



SHOEBOX[®] Online

User Guide

Think Outside of the Booth![®]

Introduction

Welcome to SHOEBOX® Online!

SHOEBOX Online is our screening solution, perfect for generating hearing healthcare referrals and performing basic hearing screening to determine the next steps in the hearing health journey of your patients.

This user guide will help you learn all the capabilities of SHOEBOX Online.

We'd love to help any way we can, so don't hesitate to reach out to us at support@shoebox.md or visit help.shoebox.md if you have any questions.

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Product Purpose

SHOEBOX Online is a revolutionary hearing screening tool that enables you to reach and engage potential customers in a faster, easier, and more effective way, all while reducing the cost per referral and increasing the scalability of your organization’s new customer acquisition goals.

SHOEBOX Online offers hearing service providers three key steps for improving their business:

1. **Identify:** Take advantage of an easily accessible and self-administered online screening test that will help you generate referrals by identifying your most qualified candidates for your services.
2. **Prioritize:** Filter through the results you generate and prioritize follow-ups based on participant hearing levels and screening questionnaire responses.
3. **Sell:** Educate and motivate participants to begin their hearing health journey, effectively book appointments, and generate more sales for hearing devices.



Identify



Prioritize



Sell

Facilitate Hearing Assessments

Research has shown that it takes an average of seven years from the time of an identified hearing loss to the purchase of hearing aids. SHOEBOX Online enables participants to assess their hearing from any device, and with their own headphones. The test effectively categorizes participants based on their hearing ability, placing them into one of three categories:

1. Normal hearing
2. Hearing loss
3. Significant hearing loss

Once the participant has been placed into their respective category, SHOEBOX Online then offers education and motivation to help them start on their hearing health journey sooner. Furthermore, you can provide an active next step for the participant after they view their results by adding a call-to-action button that links to your company’s booking page. Adding SHOEBOX Online to your workflow can help you reach and engage a broader range of customers who are ready to take the next step on their hearing health journey.

Why It's Effective

There are three things that make SHOEBBOX Online unlike other online hearing screeners:

1. **Easy to Use:** SHOEBBOX Online provides an accessible user experience to streamline test completion and raise hearing health awareness for the participant
2. **Effectively Categorize:** SHOEBBOX Online is designed to effectively categorize participants based on their hearing ability and screening questionnaire results, in order to facilitate the booking process and boost customer acquisition
3. **Mobile Ready:** SHOEBBOX Online is optimized for both mobile devices and desktop computers, and enables the participant to take the test from home using their own headphones and devices. This ease-of-access generates a higher rate of qualified referrals than any other tool on the market



Easy to Use



Effectively Categorize



Mobile Ready

How It Works

SHOEBOX Online employs a revolutionary new testing algorithm that is designed to generate high quality results that take into account all potential variables introduced by unique participant use cases.

The Four Factors

SHOEBOX has accomplished this by powering the test with four unique factors that all contribute to providing effective test results.

These four factors are:

1. **Device and Headphone Compensation:** The SHOEBOX Online team has carefully analyzed the most common consumer headphones and devices, and we are able to compensate for the different sound outputs they make.
2. **Dynamic Predictive Questionnaire:** SHOEBOX Online's pre-test questionnaire is designed to probe into a participant's perception of their own hearing ability. This personalized questionnaire dynamically selects questions based on the answers provided. The responses to these questionnaires are logged in the participant's test data, and can be reviewed by an audiologist after exporting the results from the portal. See [Exporting Results](#) for more information on how this action is performed.
3. **NEW Patented Test Methodology:** SHOEBOX Online incorporates patented technology that measures each individual's comfort level while listening to sound presented at various levels of intensity. As hearing loss increases, the range between a comfortable listening level and the lowest perceivable sound decreases. This is what is known as dynamic range. The dynamic range of a participant is not significantly impacted by device or headphone volume. It is an entirely relative measurement and independent from headphone type. This makes it ideal for online testing, as individualized dynamic range can be effectively measured on multiple types of hardware and headphones.
4. **Multi-Frequency Tone Detection:** SHOEBOX Online presents warbled pulsed tones at 1k, 2k, 4k, and 6kHz in each ear to better estimate a participant's hearing by frequency. The test focuses on the frequencies that apply to speech comprehension and sounds of everyday life.

Configuring & Customizing Your SHOEBBOX Online Test

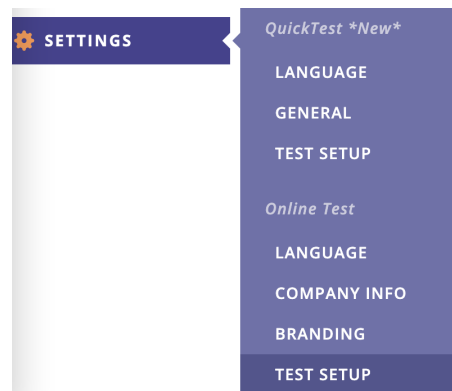
Test Setup

The Test Setup page is where you can configure the content and flow of your online test.

Accessing your Online Test Settings

To access your SHOEBBOX Online test settings:

1. Log into your SHOEBBOX web portal
2. Hover over the "Settings" tab in your sidebar
3. Click on "Test Profile" under the "Online Test" heading



Configuring your Online Test Setup

Clicking on the "Edit" button in the top right corner of the page will allow you to configure your online test settings.

