents can play as part of the survey. To learn more about the audio player element click here.

Automatically Submit a Page or AutoSubmit:
A feature commonly used in complex surveys with custom scripting or actions that need to fire after data is collected. To learn more about autosubmit click here.

Average:
The quotient of the sum of several quantities and their number; a mean. It is one of several measures of central tendency. To learn more about statistics available in Alchemer click here.

Average Completion Time:
The average completion time is computed across all complete responses. A good response completion time depends on the length of your survey. If your average completion time seems too fast, we suggest using the Data Cleaning Tool to quarantine the faster responses. To learn more about the results overview click here.

B

Bar Chart:

A graphical representation of how data for a given variable falls into different categories. To learn more about bar charts in Alchemer click here.

Beacon:
A beacon is the Javascript code for Website Intercept that you paste at the bottom of all pages in your site that you want to track. To learn more about beacons and website intercept click here.

Bias:
A systematic difference between the sample and the population that is present as a result of the data collection process resulting in misleading results. To learn more about bias in Alchemer click here.

Block:
A step that includes other steps within it (i.e., If/Else Logic & Initiator).

To learn more about building a workflow, click here.

Bounce:
An email message that has been returned as permanently undeliverable. Causes include invalid addresses (domain name doesn't exist, typos, changed address, etc.). Learn more about our status definitions here.

Branching:
See Percent Branch or click here to view the documentation.

Branded Subdomain:
A Branded Subdomain uses a subdomain that you set up in Account Settings, to create a more customized link, like: http:/mydomain.mysurveyname.alchemer.com/s3/. To learn more about branded subdomains click here.

Builder:
The workflow tab including the workflow steps and the Step Library. To learn more about building a workflow, click here.

Bulk File Export:
The feature allows you to download all files from your file upload question. To learn more about the Bulk File Export click here.

Bulk PDF Export:
This feature allows you to download a PDF copy of all individual responses. To learn more about the Bulk PDF Download click here.

Business-to-Business (B2B):
Trade and commerce conducted between businesses. For example manufacturers, wholesalers often transact with other businesses.

Business-to-Consumer (B2C):
Trade and commerce conducted between a business and the end consumer. Most commonly B2C businesses are retailers providing the general public with goods and/or services.

C

CAN-SPAM:
The CAN-SPAM Act, a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations. To learn more about the CAN-SPAM Act click here.

Canvas
The workspace area that includes the workflow steps, numbers, save status, and workflow name. To learn more about the workflow canvas click here.

Cascading Dropdown Menu Question Type:
The Cascading Dropdown Menu allows you to drill down through hierarchical data by using one dropdown menu as a filter into the next. Learn more about our question types here.

Checkboxes Question Type:
Checkbox questions allow your respondents to select multiple answers from a list. Learn more about our question types here.

Checkbox Grid Question Type:
The Checkbox Grid allows respondents to select multiple answer options (columns) for each row in a table. Learn more about our question types here.

Chi Square:
The chi square (X^2) statistic is used to investigate whether the data from two questions are correlated. To learn more about the Chi Square click here.

Christmas-Tree Behavior:
A survey response in which the responses to questions follow a pattern of a Christmas tree or indicating that the response may not represent the respondents actual opinion. If your are worried about this type of behavior in your surveys, we suggest using the Data Cleaning Tool to quarantine patterned responses.

Click:
An email message with a survey link that the recipient has clicked but abandoned the survey on the first page. Learn more about our status definitions here.

Closing a Survey:
Closing a project will close all survey share links preventing respondents from recording further responses. Your closed survey will show as closed on your dashboard. For more info on closing a survey click here.

Collect Feedback:
Steps that allow a builder to collect feedback from respondents.

These include:

- Survey

- Survey Invite

To learn more collecting feedback with a workflow, click here.

Comment Field:
Comment fields add an open-text comment field to questions in your survey. This is useful for gathering details about why your respondents answer a question a particular way. The data will be associated with that question and will be available for analysis using our open text analysis tool. To learn more about Comment Fields click here.

Comparison Report:
A Comparison Report allows you to view your summarized data broken down by a subgroup of the data. This grouping can be set up based on a question in your survey (such as Organization, Gender, Occupation, Question 42, etc). To learn more about Comparison Reports click here.

Completed:
The count of workflow runs where all steps that can be completed by the run are complete. Learn more.

Communicate (Alchemer Workflow):
Steps that allow a builder to communicate with respondents.

These include:

- Send Email

Learn more about building a workflow here.

Connections:
Steps that allow a workflow to interact with outside systems.

These include:

- Salesforce Pull
- Salesforce Push
- Slack Push
- Microsoft Teams Push

Learn more about connecting a workflow here.

Confidence Interval:
The range around a survey result for which there is a high statistical probability that it contains the true population parameter.

Confidence Level (Significance Level):
The probability that the value of a parameter falls within a specified range of values.

Conjoint Analysis:
Conjoint analysis is used in market research to determine how customers value different features that make up an individual product or service. Use conjoint analysis to determine what combination

of features is most influential on customer decision making. Learn more about our question types here.

Contact Form Question Type:
The Contact Form question type is a formatted group of textboxes designed to collect contact information. Learn more about our question types here.

Contact Status:
Contacts are either Active, Inactive, Unsubscribed or Deleted. Learn more about our status definitions here.

Content Analysis:
The process of organizing narrative qualitative information according to themes and concepts. Our Open Text Analysis tool is designed to help you with this type of tool. To learn more about Open Text Analysis click here.

Continuous Sum Question Type:
Continuous Sum questions allow respondents to enter numeric values (often percentages or dollar amounts) for a list of items that are then summed for a total value. Learn more about our question types here.

Cookie-Based Duplicate Protection:
Cookie-Based Duplicate Protection prevents duplicates with a browser cookie, allowing for one response per browser per computer. Learn more about duplicate protection here.

Cross Tabulation (Crosstab):
A Cross Tab report allows you to cross tabulate at least two questions, one on the horizontal axis and one on the vertical axis. Use Cross Tabs to analyze what is driving your summary results by examining trends and patterns. To learn more about Crosstab Reports click here.

