

VARIABLE = * VARIABLE *	RETURNED VALUE
survey_title	Returns the title of the survey
response_count	Returns the total number of responses on the survey (real-time)
total_quiz_score	Returns the total quiz score (on the entire quiz)
total_quiz_score_percentage	Returns the total quiz score as percentage
max_possible_quiz_score	Returns the max possible quiz score
total_custom_score	Returns the total custom score (on the entire survey)
total_custom_score_percentage	Returns the total custom score as a percentage
max_possible_custom_score	Returns the max possible custom score
total_custom_score_rank_order	Returns the total custom score rank order. Rank order sorts all custom scores on the survey from high to low. It will then return the position of the respondent's score. Example: Given there are 5 responses, with scores 5/10,3/10,6/10,9/10 and 7/10. If your response is 6/10, this variable will return 3.
total_custom_score_weighted	Returns the total custom score on the survey taking weights into account
outcome_title	Returns the title of the outcome that has been determined for the response
outcome_text	Returns the text of the outcome that has been determined for the response
outcome_image	Returns the outcome image that has been determined for the response
outcomes	Returns all texts of the outcomes determined for the response (useful if Multiple Outcomes is enabled)
o1_title	Returns the Outcome 1 title
o1_percentage	Returns the Outcome percentage
intro_field1_response	Returns the response on Intro field 1
qb1_title	Returns the title of Question block 1
qb1_quiz_score	Returns the quiz score of Question block 1
qb1_max_possible_quiz_score	Returns the max possible quiz score of Question block 1
qb1_quiz_score_percentage	Returns the quiz score of Question block 1 as a percentage

qb1_custom_score	Returns the custom score of Question block 1
qb1_custom_score_percentage	Returns the custom score of Question block 1 as a percentage
qb1_custom_score_rank_order	Returns the custom score rank order of Question block 1. Rank order sorts all custom scores on the survey from high to low. It will then return the position of the respondent's score. Example: Given there are 5 responses, with scores 5/10,3/10,6/10,9/10 and 7/10 on question block 1. If your response is 6/10, this variable will return 3
qb1_custom_score_weighted	Returns the total custom score of question block 1 taking weights into account
qb_title_position_1	Returns the Question block title where scored position is 1. The variable will order all question block scores from high to low and pick the title from the chosen position. If position is 1, it will return the title of question block with the highest score in the response.
q1_text	Returns the text of question 1 (i.e. the question itself)
q1_comment	If you have comments enabled ("Add a text box to specify or leave an extra comment"), it will return the comment of the respondent on question 1
q1_additional_image_html	Returns the HTML image tag of the additional image that has been uploaded ("Add button to upload an extra image file"). E.g.
q1_field1_text	If your question is a Form question, it will return the label of field 1
q1_field1_response	If your question is a Form question, it will return the response on field 1
q1_position1_text	If your question is a Ranking question, it will return the text of the answer option that has been ranked in the first position
q1_answer1_explanation	If your question is a quiz question, it will return the explanation of answer 1 on question 1
q1_a1_response_percentage	Question 1 answer 1 response percentage
q1_a1_response_count	Question 1 answer 1 response count
q1_outcome	Question 1 outcome
q1_response_explanation	Returns the explanation of the answer chosen in the response (similar to q1_answer1_explanation)
q1_explanation	If your question is a quiz question, it will return the explanation of question 1

q1_quiz_score	If your question is a quiz question, it will return the quiz score of question 1
q1_response	Returns the response on question 1. You can find a breakdown of every question type below: Text Choice: text of chosen answer Open Ended: text Form: see q1_field1_response variable Image Choice: text of chosen answer Image Upload: url of of uploaded image Slider Numeric: chosen number Slider text: text of chosen answer Text only: N/A Scratchard: text of chosen answer Ranked: Answer numbers in chosen order, in comma delimited string (ex. 4,3,5,2,1) Typeahead: Text of chosen answer Slot Machine: "Won" or "Lost" Radio Button Rating: chosen number NPS: chosen number Continuous Sum: chosen number Interactive image: Text of chosen answer Typeahead Form: Text File upload: url of uploaded file Rating: number of chosen icon Signature: url of drawing/signature as image Stripe: payment id, amount, currency and success or fail delimited by pipe () (ex. xxx 5 USD success)
q1_max_possible_quiz_score	Returns the max possible quiz score of question 1
q1_custom_score	Returns the custom score of the respondent on question 1
q1_max_custom_score	Question 1 max scored custom score
q1_min_custom_score	Question 1 min scored custom score
q1_median_custom_score	Question 1 median custom score
q1_avg_custom_score	Question 1 average custom score
q1_custom_score_weighted	Returns the total custom score of question 1 taking weights into account
q1_tag	Question 1 tag
current_qb_text	Current question block title
current_q_tag	Current question tag
contact_first_name	If you have a contact list and you work with URL-parameters, it will return the First Name of the contact

