Embedded Data is extra information, usually about the respondent, that you can attach to the respondent’s survey and use when setting up survey logic and analyzing the data.

This information can be used for in-survey logic (Display and Branch Logic), as well as for results analysis and panel sampling. Embedded Data can include extra information like state, city, address, etc. This information is stored with the survey response.

**Examples of Embedded Data Use:**

**Panels**

Import extra information along with the name and email address information of your panel members. In the panel example document you will see Embedded Data columns where you can start adding in Embedded Data. There is no limit to the number of fields you can import, but the maximum file size you can import is 16MB.

**Survey Link**

Append Embedded Data fields to the end of the anonymous survey link. The information you append onto the link will be captured with the respondents data and can be used in analysis.

**To append Embedded Data to a survey link:**

1. Take the survey link and paste it into a place where you can edit it, like Word or Notepad.
2. Add an ampersand (\&) to the end of the link.
3. Type in the name of the Embedded Data field, such as “state” or “city”.
4. Type an equal sign (=), then type in the value of the field such as “CA” or “LA”. Repeat the process to add multiple fields to the link.

Example: http://survey.qualtrics.com/SE/?SID=SV_1234&state=CA&city=LA

Please visit [Append Information to the URL](#) page to learn about passing information between surveys by appending it to the URL.

**QTips**

- Many organizations and panel companies like to use this method for piping in their information onto the end of the link so they can dynamically create their own unique link on the fly for each potential respondent.
- If you put your survey in several locations on the internet, you can use this method to keep track of where respondents took the survey. Append a field onto the end of the link with a different value for each location the link is posted to see from which location the respondent came.
Display Embedded Data in Results

By default, Embedded Data is not displayed in the reports or data downloads. It must be added as an element in the Survey Flow to be seen with the data. Adding Embedded Data in the Survey Flow gives you control over which Embedded Data is displayed in the results.

To add Embedded Data to the Survey Flow:

1. Go to the Edit Survey tab.
2. Click the Survey Flow option in the navigation bar at the top.
3. Click Add a New Element Here in the flow.
   - When pulling embedded data from a panel or survey link, it doesn’t matter where the element is placed in the Survey Flow. It only matters if you are assigning the field AND value in the Survey Flow.
4. Select the **Embedded Data** element.

![Embedded Data Element](image)

5. Type in the field name in place of “Enter Embedded Data Field Name Here...”, or click on **Add From Panel** in the bottom right hand corner of the element. You can then select a panel to pull the embedded data fields from automatically.

![Add From Panel](image)

**QTips**

- Notice to the right the text saying “Value will be set from Panel or URL.” This means you do not need to click the “Set a Value Now” option unless assigning the field and value on the fly.
- Feel free to enter multiple Embedded Data fields into the same Embedded Data element.
- If you do not select **Add From Panel**, you can manually enter in the Embedded Data fields from your panel. This gives you more control over which Embedded Data you want to view with the results.

**Survey Flow**

Assign Embedded Data to your respondents on the fly based on how they answer questions.

**To assign Embedded Data:**

1. Click into the **Survey Flow**.

![Survey Flow](image)
2. Set up a branch with a condition specifying which respondents should be assigned to the Embedded Data field and value.

- This part is optional. If you want to assign every respondent the same field and value, then do not insert a branch.

3. Click the **Add a New Element Here** button underneath the branch (or in the location where you are assigning the field).

4. Select the Embedded Data element.
5. Type in the field name you are assigning to the respondent.

6. Click **Set a Value Now**.

7. Type a value in the value box.

**Survey Logic**

Use Embedded Data to set conditions for Display Logic or Branch Logic.

**To base logic off of Embedded Data:**

1. In the first drop down, change “If Question” to “If Embedded Data”.
2. Enter the Embedded Data field name into the text box ("Quser" in the example below).

3. Select a condition. The most useful option is “Is Equal to”. You can also choose from greater/less than options which is useful when the value is numeric, empty/not empty, contains, and matches regex.

4. Enter the value into the text box on the right side.
Filter Data by Embedded Data

Use Embedded Data to filter your data.

To filter your reports based off of Embedded Data:

1. Go to View Results in the navigation bar and click on a report to view.
2. At the top of the report, click on **Add a Subgroup to this Report**.
3. Select the **Embedded Data** option.
4. Enter the Embedded Data field name into the text field.
5. Specify the condition (usually “Equal to” is used).

6. Enter a value.
7. Click the **Apply Changes** button to reload the report with filter applied.

**QTips**
You can also filter by Embedded Data by finding the Embedded Data element at the bottom of the question navigation bar on the left of the report and selecting it. Once you click on the Embedded Data, marked with an ED, you can click on a value to filter by.