Cross-Sectional Study:
A study design that collects data at a single point in time for the purpose of inferring trends over time.

CSS (Cascading Style Sheets):
Cascading Style Sheets (CSS) is a style sheet language used for specifying the look and formatting of a online document. To learn more about CSS in Alchemer click here.

Current Step:
The latest step that has been started in the workflow.

- If the workflow is complete, no current step is shown.
- If one or more steps within an If/Else Logic block is skipped due to the conditions set, the If/Else Logic condition will be the Current Step.

Custom Group Question Type:
The Custom Group question type allows you to group questions of different types together. Learn more about our question types here.

Custom Table Question Type:

The Custom Table question type allows you to arrange and repeat questions of different types in a table format. Question types that can be added are: Radio, Dropdown Menu, Checkbox, Textbox and Essay. Learn more about our question types here.

Customer Retention Model (CRM) Software:
A widely implemented model for managing a company's interactions with customers, clients, and sales prospects.

D

Data Encryption:
The Project Data Encryption feature allows you to encrypt data that is received via your survey links. This means that the data that's received cannot be accessed without a key, and therefore provides a higher level of protection for your data. Encryption is generally used by companies that collect sensitive information such as PHI (personal health information) but can be used for anyone who wants to keep their data protected. To learn more about data encryption click here.

Date Started:
The date and time at which the workflow was initiated.

- For workflows that begin with a Share Link, Date Started is the time the respondent first visited the Share Link page.
- For workflows that begin with a Survey Listener, Date Started is the time a new completed survey response is observed by the workflow.

Default Answer Options:
Default Answer Options allows you to have a preselected answer option or default text automatically populated to a question. To learn more about Default Answer Options click here.

Default Survey Language:
The Default Language for Alchemer projects is set to English, but you can change this at the project or account level if you wish. To learn more about default languages click here.

Default Survey Link:
This is the link located in the Share tab of your survey. To learn more about links click here.

Delay:
Allows builders to set an amount of time between the previous workflow step and the next. To learn more about delay steps, click here.

Demographics:
Statistical data on the characteristics of the human population.

Descriptive Statistics:
Statistics used to describe or summarize the demographic characteristics of data in a sample.

Dependent Variable:
The outcome variable of interest.

Disabled Questions or Answer Options:
Disabling a question or answer option allows you to turn off a question or answer option without deleting it. To learn more about disabling click here.

Display Previous Answers in Your Survey:
See Simple Piping or click here for the tutorial.

Disqualification:
Preventing a survey respondent from participating based on some criteria e.g., age, gender, etc. To learn more about setting up disqualification logic click here.

Disqualified Response Status:
Respondent has been disqualified based on logic in the survey. Learn more about our status definitions here.

Disqualify Logic:
Disqualification Logic is used to disqualify survey respondents that do not meet a certain criteria. To learn more about disqualificaiton logic click here.

Double Opt-in:
A user has subscribed for a newsletter or other email marketing messages by explicitly requesting it and confirming the email address to be their own. This is usually done by responding to a confirmation email sent to the email address in question. To learn more about double opt in and other email best practices click here.

Drag & Drop Ranking Question Type:
Drag & Drop Ranking questions allow respondents to rank a list of items by dragging and dropping each item in order of preference. Learn more about our question types here.

Dropdown Menu Grid Question Type:
The Dropdown Menu Grid allows respondents to select an option for each column and row combination using a uniform dropdown of answers. Learn more about our question types here.

Dropdown Menu List Question Type:
Dropdown Menu List questions allow respondents to select an answer for multiple items in a list using a uniform dropdown of answers. Learn more about our question types here.

Dropdown Menu Question Type:
Dropdown Menus are single-select questions with answer options displayed in a dropdown menu. Learn more about our question types here.

Duplicate/Vote Protection:
Restricting users from taking a survey more than once. Learn more about duplicate protection here.

E

Enterprise Feedback Management (EFM):
EFM is a system of processes and software that enables organizations to centrally manage

deployment of surveys while dispersing authoring and analysis throughout an organization. EFM systems typically provide different roles and permission levels for different types of users, such as novice survey authors, professional survey authors, survey reporters and translators. EFM can help an organization establish a dialogue with employees, partners, and customers regarding key issues and concerns and potentially make customer specific real time interventions. EFM consists of data collection, analysis and reporting.

Essay / Long Answer Question Type:
An Essay question is an open-text field used to gather longer open-text responses. Learn more about our question types here.

ExactTarget:
ExactTarget is a provider of digital marketing automation and analytics software and services. To learn more about our ExactTarget integration click here.

Explorer:
The Explorer is a great tool for monitoring a key question for an ongoing survey. To learn more about the explorer click here.

F

Firmographics:
Statistical data regarding the characteristics of an organization.

File Upload Question Type:
The File Upload question type allows you to have your respondents upload up to 10 files and/or documents as part of their survey response. Learn more about our question types here.

Filtering:
Filtering is a way to exclude unwanted data in your report or export. For example, you may only want to see people who answer a specific question, or data from a certain date range. To learn about filtering reports click here and to learn about filtering exports click here.

Fixed Position:
This setting can be applied to the Save & Continue bar to anchor the bar so that it will stay in view when survey respondents scroll. To learn more about Save & Continue click here.

Focus group:
A form of qualitative research in which a group of people participate in a guided discussion about their opinions, beliefs and attitudes toward a product, service, concept, advertisement, etc.

Footer Text:
Footer text lives at the bottom of each page in your survey. To learn more about customizing your footer click here.

Form:
This project is essentially the same as a Survey, we just do some of the work for you by adding pre-built questions so you can start collecting data as quickly as possible. Click here for more

information on forms.

Forward-Only Survey:

This setting will remove the survey back button. This is great for projects in which you want to prevent your respondents from using the back button to change answers on previous pages.

G

Google Analytics:

Google Analytics is a very powerful (and free) web analytics suite. It allows you to track survey conversions, path analysis, sources of survey traffic and even various versions of your forms and surveys. To learn more about Google Analytics click here.

