



Buyer Redirect Guide 12/11/2017

Overview:

For PureSpectrum to properly record respondent actions, we append a **[transaction_id]** in the Redirect URL. When returning the respondent back to PureSpectrum, we need both the **[transaction_id]** & appropriate status **[st]**.

Definitions:

[transaction_id] is the unique, Per Session Transaction ID.

[st] is the status code for Complete, Term, Overquota, or other redirects.

Setting up a Live Survey:

When setting up a new survey, enter your survey entry link in the “Live URL” field in the box as pictured below.

Final Setup


<div>LIVE URL *</div> <div></div>	<div>SOFT LAUNCH</div> <div>off <input type="checkbox"/> on Qty: # 200 20 %</div>
<div>TEST URL</div> <div></div>	<div>CATEGORY EXCLUSION</div> <div><input type="checkbox"/> Completed Beverage survey in the past 7 days <input type="checkbox"/></div> <div><input type="checkbox"/> Started Beverage survey in the past 30 days <input type="checkbox"/></div> <div><input type="checkbox"/> Quota Full Beverage survey in the past 90 days <input type="checkbox"/></div>
<div>REDIRECT LINKS</div> <div>Download links and instructions</div>	

We will take your entry URL, and append “&transaction_id=**[transaction_id]**”.


For example <http://yoursurvey.com/survey1> will become http://yoursurvey.com/survey1?transaction_id=123456.

If you need to receive transaction_id in a different form, you can map this variable to yours in the menu option for “Buyer Settings”. Just open the menu, and change the value in “Transaction ID” to your desired keyname.

If you run multiple surveys in different platforms, you may check the boxes for additional transaction variables, just ensure that the presence of unknown variables is compatible with all active systems.


(877) 865-PURE

+ NEW SURVEY



Buyer Setting

VARIABLE MAPPING

HASHING

You can use this tool to map our our URL variables to yours, so that your survey system recieve and return them back on redirect.

☒ Transaction ID
☒ Transaction ID 2
☒ Transaction ID 3
☒ Transaction ID 4
☐ PSID
☒ Supplier ID
☒ Status
☒ Hash

Purespectrum Demo Buyer calls these...

PureSpectrum recieves these back as...

Back to Dashboard

Save

Hello
michaelb@spectrumsurveys.com
Manage Suppliers
Manage Buyers Settings
Download Reports
Reset Password
Logout

Setting up a Test URL:

The Test URL is used in preparing the "Test Link" that is available to both you & the suppliers that you have chosen. If you have a variation of your live URL that is used for testing, you can use that link here. If no "Test URL" is present, the "Live URL" will be used to prepare the "Test Link". Additionally, the "Test Link" adds security bypass variables to allow for testing.

Redirecting back to PureSpectrum:

After the respondent is finished taking the survey, you must redirect them back to us, including the **[transaction_id]** & appropriate status **[st]**.

Redirect Codes are as follows:

Status	Code
Complete	21
Termination	18
Over Quota	17
Dedupe	20
Quality	30



In Summary, Returned URLs should follow:

If Status is:	URL Is:
Completes	https://spectrumsurveys.com/surveydone?st=21&transaction_id=[transaction_id]
Over Quota	https://spectrumsurveys.com/surveydone?st=17&transaction_id=[transaction_id]
Termination	https://spectrumsurveys.com/surveydone?st=18&transaction_id=[transaction_id]
Dedupe	https://spectrumsurveys.com/surveydone?st=20&transaction_id=[transaction_id]
Quality	https://spectrumsurveys.com/surveydone?st=30&transaction_id=[transaction_id]

If using the Qualtrics platform, Returned URLs should be implemented as follows:

If Status is:	URL Is:
Completes	https://spectrumsurveys.com/surveydone?st=21&transaction_id=\${e://Field/transaction_id}
Over Quota	https://spectrumsurveys.com/surveydone?st=17&transaction_id=\${e://Field/transaction_id}
Termination	https://spectrumsurveys.com/surveydone?st=18&transaction_id=\${e://Field/transaction_id}
Dedupe	https://spectrumsurveys.com/surveydone?st=20&transaction_id=\${e://Field/transaction_id}
Quality	https://spectrumsurveys.com/surveydone?st=30&transaction_id=\${e://Field/transaction_id}

URL Hashing:

PureSpectrum strongly encourages the use of URL hashing as a means of fraud prevention. A hash generated using a shared, secret token is the front line of defense against link manipulation.

To generate the hash, open the menu for hashing in your Buyer Settings, and input your shared secret. By enabling Sha1 hashing from this menu, **any** completed transaction with st=21 with an incorrect *ps_hash* value will be redirected back to the supplier as a fraudulent attempt.

The formula we use to generate *ps_hash* is sha1(*full_url*+*shared_secret*) where *full_url* is the value of the entire url as you are redirecting the respondent, less the *ps_hash* variable.

E.g.

sharedsecret = C3F7da7kney9

full URL = https://spectrumsurveys.com/surveydone?st=21&transaction_id=abc123

ps_hash (according to <http://www.sha1-online.com>) =

948109ecbb0084e0d1e9797bd4e49d78fd44746

Full respondent redirect =

https://spectrumsurveys.com/surveydone?st=21&transaction_id=abc123&ps_hash=948109ecbb0084e0d1e9797bd4e49d78fd44746



Sample Hashing Script:

```
var pid = f("pid");
var st = "21"; // change based on status
var buyer_shared_private_key = "xxxxxx"
var urlToHash = "https://spectrumsurveys.com/surveydone?transaction_id="+pid+"&st="+st
var verificationBytes =
System.Text.Encoding.UTF8.GetBytes(urlToHash+buyer_shared_private_key);
var SHA1 = new System.Security.Cryptography.SHA1CryptoServiceProvider();
var verificationHashBytes = SHA1.ComputeHash(verificationBytes);
var delimitedHexHash = BitConverter.ToString(verificationHashBytes);
var verificationHexHash = delimitedHexHash.Replace("-", "");
var hash = verificationHexHash.toLowerCase();

f("hash1").set(hash)
var url = urlToHash+"&ps_hash="+hash;
```