



Voxpopme®

Voxpopme FAQs



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Setup FAQs

Q: How long does it typically take to embed Voxpopme into my survey?

A: Voxpopme's video capture widget can be embedded into your survey within a matter of minutes. To embed Voxpopme, there are two essential elements to include, a Javascript element and a HTML element. Check out our video capture implementation guide, packed with best practices and technical tips.

Q: Is an incentive required?

A: As part of our best practices, we recommend incentivising users. Video responses may be considered a premium by survey respondents. Offering an incentive will increase the number of respondents willing to record a video response. From our research, we found that a \$5 incentive is just as effective as \$10, and far more effective than a \$1 or \$3 incentive in terms of opt-in and video completion rates.

Q: What are typical participation rates?

A: We tend to see a video take-up rate of 5-15%. Incentivising the respondent has historically obtained a higher take-up rate. Video questions included without an incentive provided are more likely to reap a very low conversion rate. Furthermore, there are a number of variables that will affect participation rate, from the length of the survey to the placement of the video question within the survey. It is important to mention as early as possible that the user will be asked to record a video question, and including a device check question that will ensure the respondent is on a device that they can record video on.

Q: What if I don't have a survey or an existing community, but I want some video feedback?

A: Voxpopme's engaged and responsive community for OnDemand video feedback can be targeted to answer your burning questions. Questions, with supporting quantitative surveys and rich media links, will generate instant video responses from our community. Our OnDemand communities, available in the United Kingdom, United States, Ireland, Australia, Singapore and New Zealand, can be screened to find the consumers you're looking for.



Respondent-related FAQs

Q: Do users have to download something to be able to leave a video response?

A: Voxpopme's capture widget can be embedded directly into your platform. There's no need for your respondents to leave the survey, or download a separate app. They are simply required to take the survey on a device that has a webcam or built-in camera, giving your respondents the smoothest survey experience.

Q: How can I use the video content I collect?

A: Our video capture implementation guide provides recommended video opt-in text. Whether you're looking to use the video content internally for research purposes, or in a public setting like web or social media, including our recommended text will ensure you're covered. Our research shows that there is a minimal impact on opt-in conversion rates when the respondent is told their video may be used externally.



Platform FAQs

Q: How does transcription make video easier to work with, and can you guarantee accuracy?

A: At Voxpopme we use time-coded human transcription, making our output 97% accurate. This foundation underpins our powerful analysis platform and enables you to search themes, explore sentiment and create showreels.

Q: How can I find the best responses quickly?

A: You have an array of tools at your disposal. Use the search tool to filter responses by date, respondent age, location, or any other variable you've passed through to us. Our interactive sentiment charts and word cloud help you to explore responses, or you can go a step further and use Voxpopme's Theme Explorer.

Q: How do I use Theme Explorer?

A: Theme Explorer uses advanced thematic analysis to organise your video content into keywords and phrases, making your video analysis easier than ever before. This automates the identification of the most important snippets of video and illuminates key findings, saving you time and maximising your video insight and impact.

Q: Is the platform available in other languages?

A: The Voxpopme platform is currently available in English. We can capture video content in any language, responses will be human transcribed in the native language and can be translated to English if preferred. Some platform features, like Theme Explorer, will only work with English text.



Platform FAQs

Q: Does the platform just analyze video? What about text or audio?

A: Video, audio and text files can be uploaded to the Voxpopme platform. Video and audio responses will be transcribed and time-coded. All of the platform features will work fully with video and audio files. There are some limitations with text files; currently, Theme Explorer will only analyse video and audio responses. Text responses cannot directly be added to your showreel list. However text can be added to image slides within the showreel in order to include the responses. Image files are not supported on the Voxpopme platform at this time.

Q: How long does it take to get transcripts back?

A: English transcripts can appear within a matter of minutes, dependent on length. Long format response (a response is considered long format if it is over 15 minutes long) transcripts may take up to 24 hours, as will non-English transcripts.

Q: What about poor quality videos? Is there a QA process?

A: All videos will go through our Quality Assurance process, and you will only ever pay for usable video content.

If a response is any of the following, it will be declined and will not count towards the quota of your project:

- ▶ Less than 15 seconds long
- ▶ The respondent cannot be clearly seen
- ▶ The respondent cannot be clearly heard
- ▶ The respondent does not answer the question being asked
- ▶ The response contains any inappropriate content



Showreel FAQs

Q: Can I make showreels from the video responses captured?

A: Yes, it's quick and easy to generate a video showreel from your project. All video responses have time-coded transcripts so you can simply drag and drop your cursor over any section of a response and add it to your latest showreel in seconds. Alternatively, Theme Explorer identifies the snippets within your project for the most prominent themes, and provides one-click addition to your showreel list.

Once you have your most insightful snippets compiled, customise your showreel, hit generate and share with your key stakeholders.

Q: How do I share a showreel?

A: Once generated, the showreel can be downloaded and dropped into your next report or presentation. The system will also generate a unique embed code for each showreel created. Alternatively, use our platform to set up a private landing page and share your edited showreel using the web link.

Q: What type of format are videos and showreels in?

A: MP4, because it's compatible with almost every device, software and OS.

Price

Q: How much does the Voxpopme service cost?

A: We have pricing available at both project level and subscription. We just need a few more details to give you an accurate cost. Get in touch with Voxpopme for further details.