H

Hard bounce:

An email that has been returned to the sender as permanently undeliverable, usually due to invalid email address. To learn more about status definitions click here.

Hide After Answering:

This features allows you to hide the question after it is answered to prevent your survey respondents from changing their answers. To learn more about this feature click here.

Hide Logic:

Hide Logic allows you to hide a question based on the answers to a previous question on the same page. This means you can hide certain questions that may not pertain to respondents unless they select a specific option. In Alchemer logic is always set up by specifying the conditions for when you wish to show a question. The hide logic is then inferred from this; under all conditions other than the show conditions the question will be hidden. To learn more about Alchemer logic click here.

Hidden Value:

A Hidden Value action allows you to capture data in your survey that your survey respondents are not able to see, but can be used for gathering data, storing browser information, and even pre-populating questions later in the survey. To learn more about hidden values click here.

Highly Interactive Question Types:

Questions that engage the survey respondent with images, pictures, video or are otherwise interactive e.g., drag and drop questions.

HIPAA:

HIPAA is the federal Health Insurance Portability and Accountability Act of 1996. The primary goal of the law is to make it easier for people to keep health insurance, protect the confidentiality and security of healthcare information and help the healthcare industry control administrative costs. To learn more about HIPAA compliance in Alchemer click here.

Histogram:

A bar chart representing the frequency of a distribution. The bars represent ranges of continuous data rather than categories of a variable.

Hover Over Tooltips:
A tooltip is a message that appears when a cursor is positioned over an icon, image, hyperlink, or other element in a graphical user interface. To learn more about setting up tooltips click here.

HTML Embed:
Our HTML Embed includes the HTML code for the first page of your survey to paste on your website. The survey respondent is then redirected to www.alchemer.com once the respondent submits the first page. To learn more about embeds click here.

HTTP Connect:
See Webhook.

I

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iFrame Embed:
Use the iFrame Embed to embed a survey into your website/blog within an isolated frame. This method gives you control over the height and width in the actual embed code. It is our most reliable method for displaying a survey on your website. To learn more about embeds click here.

Image Element:
The Image element allows you to add an image to your survey. Use Images for your respondents to reference in the survey. For example, ask respondents to compare one product or logo to another. Image elements do not collect data. To learn more about image elements click here.

Image Select (multi select) Question Type:
The Multiple Image Select question type displays multiple images to the respondent allowing them to select their answer by clicking directly on the images. Learn more about our question types here.

Image Select (select one) Question Type:
The Image Select (select one) is a single-select question with clickable images as answer options. Learn more about our question types here.

In Progress:
The count of workflow runs where the workflow has been started, but not all steps that can be completed by the run are complete. Learn more.

Inactive:
The workflow is not available for respondents to start a new workflow run.

- A workflow starting with a Survey Listener will not generate a new workflow run upon a new completion of the survey being listened to.
- When interacting with the workflow Share Link, respondents will see a page with a message that the workflow is not currently available (or a custom message set by the builder).

Respondents who started a workflow run before it was moved to Inactive can complete it. Learn more.

Inactive Contact Status:
Contact is no longer active within the specific campaign but has not been unsubscribed globally from any other campaigns or inside of Email Lists. Learn more about our status definitions here.

Independent variable(s):
The conditions or factors that are explored in relationship to their influence on the dependent variable.

Initiate Workflow:
To begin a workflow run. To learn more about initiating workflows click here.

Initiate Workflow Block
The container that holds one or more (future state) conditions or events that begin a workflow run. To learn more about initiating workflows click here.

Initiate Workflow Step(s)
The condition or event that begins a workflow run. To learn more about initiating workflows click here.

Instructions:
This is an easy way to add instructions to help out respondents in a question. To learn more about text instructions click here.

Integration:
An integration allows two applications to work together. To learn more about integrations click here.

Interaction:
Alchemer has mobile and desktop interactions. These interactions help customize the respondent's experience. To learn more about survey interactions click here.

IP Address:
IP addresses are a unique string of numbers separated by periods that identifies each computer using the Internet Protocol to communicate over a network.

IP-Based Duplicate Protection:
IP-Based Duplicate Protection allows one response per IP address. Because corporate environments often share a single IP address, this option is not ideal if distributing your survey to multiple recipients in an organization that might be sharing an IP. Learn more about duplicate protection here.

Is After or Equal To Date(≥):
Used for any question where the expected response is a single answer and is formatted as a date. To learn more about logic click here.

Is Answered:
This operator is very versatile. It is usually used for questions that are unrequired text fields. If the

text field has an entry, then the rule is true. To learn more about logic click here.

Is Before or Equal To Date(≤):
Used for any question where the expected result is a single answer and is formatted as a date. To learn more about logic click here.

Is Exactly Equal to Logic:
This operator is the default for a open-text question type. This will evaluate as an exact match including case. To learn more about logic click here.

Is Exactly Equal to Logic:
The opposite of is exactly equal to, it is typically used for open-text question types to set the criteria that it should not match for the logic action to be triggered. To learn more about logic click here.

Is Greater Than (>):
Used for any question where the expected response is a single answer and is numeric. This could include the Number question type or a Radio Button or a Dropdown Menu question with numeric reporting values. If the answer given is greater than the value set in the logic builder, then the logic action will trigger. To learn more about logic click here.

Is Greater Than or Equal To (≥):
Used for any question where the expected response is a single answer and is numeric. This could include the Number question type or a Radio button or a Dropdown Menu question with numeric reporting values. If the answer given is greater than or equal to the value set in the logic builder, then the logic action will trigger. To learn more about logic click here.

Is Less Than (<):
Used for any question where the expected response is a single answer and is numeric. This could include the Number question type or either a Radio button or a Dropdown Menu question with numeric reporting values. If the answer given is less than the value set in the logic builder, then the logic action will trigger. To learn more about logic click here.

Is Less Than or Equal to (≤):
Used for any question where the expected response is a single answer and is numeric. This could include the Number question type or a Radio button or a Dropdown Menu question with numeric reporting values. If the answer given is less than or equal to the value set in the logic builder, then the logic action will trigger. To learn more about logic click here.

