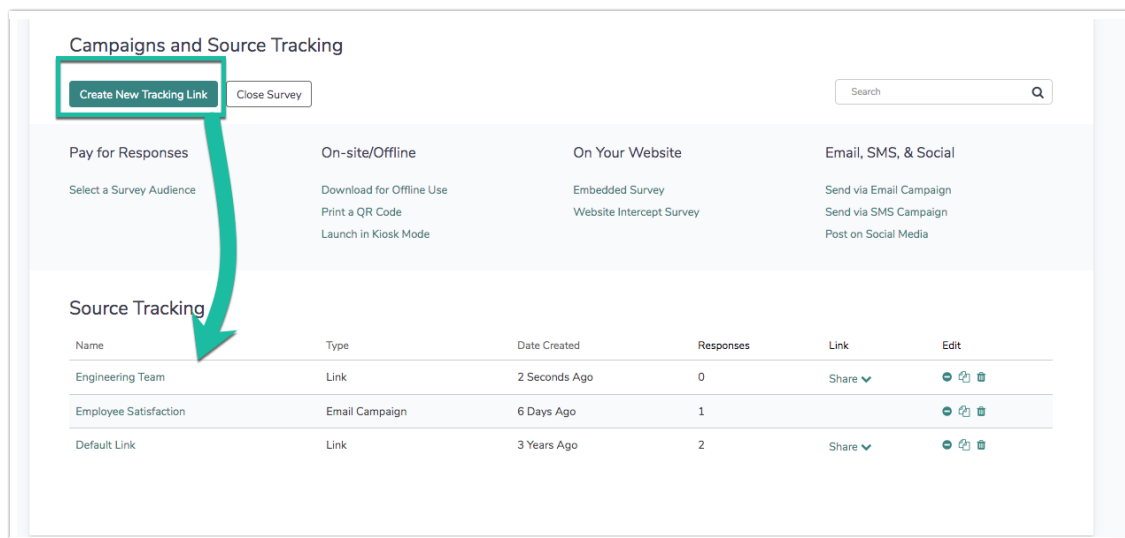


Using Multiple Survey Share Links to Track and Segment Responses

If you would like to track and segment your responses, tracking links are an easy way to achieve this! You can create separate share links and send them to various segments of your survey population.

Let's say you are a manager for a national retail chain that includes 3 regions: Northeast, Southeast, and Midwest. It's likely that it is important to you as a manager to segment your data on the various regions to compare how they are doing.

Using tracking links you can create separate share links for each region. This way, you will have region-specific data without even bothering to ask the question in the survey!



Setup

To set up multiple tracking links follow these steps:

1. Click **Share > Create New Tracking Link** (found on the lower-half of the Share tab).
2. We recommend customizing the **Name** of the link. You can also click **Edit this link** to customize the URL itself to include some reference to the segment the link represents.

Name

Engineering Team

Link Status

Open Closed

URL

https://survey.alchemer.com/s3/5941987/9a0877c89878-Engineering

[Edit this link](#)

3. **(Optional)** Finally, if you are planning on using the [Segmentation Report](#) you'll need to set up a URL variable on each link as well. *If you're not familiar with URL Variables check out our [URL Variable Tutorial](#) to get familiar with how they work before specifying them in your links.*
4. To add a URL variable to each link, go to the **Advanced** tab of the link editor. In the **URL Variables** field, you will enter a variable and value pair like so: `variable=value`.

Since this tutorial's example is about creating links for each region we will specify a variable called **region** then add an equal sign (=) and the name of the region this link represents. Then, we'll repeat these steps for each tracking link we create.

Quota

0 / 0

Duplicate Cookie Protection

Link Open Date

YYYY-MM-DD HH:MM:

Link Close Date

YYYY-MM-DD HH:MM:

Format: YYYY-MM-DD HH:MM:SS (24-hour time) EST

URL Variables

Team=FrontEnd

Best Practice Tip

When constructing URL Variables to use in surveys, we recommend using all lowercase letters for the variable name. This will give you the most reliable results for using URL Variables within surveys, as well as passing, them out of surveys using actions like the [Webhook](#) and [URL Redirect](#).

Use Tracking Links in Reporting and Exporting

There are a number of different ways that you can include tracking links in your reporting. You can filter summary reports based on the campaign (aka link), you can include the link name in an export of your raw data and you can set up segments to compare the data.

Create Segments Based on Links

If you used links to segment important characteristics in your data, like demographics or firmographics, you can create segments based on these links so you can compare data across these important groups.

