



# QuestionPro - Web Intercept Surveys

Adobe Launch Extension

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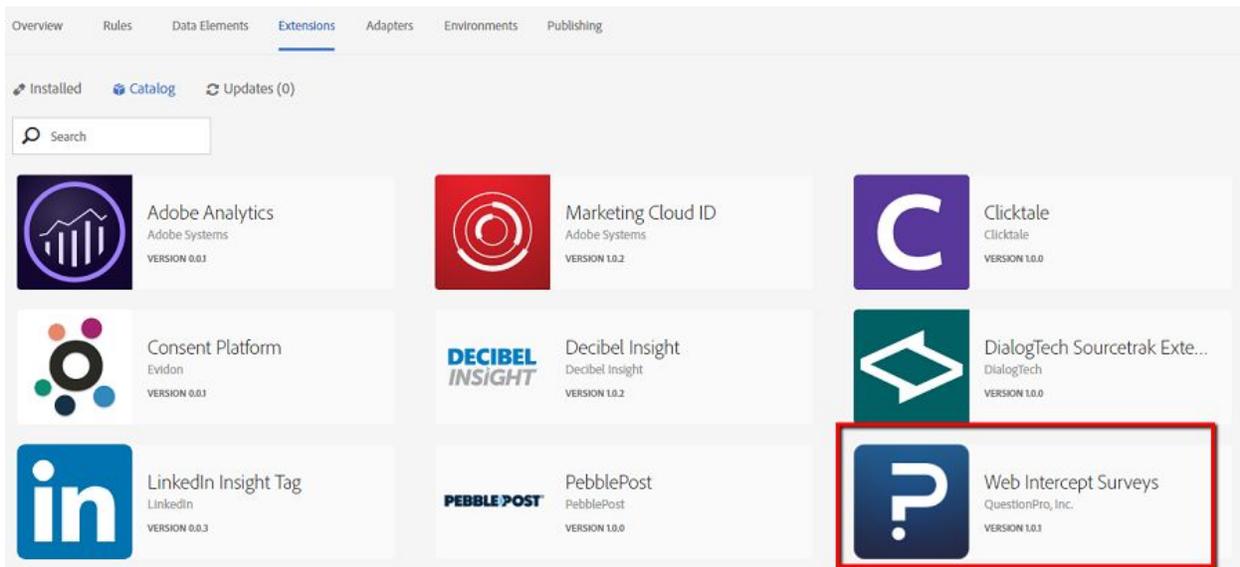
## Introduction

QuestionPro Intercept Surveys is a platform for deploying surveys and collecting attitudinal data at the point of transaction or when users enter / exit your website. This extension can be used by any QuestionPro CX License.

The web intercept extension allows users to leverage Adobe Launch capabilities to target specific visitors and drive conversions or engagement through feedback surveys.

# Installation

1. Login to your Adobe Launch account
2. Select the required property
3. Go to Extensions >> Catalog
4. Select "Web Intercept Surveys"



# Configuration

In order to install and use the extension you'll need an API Key. You can get the API key from your QuestionPro account.

Overview Rules Data Elements **Extensions** Adapters Environments Publishing

## QuestionPro CX Intercept | Adobe Launch Configuration

You will need an active QuestionPro CX License to access the API Key. QuestionPro, in partnership with Adobe has a Free Evaluation License for Adobe Launch integration. Please contact [adobe-launch@questionpro.com](mailto:adobe-launch@questionpro.com) to request a Free QuestionPro CX Evaluation License.

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### Settings

Please enter your API Key ⓘ

## Rules

Once the extension is installed, you can leverage it by creating rules. Rules can be used to deploy a survey on your site based on various events and conditions on the site. Thus you can target and collect responses from specific visitors.

A Rule consists of the following:

1. Events
2. Conditions
3. Actions

Our extensions allows users to take advantage of Adobe's core engine to create different Events & Conditions.

The extension provides 'Actions' for launching the survey.

## Actions

The QuestionPro Web Intercept extension supports two actions which allow users to deploy a survey on their site.

The actions are given below:

### Inline Survey

This action will display a survey on the side of the page. The survey will be appear as part of the page itself.

### Popup Survey

This action will display the survey in a separate window which will popup on the page.

## Select Survey

1. While creating an Action for your Rule, select the 'Web Intercept Surveys' extension.
2. Select the required Action Type: Inline / Popup.
3. On the right hand side, you'll see a dropdown with a list of all your surveys.
4. Select the required survey.

The image shows a configuration interface with two main sections: 'Action Configuration' on the left and 'Survey' on the right.

**Action Configuration**

- Extension:** A dropdown menu with 'Web Intercept Surveys' selected.
- Action Type:** A dropdown menu with 'Inline Survey' selected.

**Survey**

Select the required survey from the list below

A dropdown menu is shown with 'QuestionPro : Website Satisfaction' selected. This dropdown menu is highlighted with a red rectangular border.

# Data Mapping

Adobe uses data elements to fetch external data. Data can be retrieved from various sources such as DOM elements, cookies, query string params, etc.

You can leverage data elements to capture external data in your survey as custom variables. You can add multiple variables and map them to different data elements.

The screenshot displays the configuration interface for a survey. On the left, the 'Action Configuration' panel includes dropdowns for 'Extension' (Web Intercept Surveys) and 'Action Type' (Inline Survey), and a text field for 'Name' (Web Intercept Surveys - Inline Sur). The main area is titled 'Survey' and contains a dropdown for 'QuestionPro : Website Satisfaction'. Below this is the 'Data Mapping' section, which is highlighted with a red border. It contains a table with four rows, each representing a variable and its corresponding data element.

Variable	Data Element	Icon	+	-
Variable 1	CustomerID	Database icon	+	-
Variable 2	CustomerEmail	Database icon	+	-
Variable 3	ProductName	Database icon (highlighted)	+	-
Variable 4	ProductCost	Database icon	+	-