Is Not Answered:
The opposite of is answered, this operator is usually used for unrequired text fields. If the question has no answer selected or in the case of a textbox has no answer given, then the rule is true. To learn more about logic click here.

Is Not One of the Following Answers:
The opposite of 'is one of the following answers', this operator is used to search through all the answers given for that particular question (or row in the case of a table) and trigger the logic action if NONE of the values selected in the logic rule are found. To learn more about logic click here.

Is One of the Following Answers:
One of the most versatile and powerful operators, it is used for single answer (radio button), multiple answer (checkbox), lists, and table question types. This operator is used to search through all the answers given for that particular question (or row in the case of a table) and trigger the logic action if ANY of the values selected in the logic rule are found. To learn more about logic click here.

Is True/False:
The Is True/Is False operators are available to use only in combination with the Is Mobile (true/false) option in the left most dropdown. This evaluates whether the respondent is using a mobile browser. (This is the only operator you should use with Is Mobile.) To learn more about logic click here.

J

JavaScript:
Javascript is an object-oriented computer programming language commonly used to create interactive effects within web browsers. This is not the same thing as Java.

JavaScript Embed:
The Javascript Embed will embed your survey or report using JavaScript code. Don't like the isolated frame that displays with the iFrame Embed? Then this is the embed for you! To learn more about embeds click here.

K

Key Performance Indicator (KPI):
KPIs are parameters used to measure predefined business and/or marketing goals.

Kiosk Mode:
The Kiosk Mode Link has features to help you interact with visitors at kiosks, displays, trade show exhibits and more. This feature reloads surveys automatically. To learn more about kiosk mode click here.

L

Language Bar:
The language bar allows your respondents to easily switch to the language they would like to use when responding to your survey. To learn more about the language bar click here.

Last Updated:
The date and time at which the latest step in the workflow was updated.

- If the latest step is a survey, Last Updated is the time the survey was completed.
- If the latest step is not a survey, Last Updated is the time the step is completed.

Lead Scoring:

A method of assigning points to each prospect. Points are assigned based on specific criteria you set; attributes you've identified as being most often associated with serious prospective customers. The higher the score, the more likely they're the right target prospect.

Likert Scale:

A rating scale which measures respondents' levels of agreement or disagreement with a series of statements or likert items. Learn more about our question types here.

Link Based Quota:

The Link-based Quota is, as the name suggests, a quota set for each individual survey share link sent out. For example, if you have multiple email campaigns set up you can set separate quotas for each email campaign link. Or, you might have shared your survey on Facebook or Twitter, as well as embedded it on your website; you can set separate quotas for these links as well. Once that quota is hit, your respondents will no longer be permitted to submit their response. To learn more about quotas click here.

Link Status - Open/Closed:

Open links are ready to collect data. By default, a link is open the moment it is created. However, no one can find the link 'out in the wild' without distributing it. Closed links will display the Closed Message specified on the Advanced tab when the link is closed (and the survey remains open). To learn more about links click here.

Logic:

Alchemer logic features allow you to customize your survey for each respondent, saving them time and you bad data. Logic can be applied to questions, options, pages, and actions. To learn more about logic click here.

Login/Password Action:

The Login/Password action allows you to set up access protection for your survey. Respondents will be required to login to take your survey. You can require both a username and password or a password only. You can also use the Login/Password action for prepopulating your survey with data. Learn more about the Login/Password action here.

Longitudinal Studies:

Studies in which data are obtained on the same individuals two or more times and thus measure the relationship between variables over time.

Looping:

See Piping.

M

Magic 400:

The most "cost-effective" sample size. While statistical accuracy is a function of sample size, at some point, the increase in statistical accuracy may not be worth the additional cost. A sample size of 400, which gives a statistical accuracy of ±5%, is often considered the most "cost-effective"

sample size.

Margin of Error:
The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the "true" figures; that is, the figures for the whole population.

Max Diff Question Type:
Using the Max Diff question type (aka maximum difference scaling) respondents are shown a set of the possible attributes and are asked to indicate the best and worst attributes (or most and least important, or most and least appealing, etc.). Learn more about our question types here.

Maximum or Minimum Selectable Options:
This feature requires respondents to select a minimum or maximum number of selectable options for a question. To learn more about Min/Max options click here.

Maximum Word and Character Count:
Max Word Count allows you to restrict the total number of words entered by a respondent in your Essay questions. Similarly, Max Characters Count allows you to restrict the total number of characters a respondent can enter into Essay questions. To learn more about Maximum Word and Character count click here.

Mean:
See average.

Median:
The middle value that separates the higher half of the responses for a given variable from the lower have. It is one of several measures of central tendency.

Merge Codes:
Merge Codes can be used throughout Alchemer to dynamically pull and display data previously entered in your survey or data from your account, email invitation, etc. To learn more about merge codes click here.

Min Word and Character Count:
Min Word Count allows you to require that the respondent enter a minimum number of words in an Essay question. Whereas, Min Character Count requires a minimum number of characters be entered by the respondent. To learn more about Minimum Word and Character count click here.

Mode:
The most frequent value for a given variable. It is one of several measures of central tendency.

More Options (Kebob):
The three dots icon that appears on the right side of each step in the Timeline. Clicking on this icon opens a menu with more options relevant to that step.

These include:

- Edit

- Move
- Copy
- Delete
- Insert Before
- Insert After
- Show Else (on If/Else Logic only)

To learn more about building a workflow, click here.

Multiple Regression Analysis:
A statistical procedure for understanding the effects of two or more independent variables on a dependent variable. Widely used for prediction and forecasting.

N

N:
In statistics upper-case "N" refers to the population size. Lower-case "n" refers to the sample size.

Net Promoter Score (NPS):
Net Promoter Score, developed by Fred Reichheld, measures the loyalty of a company's current customers or users. The NPS measures how likely someone is to recommend your product or service to their friends and colleagues.