Test URL: Changes the extension of the URL that will be used for your test. We recommend changing this to something that associates the test URL with your company. This is important because it allows participants to recognize the test as a product of your company, and increases brand recognition.

Test URL <https://www.shoebboxonline.com/>

Last Updated 2020-05-28 12:33 PM

Global Contact Information: This section allows you to configure contact information used in all contact capture forms (pre-test and result page). Use the checkboxes to select which contact info form fields will appear on your forms, and which form fields are marked as required fields.

Global Contact Information

This section allows you to configure contact information used in all contact capture forms. The contact information chosen will be used in the Pre-Test Contact Capture and all Result Page Contact Captures.

*Fields marked with * are required*

Form Fields*	<p>Select one or more options</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> First Name <input checked="" type="checkbox"/> Last Name <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> Phone Number <input type="checkbox"/> City or Neighborhood <input checked="" type="checkbox"/> Zip Code <input style="width: 50px;" type="text"/> <input type="checkbox"/> Country 	<p>Select required fields</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> First Name <input checked="" type="checkbox"/> Last Name <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> Phone Number <input checked="" type="checkbox"/> Zip Code
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Pre-Test Contact Capture: Enables contact capture at the beginning of the test workflow. You can enable this instead of (or in addition to) the contact capture form on the results page. Use the text fields to enter the title and description of your contact capture form. This gives you the ability to explain exactly why you are collecting information so that your participants know what to expect.

Pre-Test Contact Capture ✔

If enabled, a contact form will be included before the test begins. Participants will be required to agree to the Privacy Statement to submit the form. Your company information will appear in the privacy statement.

*Fields marked with * are required*

Title*
Max characters 120

Description*
Max characters 180

Contact Information *The contact information displayed here is a preview. To edit please [click here](#).*

First Name
Last Name
Email
Phone Number
Zip Code

Privacy Statement I have read and agree to the [Privacy Statement](#) and I agree to be contacted about my results.

Notifications: Changes what notifications settings are enabled. Enabling the "Test Completed" notification will send a notification email to a selected user's email address when a test is

completed. The email will include the participant's ID and test results, making it an easy and effective way to track participant data on a regular basis.

Notifications

Test completed

Receive an email whenever a test is completed. Email will include participant ID and test results.

Email

Result Pages

The results pages section allows you to modify what the participant will see and interact with on their results screen. You can modify the results screen for each of the three categories, Good Hearing, Hearing Loss, and Significant Hearing Loss.

Result Page	Last Updated
Good hearing	2020-08-05 11:34 AM
Hearing loss	2020-08-05 11:36 AM
Significant hearing loss	2020-08-05 11:36 AM

Clicking on one of the three result page links will take you to a separate page which will allow you to modify the content for that specific results page. For example, the result page for the "Hearing Loss" category in the image below.

Settings | Online Test

Hearing Loss Result Page

The Hearing Loss result page appears if the participant's results indicate hearing loss in **at least one ear**. Last Updated 2020-08-05 11:36 AM

Contact Capture

If enabled, a contact form will be included on the Results page. Participants will be required to agree to the Privacy Statement to submit the form. Your company information will appear in the privacy statement.

Fields marked with * are required

Title* Max characters 120

Description* Max characters 180

Contact Information The contact information displayed here is a preview. To edit please [click here](#).

First Name
Last Name
Email
Phone Number
Zip Code

Privacy Statement I have read and agree to the [Privacy Statement](#) and I agree to be contacted about my results.

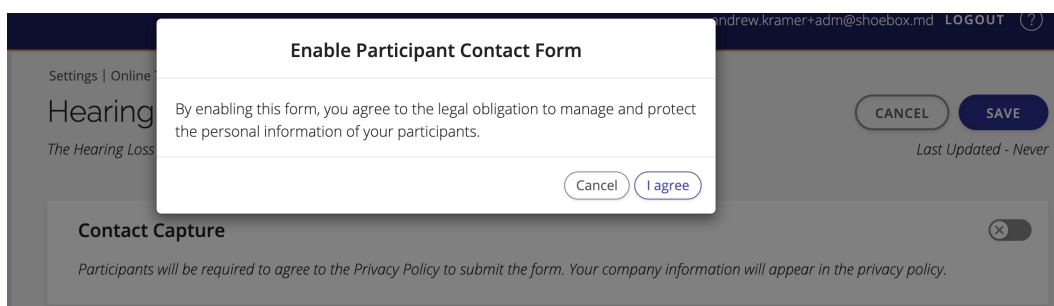
Call to Action Button

Button Text* max. 45 characters

Button Link* This is where your button will link to.

Enabling Results Screen Contact Capture

By turning on the toggle switch in the Contact Capture section, you can enable a participant contact form which the participant may fill out after their online test. Participants will be required to agree to the Privacy Policy to submit the form, and enabling the participant contact form will display this message, in which you must agree to protect the personal information of your participants before the contact form can be enabled.



