

Get Data Into a Survey Through Prepopulation

Often when surveying respondents, you will already have data from your list of contacts that you'd like to include with your survey data without having to ask for this information again. You can use prepopulation in SurveyGizmo to verify and update contact information or bring in details to use in logic conditions to determine which questions are asked.

We have several options to prepopulate your surveys with data you already have! Below we'll review each method, the strengths and weaknesses of each method, and a summary of the overall usage.

Query String (URL Variables)

[Query Strings](#) are values that can be added to the end of the survey link that pass a name/value pair, such as "firstname=Derek." Within your surveys you can access and use values passed via query strings by using the `[url("xxx")]` merge code, which could look like the following: `[url("firstname")]`. This merge code would populate with whatever value ('Bob' in the above example) was passed in the "firstname" query string.

Strengths: Works without configuration in the survey, easy to implement, can be controlled outside of SurveyGizmo.

Weaknesses: Maximum of 2000 characters in the query string, can create long URLs (if not hidden in HTML), small learning curve.

Email Campaign Contact Fields

[Email Campaign Contacts Fields](#) are fully integrated into your surveys and are the simplest of prepopulation methods. The following fields can be populated. A contact can have the following 30 fields associated with it:

- Email Address (required)
- First Name
- Last Name
- Organization
- Division
- Department
- Team
- Group
- Role
- Home Phone
- Work Phone
- Fax
- Address

- Suite/Apt
- City
- Region/State
- Country
- Zip/Postal Code
- Job Title
- Website
- Custom 1-10

Email Campaign Contact Fields are split into two types: Contact information and Custom Fields. The Custom Fields (Custom 1-10) are unique to only that particular email campaign. The main contact information is global across the entire account and all surveys and email campaigns.

When a contact is added to your email campaign, and sent an email invitation, the recipient clicks the link and their contact information will be pulled into the survey and automatically associated with the response. This makes this data available as part of the CSV/Excel export as well as when browsing individual responses. It is even accessible as part of filtering in reporting!

Strengths: Completely integrated, familiar (like managing an address book), requires no outside services.

Weaknesses: Limited number of fields to populate.

Check our article on [Prepopulating a Survey From Another Survey Using an Email Campaign](#) to learn more!

Login/Password Action

Using our [Login/Password](#) action, you can upload a CSV spreadsheet that contains a unique login and password for each of your contacts. In this spreadsheet you can include additional data for that contact for prepopulation in the survey.

The Login/Password action works by associating a password to additional data contained in the rest of the columns for that row. For instance, here is an example of a row of data that could be used for pre-population:

```
Password, Name, Age, Email, Dept  
passwordispassword, Tom Baker, 42, tom@tardis.com, Marketing
```

Once the data is loaded into the Login/Password action, the action will display a series of dropdowns to allow you to map data from the spreadsheet to questions and fields within your survey:

Map Fields



Select which columns in your spreadsheet contain usernames and passwords

Username

Hide "username" field

Password

My file includes a header row

Use this spreadsheet to pre-populate survey questions
This can also be changed later

Which questions would you like to pre-populate?

Username

Password

Name

Department

Favorite food

The following question types can be pre-populated by the Login/Password action:

- Textbox
- Textbox List
- Essay
- Radio Button
- Checkbox (1 column per checked option)
- Dropdown Menu
- Dropdown Menu List
- Radio Button Grid (by row)
- Continuous Sum

- Star Rating Grid (by row)
- Contact group fields
- Custom group fields

Strengths: One-time setup, up to 255 separate options/questions can be pre-populated, provides duplicate protection and security.

Weaknesses: Requires manual updating of new spreadsheet when making changes.

Check our article on [Prepopulating a Survey From Another Survey Using a Login/Password Action](#) to learn more!

HTTP POST and Third-Party Integration

Communicating with external systems, websites, or custom pages allows a unique method for prepopulating your survey by interacting with external databases of information, whether stored in one of our partner's websites or building a custom interaction to your own company. In almost all cases you can also send data from the survey to populate the external databases as well! The following options provide more information about Third-Party integration:

- [Salesforce Marketing Cloud \(Formerly ExactTarget\) Integration](#) Prepopulate subscriber information based on their Subscriber ID
- [Salesforce Integration](#) Prepopulate content based on a Salesforce query with a unique Contact ID
- [HTTP Connect Action](#) Prepopulate with a returned url encoded string from a custom webpage and script

Strengths: Integrates with existing information and has automatic communication.

Weaknesses: Steep learning curve and programming knowledge/resources required with HTTP POST.

Feature	Included in
Query Strings (URL Variables)	Everyone
Email Campaign Contact Fields	Pro Enterprise
Login/Password Action	Basic Pro Enterprise
HTTP Post and Third-Party Integration	Pro Enterprise

@plans @grid

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