contact_last_name	If you have a contact list and you work with URL-parameters, it will return the Last Name of the contact
contact_email	If you have a contact list and you work with URL-parameters, it will return the Email Address of the contact
contact_personal_id	If you have a contact list and you work with URL-parameters, it will return the Personal Identifier (PID) of the contact
contact_unique_id	If you have a contact list and you work with URL-parameters, it will return the Unique Identifier (UID) of the contact
link	Returns the link to the survey in text format (without https://). Use this variable in the URL-section of the "insert link" option that you will see in the text editor. It allows you to put the link to your survey on a piece of text.
link_email	Returns the questionnaire link like in the variable `link`, but will add the email of the contact to the link. Example: s.pointerpro.com/survey?rid=EM_test@example.com
link_personal_id	Returns the questionnaire link like in the variable `link`, but will add the personal ID of the contact to the link. Example: s.pointerpro.com/survey?rid=EXT_pid123
link_unique_id	Returns the questionnaire link like in the variable `link`, but will add the unique ID of the contact to the link. Example: s.pointerpro.com/survey?rid=UID_1234abcd
clickable_link	Returns the link to your survey (with https://) that allows the receiver of your email to click and redirect to your survey. Use this variable directly in your email body and it will generate a clickable HTML link to your survey automatically once your email sends out. Example https://s.pointerpro.com/mysurvey
clickable_link_email	Returns the questionnaire link like in variable `clickable_link`, but will add the email of the contact to the link. Example: s.pointerpro.com/survey?rid=EM_test@example.com
clickable_link_personal_id	Returns the questionnaire link like in the variable `clickable_link`, but will add the personal ID of the contact to the link. Example: s.pointerpro.com/survey?rid=EXT_pid123
clickable_link_unique_id	Returns the questionnaire link like in the variable `clickable_link`, but will add the unique ID of the contact to the link. Example: s.pointerpro.com/survey?rid=UID_1234abcd
f1_result	Returns the result of formula 1

f1_avg_result	Returns the average result of formula 1 (formula must have the option "include all survey responses in this formula calculation" enabled)
f1_avg_result_by_contact_personal_id	Returns the average result of formula 1, calculated for everyone with the same Personal ID as the respondent. Example: if my personal_id is ABC, this will return the average of formula 1 for ALL responses that have been taken by a contact with personal_id = ABC
f1_result_by_contact_personal_id	Returns the average result of formula 1, calculated for everyone with the same Personal ID as the respondent. Example: if my personal_id is ABC, this will return the sum of ALL formula 1 results that have been taken by a contact with personal_id = ABC
f1_title	Returns the title of formula 1
f1_result_rank_order	Returns the Formula 1 rank order. Rank order sorts all formulas on the survey from high to low. It will then return the position of your formula response compared to the other respondent's formula responses. Example: Given there are 5 formula responses with values 5, 3, 6, 9 and 7. If your formula response is 6, this variable will return 3
f_title_position_1	Returns the title of the formula where the scored position is 1. The position value can be changed to whatever position you would like to show the title from (limited to the maximum amount of formulas you have in your survey).
image1	Returns image 1 in the email invitations / email templates. The image should first be added with the button "Add image" before you are able to use it.
image1_link	Returns the link of image 1 in the email invitations / email templates. Example: https://d211yo6vt4n0fx.cloudfront.net/survey/20934/template/0/media/DJ691ZarSrmoAGJS80sh_banner.jpg
all_responses	Returns the HTML output of all responses (same as the feature email notifications)
response_date_and_time	Returns the date and time of the response. Example of the format: "02 January 2020 03:09 pm"
qb_custom_score_ranking_table	Returns the same table as the variable 'f_result_ranking_table', but for question blocks.
qb_custom_score_ranking_table_percentage	Returns the same table as the variable 'qb_custom_score_ranking_table', but with percentages instead of absolute scores.

duration	Returns the duration of the response from the moment they click the on_start button until the moment they click on the complete button.
f_result_ranking_table	Returns the formula result ranking table. Please take a look at this help guide article for more information: https://help.pointerpro.com/en/support/solutions/articles/350001052-11-formula-ranking-table
additional_text	Returns the Additional Text
additional_image	Returns the Additional Image
surveyurl	Returns the URL of the survey
survey_url	Returns the URL name of the survey
question_count	Returns the Number of questions
response_questions_answered_count	Returns the Number of questions that are answered
response_na_count	Returns the Number of questions that are answered with not applicable
response_password	Returns the Access code of the response
session_signature	Returns the Session signature of the response
lifespark_percentile	Returns the Lifespark percentile
qb1_response_questions_answered_count	Returns the Number of questions that are answered inside the question block
qb1_response_na_count	Returns the Number of questions that are answered with not applicable inside the question block
qb1_previous_response_time_where_q1_answer_equal	Returns the Time of response that had same response on question
q1_additional_image_html_100x100	Returns the Question 1 additional image html
q1_avg_response	Returns the Answer text based on average question score
q1_first_response_respondent_time	Returns the First time a respondent answered the question
q1_previous_response_respondent_time	Returns the Previous time a respondent answered the question
q1_correct_answer	Returns the Text of the correct answer