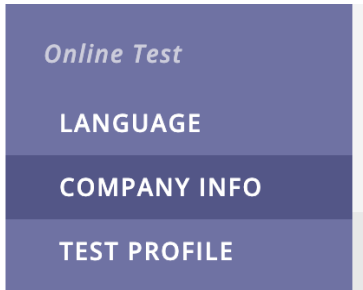
Clicking on "I agree" will enable the contact form. You can add a custom and title using the text fields. The contact information form fields will use the same form fields you selected in Global Contact Information, but you're encouraged to change the title and description to be different from the pre-test contact capture. You can review the privacy statement by clicking on the privacy statement link.

A screenshot of the "Contact Capture" configuration form. The form is titled "Contact Capture" and has a green checkmark icon in the top right corner. Below the title is a note: "If enabled, a contact form will be included on the Results page. Participants will be required to agree to the Privacy Statement to submit the form. Your company information will appear in the privacy statement." The form contains several fields:

- Title***: A text input field with the value "Request a follow up". To the right of the field is the text "Fields marked with * are required" and "Max characters 120".
- Description***: A text input field with the value "If you would like to be contacted regarding your results, please input your information below.". To the right of the field is the text "Max characters 180".
- Contact Information**: A section with the text "The contact information displayed here is a preview. To edit please [click here](#)." Below this text are five input fields: "First Name", "Last Name", "Email", "Phone Number", and "Zip Code".
- Privacy Statement**: A text input field with the value "I have read and agree to the [Privacy Statement](#) and I agree to be contacted about my results."

After configuring your contact capture, you will need to directly edit the company information that will appear in the privacy statement. This done by clicking on **Company Info** in the sidebar, then clicking on the **Edit** button in the top right corner of the company information page to enter in your company's current contact information.

Note: You can also include a link to your organization's privacy policy by pasting it in the Company Privacy Policy Link field.



Company Information

[CANCEL](#) [SAVE](#)

Company Contact Information

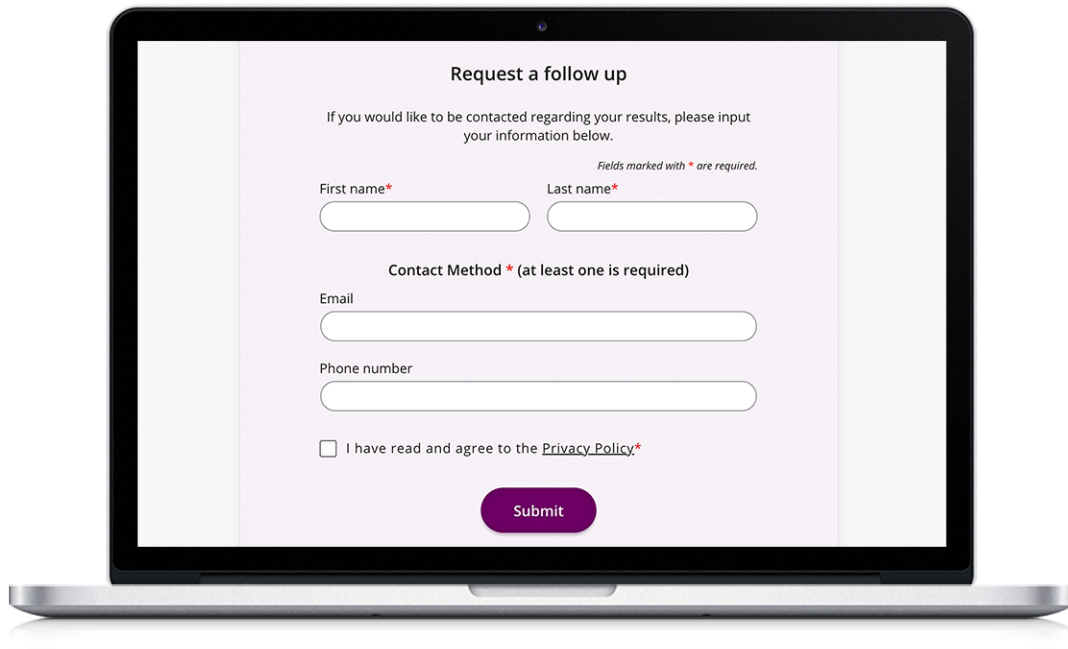
This information will be included in the Privacy Statement. The participants must agree to the Privacy Statement when sharing their contact information.

*Fields marked with * are required*

Company Name*	<input type="text" value="Example Company"/>
Company Address*	<input type="text" value="123 Example Drive"/>
Company Email Address*	<input type="text" value="examplecompany@example.com"/>
Company Phone Number*	<input type="text" value="1-613-555-1234"/>
Company Privacy Policy Link	<input type="text" value="https://examplecompany.com/privacy"/>

Once your information has been entered, click on **Save** to save your changes.

Once all of that is complete, your contact capture form will be ready for your online test, and will be displayed on the results screen of the categories for which it has been enabled.



Enabling Call-To-Action Button: If the call-to-action button is enabled, you can change the text displayed on the button and the link that your button will lead to when clicked. You can use this to seamlessly link a participant to your online booking or contact page after they have completed the test.

Call to Action Button ✔

Button Text*
max. 45 characters

Button Link* This is where your button will link to.

Note: When a participant clicks your Call to Action button, SHOEBOS Online will generate additional URL parameters and add them to the URL of your booking or contact site. This will always include a participant_test_id, and will also include a refID & refSource if applicable.

