

Dynamic Links in Questback Essentials

Updated on August 24, 2020

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What is it all about?

“Dynamic links” is one of several integration offerings in Questback Essentials that allows you to automate the distribution of quests. “

As with any integration where the data flow between two IT system is to be automated, “dynamic links” require basically three things:

1. A **source system** that contains “people related” data, i.e. data about persons that are to be invited to provide feedback through a survey (e.g. their email addresses, their names, demographic data, etc.)
2. A **trigger** (or event) to initiate the data transfer from the source system to the system that is to receive the data (Questback).
3. A **set of rules** about which data are to be transferred and how they are to be handled in the system that is to receive the data (Questback).

Given that a source system is in place that supports trigger based data transfer, **the set of rules on which data are to be transferred and how they are to be received in Questback can easily be handled with dynamic links, working with so-called “URL parameters”**.

Passing on data from one IT system to another with so-called “URL parameters” is a standard way of transferring data.

Why does it matter?

Automate feedback processes

Reduce manual work when it comes to handling the invitation and distribution of surveys and replace it with automated feedback processes.

Dynamic links **allow automated feedback scenarios where a survey is an integrated part of a bigger picture**, all available as low low-threshold offer to connect third-party IT systems to Questback surveys.

Dynamic links in Questback Essentials **support two scenarios of automated distribution**:

1. **Invite:** Email or SMS invitation to be sent to respondent
2. **Answer:** Respondent is forwarded directly to the survey to answer it

How to prepare a quest for dynamic links?

1. Verify with your local Questback office that the feature for “Dynamic links” is enabled for your account.
2. Create and build the quest with all the questions and all relevant settings (logo, themes, etc.).
3. Activate the email and/or SMS invitation if you want dynamic links to trigger email/SMS invitations.

4. Upload a file with one dummy invitee and a column for each parameter (set of data) that should captured with dynamic links.

	1	2	3	4	5	6
1	Email	Mobile	Name	Role	Country	
2	dummy@questback.com	+4712345678	John Doe	CEO	Norway	
3						

i) File to prepare the quest, here with fields for parameters "Name", "Role" and "Country" plus contact details for invitations

How to build a dynamic link

1. Go to the distribution page.
2. Scroll down to "Distribute by link" and check the box next to "Distribute by link".
3. Clicking the button labeled "Get dynamic link"

☆ Dynamic link demo Settings Designer Languages **Distribution** Notifications Test & Publish Filters Reports Follow-up

User / Dynamic link demo / Distribution 1

[PREVIEW QUEST](#)

▶ INVITEES

▶ DISTRIBUTE BY E-MAIL INVITATION

▶ DISTRIBUTE BY SMS INVITATION

▼ **DISTRIBUTE BY LINK**

When distributing the Quest by link, you receive a link that you are free to distribute in your preferred way. To activate the link, simply publish the Quest (from the Test & Publish page). To test the link, simply save your work and click "Follow Link".

Distribute by link 2

<https://response.testback.com/questback/llc81ynqkt> [Follow link](#) | [Copy link](#)

Copy and send the above link to your respondents.

Display obligatory e-mail input field. (Only for respondents following the link.)

QR Code [GENERATE QR CODE](#)

Popup script [GET POP-UP SCRIPT](#)

Dynamic link [GET DYNAMIC LINK](#) 3

Dynamic link with direct answering

Clicking “Get dynamic link” opens the interactive wizard for building dynamic links:

DYNAMIC LINK ✕

Dynamic link is an element of Questback’s integration offering to automate the distribution of quests with “URL Parameters”. This wizard will create a default dynamic link with the parameters to your quest. Read more in-depth information about how to use Dynamic links [here](#).

ANSWER INVITE

Add respondent data

Name	>	
Role	<	
Country	»	
	«	

Language ⓘ

English

Draft of Dynamic Link

`https://response.questback.com/dynamic/questback/summerreleasedynamiclink/answer?sid=XHp3qb7wSX`

COPY TO CLIPBOARD

CANCEL

By default, the wizard for building a direct answering dynamic link opens, as you can see because “answer” is highlighted in green. If you wish to build an invite dynamic link you can click on “invite”.