Net Promoter Score Question Type:
Net Promoter Score questions are used to gauge customer loyalty. Respondents are asked to rate a product or business on a scale from 0 to 10. Typically, the reporting value is numeric for analysis purposes. Learn more about our question types here.

O

Opt-in:
A user is given the option to receive bulk email, email sent to many people at the same time. Typically this is a mailing list, newsletter or advertising but also includes survey invitations. If permission is not obtained before sending and email, it is considered spam

Offline Mode:
Offline survey allows you to collect data in remote locations, or anywhere you don't have a reliable internet connection. To learn more about offline mode click here.

Open Text:
Open text includes data from all standalone open text questions from your survey. This includes textbox questions including number, email, percent validated fields, as well as, textbox fields in Custom Groups and Contact Groups.

Orchestrate:
Steps that control the flow of respondents through a workflow.

These include:

- If/Else Logic
- Delay
- Stop

To learn more about workflow orchestration, click here.

Other Text:
"Include Other Text" in a summary report will include data from all "other" answer options as a table below your primary results.

Other Textbox:
Other textboxes are a very common feature in surveys, as they give respondents the chance to tell you what they actually think instead of being limited by your predetermined answer options. These are usually accompanined with the text, "Other" or "Other (Please Specify)." There is no limitation to how much text can be input into an Other textbox. To learn more about other textboxes click here.

Overall Response Quota:
The Overall Response Quota is the total number of completed responses for the entire survey. If you want to limit the total responses for your survey, this is the type of quota you will want to use. Once that quota is met, your respondents will no longer be permitted to submit a response. To learn more about quotas click here.

Overview:
Use the Overview page to easily see various survey statistics for an ongoing or finished project. To learn more about the overview page click here.

P

Page Description:
Page Descriptions are text fields that are available to add descriptions for each page. To learn more about page descriptions click here.

Page ID:
The page ID is static and unique. This is different than the page number.

Page Logic:
Page logic can be used to jump respondents to a later page in the survey, disqualify the respondent, redirect the respondent to an external website and/or flag the response as complete. To learn more about page logic click here.

Page Show/When Logic:
Page show/when logic allows you to conditionally show entire pages based on answers to a previous question, contact information uploaded to an email campaign or even URL variables. To learn more about page show/when logic click here.

Page Timer:

The Page Timer can set a time limit for a specific page in your survey, all pages in your survey or the entire survey. To learn more about the page time click here.

Page Title:

Page Titles are text fields that are available to add topic headers to each page of your survey. To learn more about page titles click here.

Panel Company:

A market research agency that manages permanent representative samples available for purchase for online survey responses. If you'd like help purchasing panel responses click here. To learn how to set up your own panel integration click here.

Partial Response:

Contact has reached the survey, has entered data for at least the first page, and clicked the Next button. Partial responses receive reminder emails. Learn more about our status definitions here.

Pass/Fail:

Answers are evaluated as correct/incorrect based upon a answer key set up in the Quiz Score action. A specified percentage of correct answers is used to determine whether the respondent passed or failed the quiz. Click here for more information on quizes.

Payment Form:

The Payment Form project type allows you to set up an order or donation form for purchasers to select various products and services and submit a payment. Click here for more information on payment forms.

Percent Branch:

Percent Branch in Alchemer is a powerful tool that allows you to perform A/B Split Testing. Using the Percent Branch action, you can assign a percentage of respondents to see a specific set of questions that differs from another branch's set of questions. To learn more about percent branches click here.

Pie charts:

A graphical representation in which the data for a given variable are displayed as slices of a pie. To learn more about pie charts in Alchemer click here.

Pipe into Options:

Piping into options allows you to use previous answers in later questions. To learn more about piping into options click here.

Piped Data Export:

The Piped Data Export is designed to export raw data from either question piped (including row piped tables) or page piped questions. Because question and page piping repeats either the question or page based on the source question, CSV/Excel Exports of the raw data from surveys with question and page piping can have an unmanageable number of columns. The Piped Data Export better handles this data by collating the questions from repeated questions and pages for each response. To learn more about the piped data export click here.

Piped Page Container:

If you're using Page Piping in your survey, a Page Piped Container will automatically be added to any Summary Report you create. This container will show charts for each of the questions on a piped page, repeated for however many options are available from the source question. To learn more about Summary Reports and the Piped Page Container click here.

Piping:

Piping is the ability to repeat previously collected data later in the survey. To learn more about piping click here.

Placeholder Text:

Alternatively referred to as dummy text, placeholder text is text that reserves a specific place on a web page or other document for images, text, or other object. When the user begins to type in a field with placeholder text, the placeholder text is replaced. To learn more about how to use placeholder text click here.

Plugin:

A plugin is an addon to a system to give extra features or functions.

Poll:

A one-question, embeddable-only survey that displays live results. To learn more about polls click here.

Population:

A population, in survey terms, represents the group about which you wish to draw conclusions.

Power analysis:

Method for calculating the number of respondents needed for the results of a survey to be considered statistically significant.

Prepopulation:

Prepopulation brings in existing data. You can use prepopulation in Alchemer to verify and update contact information or bring in details to use in logic conditions to determine which questions are asked. To learn more about prepopulation click here.

Preselecting an Answer Option:

See Default Answer Options or click here to view an article.

Private Domain:

A Private Domain is a completely branded link with no reference to Alchemer, like: http://surveys.mydomain.com/s3/mysurveyname To learn more about links click here.

Profile Report:

Creating a Profile Report allows you to compare one response to how the rest of the survey sample answered. To learn more about Profile Reports click here.

Publish

The Publish button becomes available after the builder has made changes to the workflow that alter the flow of information throughout the workflow. This includes:

- Adding or removing a step.
- Changing the If/Else logic conditions.

The Publish button becomes actionable only when there are no validation errors in the workflow.

Clicking Publish will create a new version of the workflow. Learn more.

Q

QR Code:
A QR Code (Quick Response Code) or 2D barcode can be utilized to distribute a link, allowing respondents to scan a barcode with their smartphone or computer that will take them to your survey. QR codes are especially useful when distributing a link on printed materials or signage, as it is easier to scan a code than type a URL into a browser. To learn more about QR Codes click here.