Example:

https://www.yourcompany.com/booking/?participant_test_id=1e324652-d323-4009-9b6b-e1a6b26ba8c5&refid=123&refSource=abc

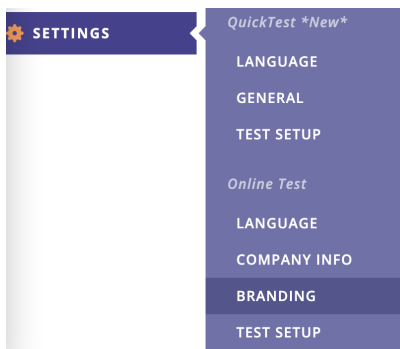
Branding

The branding page is where you can go to customize the look and feel of your online test to match your organization's branding.

Accessing your Branding Settings

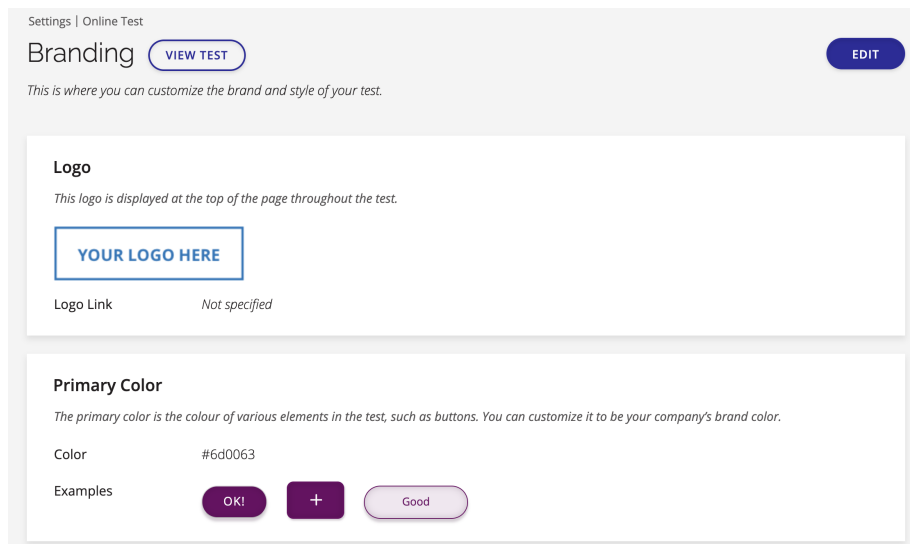
To access your SHOEBOX Online Branding Settings:

1. Hover over the **Settings** tab in the sidebar
2. Click on **Branding** under the **Online Test** heading

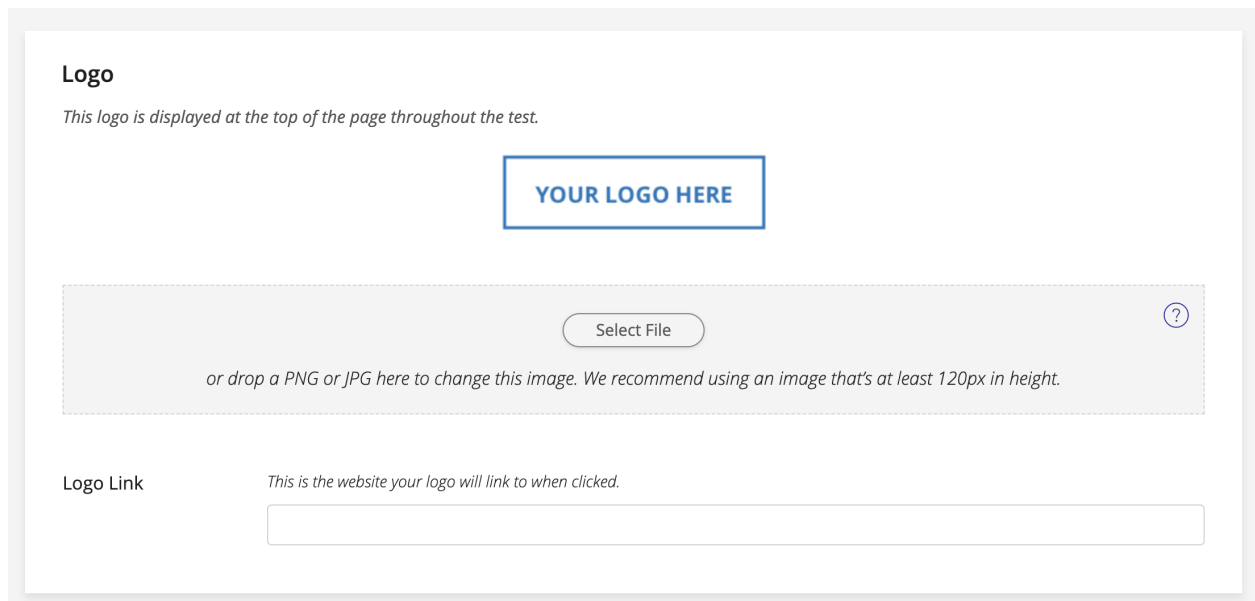


Configuring Your Branding Settings

Clicking on the "Edit" button in the top right corner of the page will allow you to configure your branding settings.