There are three main areas in the wizard for building a direct answering dynamic link:

1. Add respondent data

- a. A list of your existing respondent data will be displayed here. To use the respondent data in your dynamic link simply move the respondent data you want to include to the right.
- b. Respondent data can be added and removed from the dynamic link by using the arrow buttons.

2. Language

- a. This lets you select a language from the list of activated languages in the quest

3. Draft of dynamic link

- a. This shows you an auto updating preview of the dynamic link you are building
- b. There is also a button here that lets you copy the dynamic link to your clipboard.
- c. The link will include dummy data in the variables, so remember to add your actual data to the link before using it.

Dynamic link with email or SMS invitation

There are four main areas in the wizard for building a dynamic link with invite:

DYNAMIC LINK ✕

Dynamic link is an element of Questback's integration offering to automate the distribution of quests with "URL Parameters". This wizard will create a default dynamic link with the parameters to your quest. Read more in-depth information about how to use Dynamic links [here](#).

Distribution

E-mail SMS ?

Allow duplicates ?

Send Invitation ?

Add respondent data

Name	>	
Role	<	
Country	>>	
	<<	

Language ?

English ▲▼

Draft of Dynamic Link

`https://response.questback.com/dynamic/questback/summerreleasedynamiclink/invite?sid=XHp3qb7wSX&Email=dummy%40questback.com&lang=en`

1. Distribution

- a. There are two buttons for selecting if the invitation should be sent as an email or SMS
- b. There is a checkbox for allowing duplicates. Duplicates determine whether invitations will be added if they already exist.
- c. There is a checkbox for choosing if the invitation gets sent (when the box is checked) or just added to the quest in Essentials (when the box is not checked).

2. Add respondent data

- a. A list of your existing respondent data will be displayed here. To use the respondent data in your dynamic link simply move the respondent data you want to include to the right.
- b. Respondent data can be added and removed from the dynamic link by using the arrow buttons.

3. Language

- a. This lets you select a language from the list of activated languages in the quest. If your quest is not multilingual the default language for the quest will be used.

4. Draft of dynamic link

- a. This shows you an auto updating preview of the dynamic link you are building
- b. There is also a button here that lets you copy the dynamic link to your clipboard
- c. The link will include a dummy email address or mobile number. These values must be replaced with your actual data before you use the link. *Note: remember to URL-encode the data you add to the link*
- d. The link will include dummy data in the variables, so remember to add your actual data to the link before using it. *Note: remember to URL-encode the data you add to the link*

Breakdown and examples of dynamic links

Please note: (1) The parts in *blue* are fix URL elements, while the actual content of the *orange* parts must be dynamically generated by the source system where the dynamic link is embedded. (2) The names of the codes for each parameter are case sensitive and need to be identical to the headers in the prep file that was uploaded.

URL Elements	Codes for URL extensions
Core	https://response.questback.com/dynamic
Elements from "Distribute by URL" (specific per quest)	/questback/release2015/
Required action	to trigger invitations: invite? to allow direct answering: answer?
Security code	sid=86XkMx4b7h
Email or SMS Note: only for required action "invitations"	To trigger an email invitation: &email=dummy@questback.com To trigger an SMS invitation: &mobile=%2B4712345678&
Duplicates not allowed (default: allow duplicates) Note: only for required action "invitations"	&ib=unique
Language code, in case of multi-lingual quests Note: only for required action "invitations"	&lang=eng - where "eng" stands for the ISO 639-3 code for English, or &lang=nob - where "nob" stands for the ISO 639-3 code for Norwegian (Bokmål)
Codes for each parameter to be captured, according prep file that was uploaded	&Name="John%20Doe" (with %20 to encode the space between first and last name) &Role=CEO &Country=Norway
Send invitation	&send=true (default) false