Qualitative Data:
Data that is collected for the purpose of understanding meaning or context, rather than making statistical inferences. These data are often collected in open-ended questions and are more difficult to compare and generalize.

Quantitative Data:
Data that can be expressed in numeric terms.

Query String:
Query Strings (aka URL variables) make for a quick method for pre-populating existing data into a survey. With a simple query added to the end of the survey link, data can be stored as part of your survey. This gives you the ability to push information into the survey through your survey link to store for use within the survey and/or to use when reporting on the survey response. An example of a query string would be ?name=Holly. To learn more about URL Variables click here.

Question Alias:
Question Aliases, available on the Logic tab of each of your questions, allow you create a shortname for questions in your survey. These are great to use in reports, exports and custom scripting. To learn more about question aliases click here.

Question ID:
Question IDs are unique per question and are useful when writing custom scripts. These are different from the question number. To learn more about Question IDs click here.

Question Logic:
Logic allows you to customize your survey for each respondent, saving them time and you from bad data. Logic can be applied to questions, options, pages, and actions. To learn more about logic click here.

Question Metadata:
This option will display many of the options you use to customize your questions when editing a question. You will see a lot of individual options from the Customize list compiled here for ease of

use. To learn more about question metadata click here.

Question Piping:
Question piping allows you to repeat a question on a later page using the answer(s) (either those that were selected or left unselected) from a previous question. To learn more about question piping click here.

Questionnaire:
A research instrument consisting of a series of questions used to gather information from respondents.

Quiz:
A Alchemer quiz can create a pass/fail quiz or magazine-style tally quizzes – both of which score responses in realtime and give the respondent a score when they finish. To learn more about quizzes click here.

Quota:
Quotas are response limits. They can be set up on the overall survey a.k.a. the Overall Response Quota, on a given question or segment a.k.a. Segmented Quotas, or, finally, on the survey share link a.k.a. Link-based Response Quotas. To learn more about quotas click here.

R

Radio Button Question Type:
Radio Button questions allow respondents to select a single choice from a list. Learn more about our question types here.

Radio Button Grid Question Type:
A Radio Button Grid allows repondents to select an answer option (column) for each row in a table. Learn more about our question types here.

Randomization:
Survey researchers frequently use randomization as a tool to combat survey bias. Randomizing the order of questions, pages, and/or answer options in your survey prevents bias introduced by order and/or survey fatigue. Within Alchemer you can randomize questions, pages and answer options!

Ranking Grid Question Type:
Ranking Grid questions allow respondents to rank a list of items in order of by selecting their numeric rank froma table of radio buttons, where each column is restricted to a single answer across all rows. This question type is designed for numeric ranking. Learn more about our question types here.

Rating (Likert Scale) Question Type:
A Rating question is a single-select rating scale question. Learn more about our question types here.

Red-Herring Question (Trap Question):
Questions inserted in online surveys as a way to assess whether respondents are carefully

processing and responding to the survey. To learn how to use red-herring questions to filter responses from disengaged respondents click here.

Recaptcha Action:
ReCaptcha is a third-party service that adds a security measure to your survey to validate that the respondent is human and not a bot. To learn more about Recaptcha click here.

Regex Pattern:
Regular Expression matching is very powerful and allows you to build a complex logic magic based upon a specific Regular Expression. To learn more about using Regex in Alchemer click here.

Regression:
See Multiple Regression Analysis

Reliability:
The consistency of any given measure.

Removed Contact Status:
Contact has been deleted/removed from the campaign. The uploader will automatically remove duplicate contacts upon upload/add if "Allow Duplicates" is not selected. You can also manually delete contacts. Removed/Deleted contacts cannot be restored. Learn more about our status definitions here.

Reporting Values:
A Reporting Value is an internal value that our system uses for your reports, exports, and logic that cannot be seen by your respondents. Reporting Values will be the same as your answer option titles unless you specify something else. To learn more about reporting values click here.

RequestBin:
RequestBin gives you a URL that will collect requests made to it and let you inspect them in a human-friendly way.Use RequestBin to see what your HTTP client is sending or to inspect and debug webhook requests.

Required:
Required validation forces a survey respondent to answer the question before proceeding to the next page. To learn more about Alchemer require options click here. To learn about best practice for requiring questions click here.

Respondent:
The generic term for an individual who entered a workflow and interacted with a step.

Response Rate (Completion Rate or Return Rate):
The ratio of the number of people who answered the survey divided by the number of people in the sample. To learn more about getting a survey completion rate in Alchemer click here.

Response Status:
The status of each survey response will be listed as one of the following: Not Started, Abandoned, Partial, Disqualified, or Complete. Learn more about our status definitions here.

Run:

The record of a single instance of a workflow. For example:

- The series of workflow steps following one completed survey response, if using a Survey Listener to initiate the workflow.
- The series of workflow steps following one visit to the Share Link.

Run ID:

A system-generated identifier for each workflow run. This ID is unique across all workflows in all customer accounts.

S

Salesforce:

Salesforce Inc. is a global cloud computing company headquartered in San Francisco, California. Though best known for its customer relationship management (CRM) product, Salesforce has also expanded into commercial applications of social networking through acquisition. To learn more about our Salesforce integration click here.

Sampling Bias:

Bias that is introduced into your survey results when some members of your intended population are less likely to be surveyed than others. To learn more about survey bias and how you can reduce it click here.

Sample Size:

Refers to the number of people in a particular sample. In most research it is represented with a lower-case "n." The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power.

Save and Continue:

Save and Continue allows respondents to come back later to finish their response. Learn more about save and continue here.

Secure Link:

A secure link is a link that begins in https. The data collected in a secure link is encrypted. To learn more about links in Alchemer click here.

Segmentation Report:

Using Segmentation Analysis tool you can set up segments to compare subgroups within your data. Typically, segments are groups within your data that you would like to make comparisons across. Segments can be set up using questions in your survey, email campaign contact data, URL variables or geodata. To learn more about Segmentation click here.