Logo: Changes the logo that will be displayed on the online test page. We recommend changing this to your company's logo. You can also add a link to your logo, we recommend adding a link to your company's website. This allows participants to associate the branding of the test with your company, and to link themselves back to your company's website, if they wish.



Logo
This logo is displayed at the top of the page throughout the test.

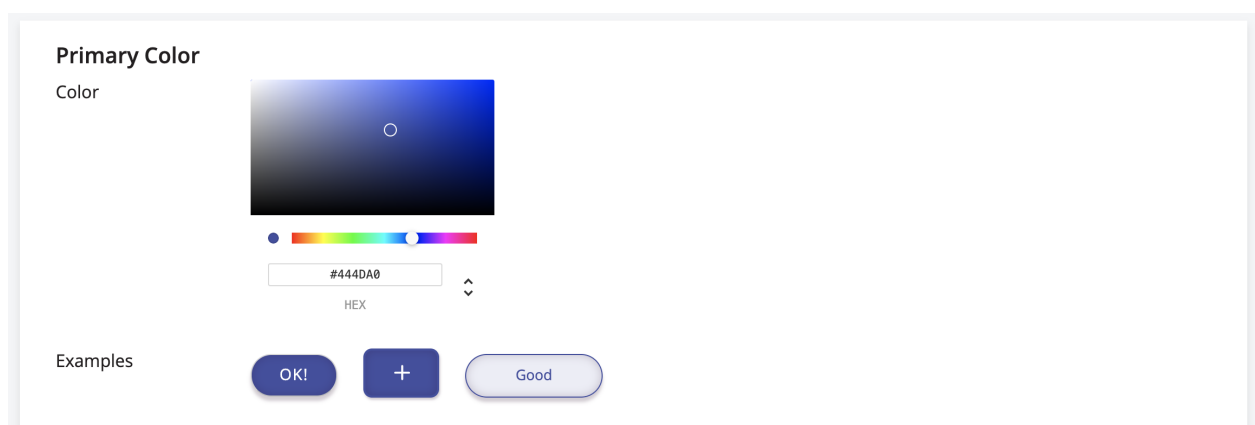
YOUR LOGO HERE

Select File ?

or drop a PNG or JPG here to change this image. We recommend using an image that's at least 120px in height.

Logo Link *This is the website your logo will link to when clicked.*

Primary Color: Changes the color of buttons and other elements throughout the test. For a consistent experience and brand recognition, you can change this to a color that reflects your company's branding.



Primary Color

Color




HEX

Examples

OK!

+


Good

Welcome Screen: Changes the image displayed on the first screen of the test. Size requirements: minimum 550 x 251 pixels, under 10MB.

Welcome Screen

The welcome screen is the first image your users view when they land on the test. You can choose the image you would like them to see.

Image



Select File ?

To upload a new image, please select a PNG or JPG above or drag it here. The image size must be at least 550 x 251 pixels. The file size must be under 10MB.

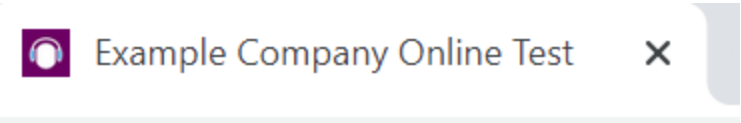
Page Title: Changes the title of your web page, which affects the text displayed on the page's tab in your browser. It is highly recommended to include the name of your company or brand to make it easy for the user to associate your online test with your company/brand.

Page Title

The page title is the title of the web page where your test is. It can be found at the top of your browser window. We recommend including the name of your brand.

Title* *Fields marked with * are required*

Max characters 120



Font: Changes the font used in the online test. You can select from a list of fonts on the left, and the page will generate a preview for you on the right. Note that the default font is Open Sans, if you ever want to return to the font to default.

Font

The font is the style of text that will be used in your test. You can choose from the list of fonts and see a preview.

- Open Sans - Default
- Roboto
- Montserrat
- Merriweather
- Poppins
- Source Serif Pro

AUDIO SETUP

Put in your headphones and test your setup

Now let's test your setup. First, **put on your headphones**.
Then, click the **button** to play the test audio.

▶ Play audio

Please note the button in this preview does not reflect the updates made to the Primary Color

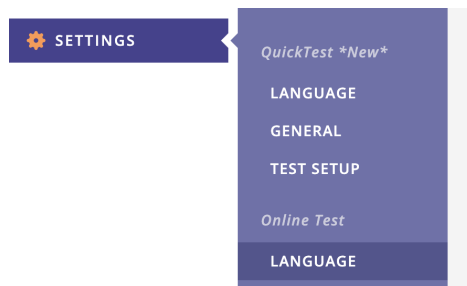
Note: Make sure you scroll back up to the top of the top of the page and click "Save" to save your changes.