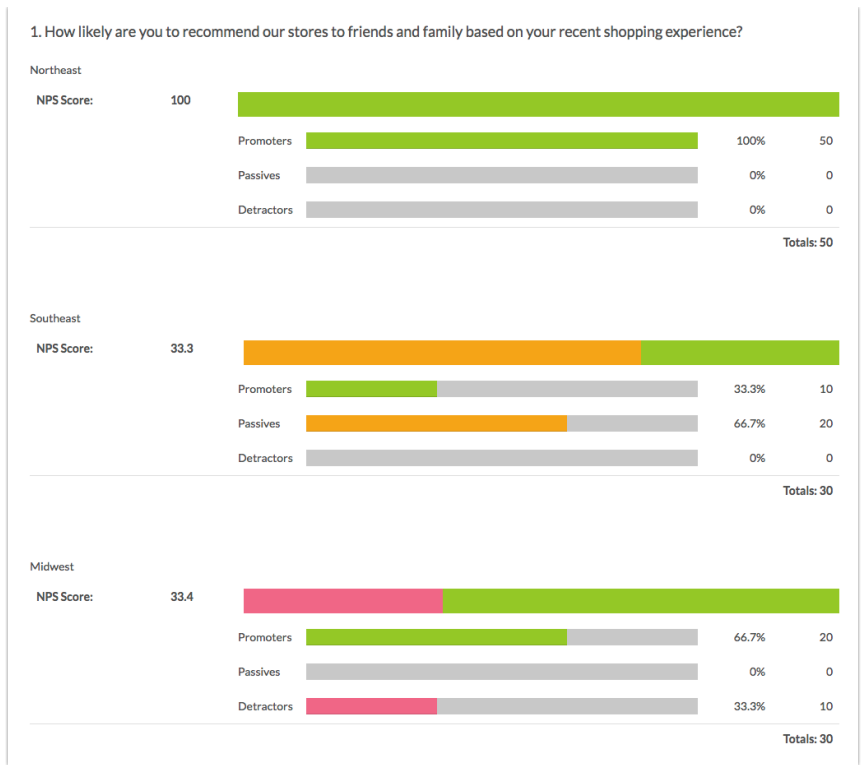
Let's say that you created a link for each region of the store that you manage. As a result, the data is already nicely grouped by region so you can leverage these links to compare the data.

1. Start by creating or editing a [Standard Report](#).
2. On the report's left panel, locate **Compare Segments** and click **Add Segment**. Visit the [Segmentation documentation](#) to learn about this feature in detail.
3. Click the **By Survey Link** option and select the links that you want to include in your segments.

The screenshot shows a report titled "Store NPS" with a sidebar on the left. The sidebar contains a "Compare Segments" dialog box, which is highlighted with a red border. The dialog box has a title "Compare Segments" and a subtitle "Compare results between two or more groups of responses". It lists "Respondent Used one of the Following Links" with three checked options: "Northeast", "Southeast", and "Midwest", and one unchecked option: "Default Link". There are "Never Mind" and "Save" buttons at the bottom of the dialog. The main report area shows "Response Counts" with "Completion Rate: 100%" and "Complete" bars. Below that is a question: "1. How likely are you to recommend our stores to friends and family shopping experience?" with an "NPS Score: 33.3" and a horizontal bar chart showing "Promoters", "Passives", and "Detractors".

4. **Save** your segments.

The resulting report will allow you to compare the responses to all questions based on what link was used to collect the response.



Filtering Legacy Summary Reports By Campaign (aka Link)

On the **Filter** tab of both reports and exports, you can filter **By Campaign**. In our example, we can create a separate summary report for each plan level and compare the results.

Edit Report Settings

General
Options
Filter
Style
Share

Only show responses collected between

and

Example: 03/22/2019 9:06 am or -10 days (relative to today)

Filter Quarantined Responses

Remove Responses Flagged as Quarantined

Filter By Response IDs Exclude Response IDs

By IP Address

Remove duplicate responses by IP Address

By Campaign

Northeast

Southeast

Midwest

Default Link

Include Link Name in Exports

You can also include the link in your [CSV/Excel Exports](#). Click the option to **Include Survey Campaign Data** on the export creation pop-up. When you download your export you will have a **Link Name** field with the name of the tracking link used to collect that response.

Create a New CSV / Excel Export

Display Options

- Include Email Invitation & Contact Fields
- Include URL Variables
- Include Survey Campaign Data
- Include Action Data
- Include Sentiment Score Data

[Download All Data Now!](#) [Never Mind](#) [Create Report](#)

Related Articles