Segmented Quotas:

The Segmented Quota is a "question-based" quota. Using the segmented quota you can limit responses based upon fields in your survey, as well as email campaign fields and system data

fields such as current date. To learn more about quotas click here.

Semantic Differential Question Type:
Semantic Differential questions are a form of rating scale designed to identify the connotative meaning of objects, words, and concepts. Similar to a Likert question, a Semantic Differential allows you to collect many opinions in one question. Learn more about our question types here.

Send Email:
Sends an email to one or more recipients. To learn more about sending emails in Alchemer Workflow, click here.

Send Status:
For each message in your campaign (Invite, Reminders and Thank You), you will have a send status. Send status will be listed as one of the following: Soft Bounce, Bounce, Sent, Open, Click. Opens and Clicks are only available for HTML emails. Learn more about our status definitions here.

Sent:
Initial invite was sent from our servers. Learn more about our status definitions here.

Sent On:
Available for each message in your campaign (Invite, Reminders and Thank You), this is the date and time the message was sent.

Sentiment Analysis (Opinion Mining):
Sentiment analysis applies natural language processing and text analytics to determine the writer/speaker's attitude toward a given topic.

Session ID:
The session ID is a unique identifier for each response. This can be found in the details tab of each individual response.

Share Link:
One of the options for an initiator step. A link unique to the workflow that begins a workflow run when a respondent visits the link. To learn more about initiating a workflow click here.

Short URL:
A Short URL creates a randomly generated tiny link which is good for emailing, like: http://sgiz.mobi/s3/randomnumber. To learn more about links click here.

Signature Question Type:
The Signature question type allows your survey respondents to add their signature using their mouse or touch screen. Learn more about our question types here.

Significance Level:
See Confidence Level

Skip Logic:
Skip logic can be used to skip respondents to a later page in the survey, disqualify the respondent, redirect the respondent to an external website and/or flag the response as complete. To learn

more about skip logic click here.

Simple Piping:
aka. Merge Codes. This feature allows you to display a single answer from a previous question on a later page. This is typically used in the question title or in a text/instruction element. To learn more about simple piping click here.

Slider List Question Type
The Slider List is an interactive question that allows respondents to select values for multiple rows of items by dragging a slider along a range. Learn more about our question types here.

Slider Question Type:
The Slider is an interactive question that allows respondents to select a values from a continuous range by dragging a slider along a range. Learn more about our question types here.

Soft Bounce:
An email message that makes it to the recipient's mail server but does not make it to the intended recipient's inbox. Learn more about our status definitions here.

Soft Required:
This will remind respondents after sumbitting the page that they have not answered the question. To learn more about Alchemer require options click here. To learn about best practice for requiring questions click here.

SPSS:
SPSS is the acronym of Statistical Package for the Social Science. SPSS is an analytics software tool used by marketers and researchers around the world. Most top research agencies use SPSS to analyze survey data and mine text data to get the most out of their research projects. To learn more about SPSS in Alchemer click here.

Straightlining:
A survey response in which the responses to questions follow a pattern of a straight line indicating that the response may not represent the respondent's actual opinion. If your are worried about this type of behavior in your surveys, we suggest using the Data Cleaning Tool to quarantine patterned responses.

Standard Deviation:
A statistic that measures variation or the dispersion from the mean of a given variable. It is one of several measures of central tendency. To learn more about statistics available in Alchemer click here.

Star Rating Grid Question Type:
Star Rating Grid questions allow respondents to use stars to rate multiple items (rows) on multiple dimensions (columns). Each star represents the equivalent numeric value for that rating (e.g. Four star rating will report a 4). Learn more about our question types here.

Status:
The state of completion for the run at the current time.

These include:

- In Progress: The workflow has been started, but not all steps that can be completed by this run are complete.
- Complete: All steps that can be completed by this run are complete.
- Terminated: The workflow was terminated before it could be completed.
- Test: The workflow run was initiated through the test link. This is a sub-status that will appear next to the main status.

Future:

- Error: There is an error on a step in the workflow run. This is a sub-status that will appear next to the main status.
- Deleted: The run was deleted from the run log. This is a sub-status that will appear next to the main status.

To learn more about workflow statuses, click here.

Status Bar (Build Page):
The group of information and controls that persists at the top of the workflow build page.

These include:

- Active/Inactive toggle
- Publish button (when available)
- Complete/In Progress run counter

To learn more click here.

Status Bar (Monitor Page):
Contains high-level statistics about workflow runs for the current version being viewed:

These include:

- In Progress
- Completed
- Most Common Step: Most in progress respondents are on this step.

Status Log:
The Status Log is the best tool for monitoring your Email Campaign contacts' progress. The Status Log is available at the bottom of the Delivery Report tab and the Contacts tab. To learn more about the Status Log click here.

Status Page:
This page will alert you to any non-operational parts of the application as well as any downgraded performance we are experiencing. We try to keep this page as current as possible, so it is a good place to look if you are experiencing any issues with the application. Find the status page on your documentation home page or click here.

Step:

Surveys, actions, and events that make up a workflow. Steps execute in sequential order, where the next step in the timeline will not begin until the previous step has completed. To learn more about building a workflow, click here.

Step Library:
A list of steps that can be added to the workflow. Builders can drag steps from the Step Library into their workflow. Builders can also access the Step Library as a modal by clicking on the add step button between steps in the Timeline. To learn more about the step library, click here.

Stop Step:
Stops a respondent from continuing through the workflow and completes the run. This step should be used within an If/Else Logic step.

To learn more about using a Stop Step, click here.

Stripe:
Stripe is a company that provides a way for individuals and businesses to accept payments over the Internet. To learn more about the Stripe integration in Alchemer click here.

Summary Report:
The Summary Report is a great tool to summarize, analyze and share your results. You can customize, filter and share your Summary Reports with your colleagues, customers and other project stakeholders. To learn more about Summary Reports click here.

Survey Builder:
The survey builder is located on the Build tab. This is where you program your survey. To learn more about the build tab click here.