Configuring Your SHOEBOX Online Language Options

Accessing your Language Options

To access your SHOEBOX Online language configuration:

1. Hover over the **Settings** tab in the sidebar
2. Click on **Language** under the **Online Test** heading



Configuring the Multi-Language Selector

1. Click on the **Edit** button in the top right corner
2. Select which languages you would like to make available for participants
3. Click **Save**

Settings | Online Test

Language

CANCEL SAVE

Languages

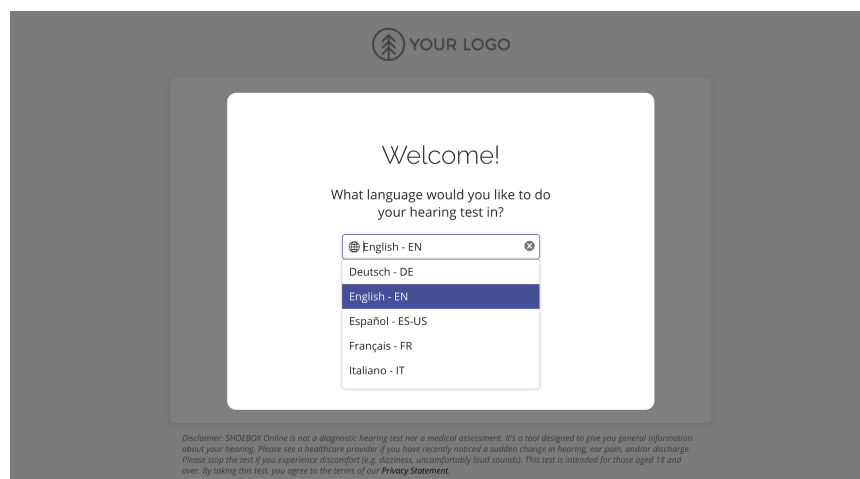
Primary Language

When multiple languages are selected, a language selection screen will be displayed for participants to select their preferred language.

Make sure to set custom text content for your languages using the language content section below.

<input type="checkbox"/> English (Primary)	<input checked="" type="checkbox"/> Finnish	<input checked="" type="checkbox"/> Polish
<input checked="" type="checkbox"/> Norwegian	<input type="checkbox"/> French	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> German	<input checked="" type="checkbox"/> Russian
<input type="checkbox"/> Chinese (Traditional)	<input checked="" type="checkbox"/> Hungarian	<input checked="" type="checkbox"/> Slovak
<input checked="" type="checkbox"/> Czech	<input type="checkbox"/> Italian	<input type="checkbox"/> Spanish
<input checked="" type="checkbox"/> Danish	<input type="checkbox"/> Japanese	<input checked="" type="checkbox"/> Swedish
<input type="checkbox"/> Dutch	<input type="checkbox"/> Korean	<input checked="" type="checkbox"/> Turkish

When multiple languages are selected, a language selection screen will be displayed before the test for participants to select their preferred language.



Adding Custom Language Content

By following the on-screen instructions, you can add custom translated text for the contact capture cards and call-to-action button at the end of your test, if enabled.

Language Content

This is where you can customize the custom text content used for each language.

1. Download the current custom text content in a CSV

[Click here to download online_test_custom_text_content.csv](#) ↓

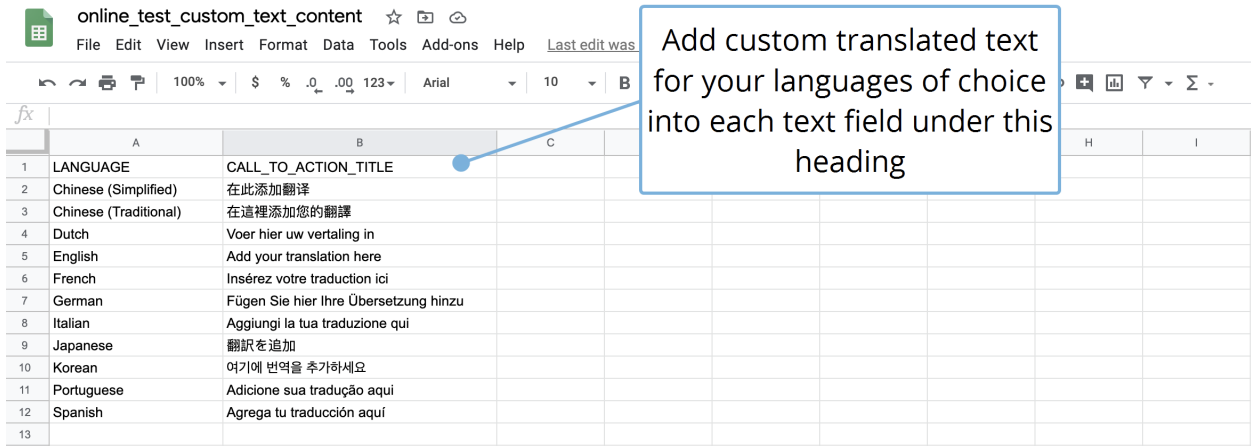
2. Edit the CSV content
 - a. Each row contains content for a different language
 - b. Do not change row or column headers
3. Upload the file in the box below to save your updated custom text content

⊕ Import Custom Text Content



Drop the edited online_test_custom_text_content.csv file here to update your custom text content used for translations.

Once you have downloaded the CSV file, replace the content under the CALL_TO_ACTION_TITLE heading with your custom translated text.



When you have completed this task, upload the changed CSV file using the upload box in the Language Content section.

URL Language Parameters

Adding a language parameter to your organization’s test URL is an easy way of streamlining your customer’s experience if you already have an idea of what language they will be doing their online test in.