Examples

Required action	Example codes
Trigger an email invitation (no duplicates, in English)	<code>https://response.questback.com/dynamic/questback/release2015/invite?sid=86XkMx4b7h&email=dummy%40questback.com&ib=unique&lang=eng&Name=John%20Doe&Role=CEO&Country=Norway</code>
Trigger an SMS invitation (in English)	<code>https://response.questback.com/dynamic/questback/release2015/invite?sid=86XkMx4b7h&mobile=%2B4712345678&&lang=eng&Name=John%20Doe&Role=CEO&Country=Norway</code>
Allow direct answering	<code>https://response.questback.com/dynamic/questback/release2015/answer?sid=86XkMx4b7h&Name=John%20Doe&Role=CEO&Country=Norway</code>
Trigger an email invitation (no duplicates, in English, don't send invitation email)	<code>https://response.questback.com/dynamic/questback/release2015/invite?sid=86XkMx4b7h&email=dummy%40questback.com&ib=unique&lang=eng&send=false&Name=John%20Doe&Role=CEO&Country=Norway</code>

Please note: All dynamic links need to be generated as valid URLs and need to be properly URL encoded

(see http://www.w3schools.com/tags/ref_urlencode.asp). This requires that any special character like æ, ø, å or "+", as well as spaces need to be encoded with the respective HTML codes.

Some more technical details

HTTP GET vs HTTP POST

Dynamic links in Questback Essentials support both HTTP GET and HTTP POST requests.

The examples presented in the previous slides are all HTTP GET requests.

If one would like to choose to use POST instead, one would have to use Content-Type: application/x-www-form-urlencoded

HTTP GET

Response (action in browser) for a dynamic link that triggers an email or SMS invitation:

HTTP/1.1 200 OK

Response (action in browser) for a dynamic link that leads respondents directly to the survey:

HTTP/1.1 307 Temporary Redirect

Location: <https://response.questback.com/isa/qbv.dll/SQ?s=...>

Advantages of HTTP GET

- Easy to set up, simply build the URL with the relevant URL extensions.

Disadvantages of HTTP GET

- The actual data captured and passed on with URL parameters will not be encrypted, even with HTTPS
- The actual URL can be limited in length depending on the software used to send the request.

Working with HTTP POST requests is a way to “hide” the actual survey URL that includes that data captured and to be passed onwards to Questback, and to make it not visible in the address field of the browser.

HTTP POST

What is it?

HTTP POST is a method supported by HTTP designed to send requests with the data or parameters enclosed in the body of the request message, compared to a HTTP GET request where the parameters are added in plain text to the URL itself.

Dynamic links in Questback Essentials supports HTTP POST requests for dynamic links that use the “invite?” keyword. HTTP POST is not supported for dynamic links that use direct answering (the “answer” keyword)

When using dynamic links with HTTP POST you have have to use Content-Type: application/x-www-form-urlencoded

Make sure you have already imported dummy data to your quest in Essentials before you send parameters in your dynamic link HTTP POST request.

Advantages of HTTP POST over HTTP GET

- Is more secure than HTTP GET because the parameters are enclosed in the body of the request instead of in plain text in the URL
- HTTP Post requests can handle survey URLs that are longer than 1024 characters.
- The parameters are not saved in the browser history

Disadvantages of HTTP POST

- HTTP POST requests requires more programming and implementation work by the customer in their source system.

Example of a dynamic link using HTTP POST

Untitled Request

POST `https://response.questback.com/dynamic/questback/wmizt7q3j/invite?` Send Save

Params Authorization Headers (8) **Body** Pre-request Script Tests Settings Cookies Code

none form-data x-www-form-urlencoded raw binary GraphQL

KEY	VALUE	DESCRIPTION	*** Bulk Edit
<input checked="" type="checkbox"/> sid	123abc		
<input checked="" type="checkbox"/> Email	test@test.com		
<input checked="" type="checkbox"/> Var1	text1		
<input checked="" type="checkbox"/> Var2	text2		
Key	Value	Description	

Screenshot of example HTTP POST request in Postman (<https://www.postman.com/>). Postman is one of many applications you can use, feel free to use the application you are most familiar with.

In the example above the URL with the “invite?” keyword is placed in the URL-section of the request. The SID, also called Security Lock, and email parameters are placed in the body section of the request. Below the email parameter you can place the other parameters you wish to include. Make sure you have already imported dummy data to your quest in Essentials before you send parameters in your dynamic link HTTP POST request.