Survey Completion Rate:
The survey completion rate shows you of all responses how many were completed. It is computed by taking all completed responses divided by all responses, complete and partial. To learn more about results overview click here.

Survey Diagnostics:
The Survey Diagnostics tool on your survey's Test tab includes an Estimated Length, Fatigue Score, Accessibility Score. To learn more about survey diagnostics click here.

Survey Fatigue:
Survey Fatigue results both from over surveying or from excessively long surveys. It can result in lower response rates over time. To learn how to reduce survey fatigue click here.

Survey Invite
Provides a link to invite a respondent to take the following survey. Must be placed immediately before a Survey step.

To learn more more about the Survey Invite step, click here.

Survey Legend:
The survey legend provides a clean and easy-to-read overview of your survey. To learn more

about the Survey Legend click here.

Survey Listener
One of the options for an initiator step. Begins a new workflow run upon completion of the selected survey. To learn more about survey listener click here.

T

Tally:
Answer options are assigned a whole number point value, which can be added or averaged to create score ranges to provide different messages to respondents based upon an assigned point range (e.g. 10-19, 20-35). Click here for more information on quizes.

Template:
A template is a preset format for a survey. This is used so that the format does not have to be recreated each time it is used. A template cannot collect or display data. To learn more about templates click here.

Terminal Page:
A terminal page signals the end of a survey. The thank you page is the default terminal page but more can be created. To learn more about the Terminal Pages click here.

Text/Instructional Elements:
Text/Instruction elements provide a description or instructions. Text /Instruction elements do not collect data. To learn more about text/instructional elements click here.

Textbox Grid Question Type:
The Textboxes Grid allows respondents to enter short answers to multiple questions in a table format. Learn more about our question types here.

Textbox Question Type:
A Textbox question is a short-answer, open-text field. Learn more about our question types here.

Thank You Page:
New Alchemer surveys will always start with two pages, an initial page, called Page One, and a Thank You Page. Thank You pages are terminal pages, used by the Alchemer system to mark the survey response as complete. To learn more about the Thank You Page click here.

Timeline:
The linear list of workflow steps within the Canvas. To learn more about the workflow timeline click here.

Time Zone:
The time zone for all timestamps in the Monitor tab.

- Local: The time zone specified in the user's account settings.
- UTC: Coordinated Universal Time

Total Time:

For In Progress workflow runs, Total Time is the time from when the workflow started until the current time.

For Complete workflow runs, Total Time is the time from when the workflow started until the workflow completed.

For Terminated workflow runs, Total Time is the time from when the workflow started until the workflow was terminated.

Note: For workflows with survey steps, the survey must be completed before the workflow is complete.

Tooltips:
See Hover Over Tooltips or click here for more a tutorial.

Translation Tool:
This tool allows you to have a true multilingual survey with multiple translated languages.To learn more about our translation tool click here.

TURF Report:
TURF stands for Total Unduplicated Reach and Frequency. It is a statistical model that estimates market potential with limited resources. It can help you choose the best configuration of products and services to offer in order to reach the maximum people in your target audience. To learn more about TURF reports click here.

U

Unsubscribed Contact Status:
Contact has clicked to unsubscribe link to be removed from the campaign. Learn more about our status definitions here.

URL Redirect:
This feature allows you to send respondents to an external website. It also gives you the ability to disqualify the respondent and can be used to pass variables to the destination website. Learn more abou the URL Redirect Action here.

URL Variable:
URL Variables (aka query string) make for a quick method for pre-populating existing data into a survey. With a simple query added to the end of the survey link, data can be stored as part of your survey. This gives you the ability to push information into the survey through your survey link to store for use within the survey and/or to use when reporting on the survey response. An example of a URL variable would be ?name=Holly. To learn more about URL Variables click here.

User Agent:
Contains information about respondent's browser, operating system and device. To learn more about about user agents click here.

UTF-8 Encoded:

UTF-8 (U from Universal Character Set + Transformation Format—8-bit) is character encoding capable of encoding all possible characters (called code points) in Unicode. The encoding is variable-length and uses 8-bit code units.

V

Validation:
Requires a respondent to answer a question within a given set of parameters. For example, if you request someone to input their age, it can be validated so that a number above 115 cannot be entered. To learn more about validation click here.

Validation Icons:
An indication on each step of whether the step has been configured correctly.

- Green check mark: There are no errors on this step that would prevent the workflow from running.
- Orange exclamation mark: For an inactive workflow, there are errors on this step that would prevent the workflow from running.
- Red exclamation mark: For an active workflow, there are errors on this step that would prevent the workflow from running.

A new workflow version cannot be published until validation errors are resolved.

Validity:
The degree to which a measurement tool, such as a survey question, measures what it claims to measure.

Variable:
A characteristic, attribute or outcome measured usually by a single survey question.

Version - table:
The version of the workflow used by the run. Only visible if "All Versions" is selected in the Version # dropdown.

Version # - dropdown:
The version of the workflow used by all runs currently shown. Shown in a dropdown form.

Video Player Element:
The Video Player element allows you to add video that respondents can play as part of the survey. To learn more about the video player click here.

W

Webhook:
A Webhook allows you to communicate with external webpages via an HTTP POST or HTTP GET standard. This action can send data via these methods and receive data through a special display method, all behind the scenes. To learn more about Webhooks click here.

Website Intercept:

Website Intercept is a feature that allows the user to have pop-up surveys in various parts of their website. To learn more about website intercept click here.

Website Pop-Up:

A Website Pop-Up creates a popup window asking the visitor if they would like to take a survey. A 'yes' continues to the survey and a 'no' closes the window. This popup is triggered each time the webpage is loaded.

Weighted:

An adjustment to a statistic to reflect population proportions.

Word Cloud:

A visual representation of the number of times a word is used. The higher the frequency, the larger the word is displayed. To learn more about word clouds in Alchemer click here.

Workflow:

A sequence of steps that represents a business process. Alchemer Workflow is a product for building workflows. Learn more.

Z

Zapier:

Zapier is a service that integrates various web applications, making it easy to automate otherwise tedious and repetitive tasks. To learn more about our Zapier Integration click here.