For example, if your participants will be accessing your online test through your website, which is already translated into a specific language, you could add a language parameter to the URL link embedded in your website to launch the test in that language, which will skip the language selection step and streamline your customer’s experience.

Example: <https://www.shoeboxonline.com/yourcompany/?lang=fr> will cause the test to launch in French. Simply add `?lang=` to the end of your URL and then include the language code for the language you would like the test to launch in.

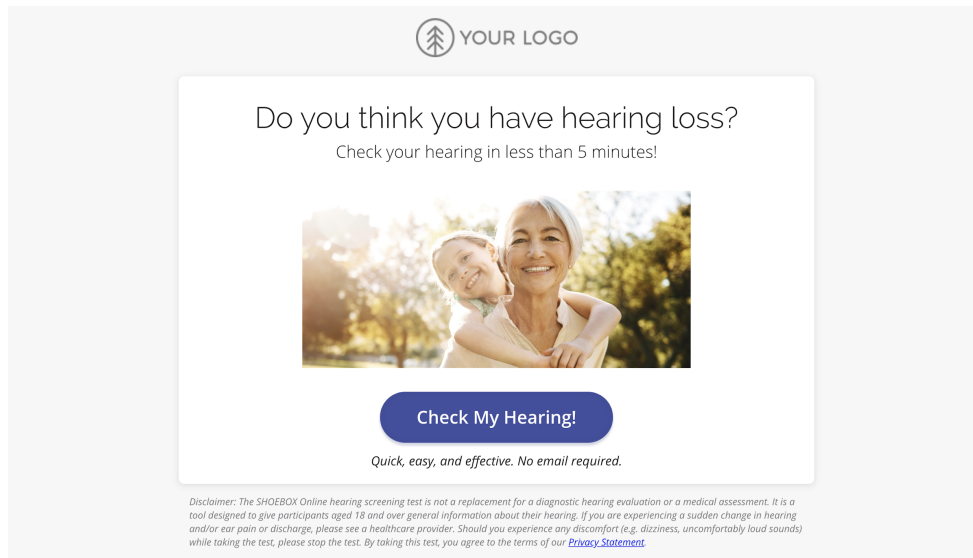
Here is a list of codes for all languages currently available in SHOEBBOX Online:

Czech: /?lang=cs	Danish: /?lang=da	German: /?lang=de	English: /?lang=en	Spanish: /?lang=es	Finnish: /?lang=fi
French: /?lang=fr	Hungarian: /?lang=hu	Italian: /?lang=it	Japanese: /?lang=ja	Korean: /?lang=ko	Norwegian: /?lang=nb
Dutch: /?lang=nl	Polish: /?lang=pl	Portuguese: /?lang=pt	Russian: /?lang=ru	Slovak: /?lang=sk	Swedish: /?lang=sv
Turkish: /?lang=tr	Chinese (Simplified): /?lang=zh-Hans	Chinese (Traditional): /?lang=zh-Hant			

SHOEBOX Online Test Workflow

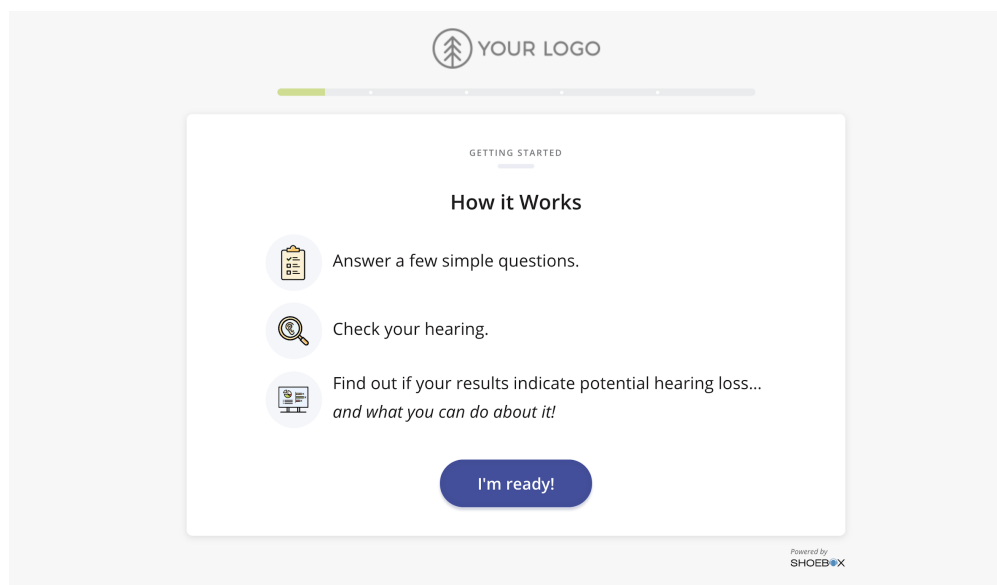
#1 Splash Screen

This is the screen that all participants will start on when beginning the test workflow. It can be customized to reflect your company's branding, as in the example below which contains a custom logo and modified color on the button element.



#2 Getting Started Screen

Brief explanation of the test's flow and what the participant can expect from the test.



#3 “Before We Start” Screen

Essential screening questions for data logging, records the participant’s gender and age.

YOUR LOGO

GETTING STARTED

Before we start

Before we start the questionnaire, we need to know a little bit about you.
This will help us personalize your results.

Gender Female Male Prefer not to say

Age Category

Start questionnaire!

Powered by SHOEBOX

#3.5 Pre-Test Contact Capture (Optional)

Optional contact capture form for the participant to fill out before proceeding with their test

YOUR LOGO

GETTING STARTED

Example Company Contact Form

Please type in your information so we know how to get in touch.

*Fields marked with * are required.*

First name*

Last name*

I have read and agree to the [Privacy Statement](#) and I agree to be contacted about my results.*

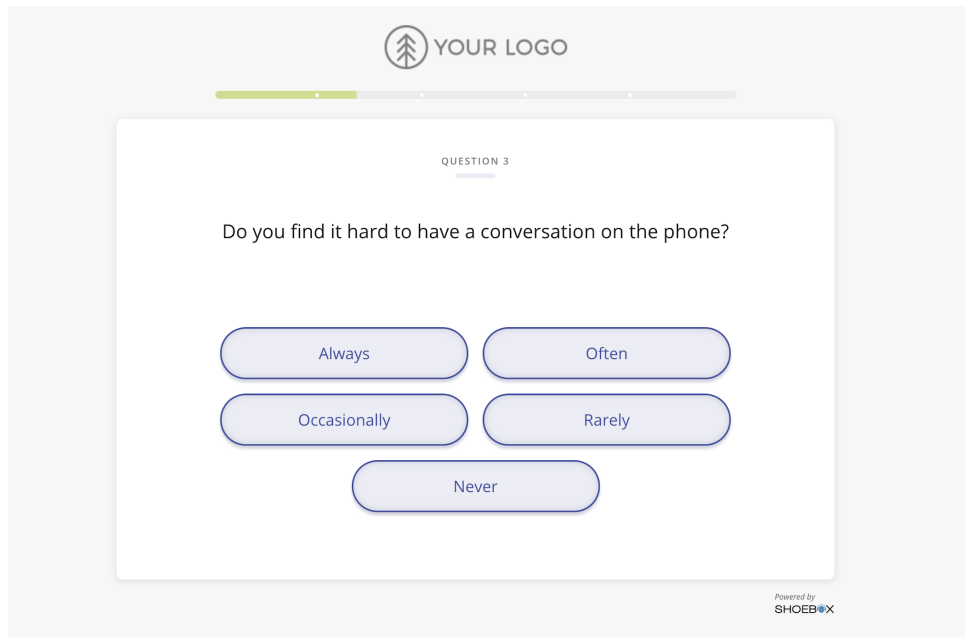
Continue

Powered by SHOEBOX

#4 Dynamic Questionnaire Screens

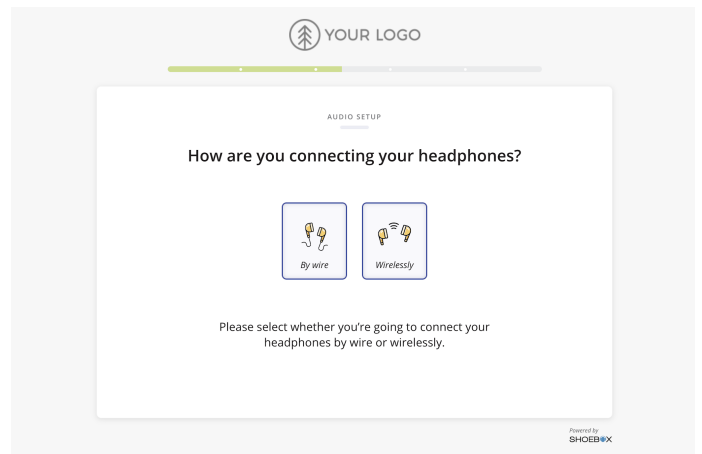
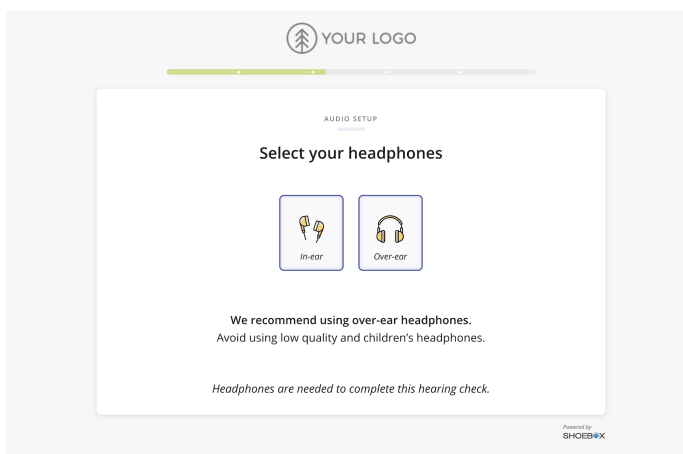
The participant will then be asked a series of questions from our dynamic questionnaire. The questions are designed to probe the participant’s perception of their own hearing ability, and

how motivated they are to take the next step on their journey to healthy hearing. The questions will also change based on the participant's responses, in order to acquire the most relevant information from the participant in regard to their hearing health. The responses to these questionnaires are logged with the participant's test data, and can be reviewed by an audiologist after exporting results from the portal.



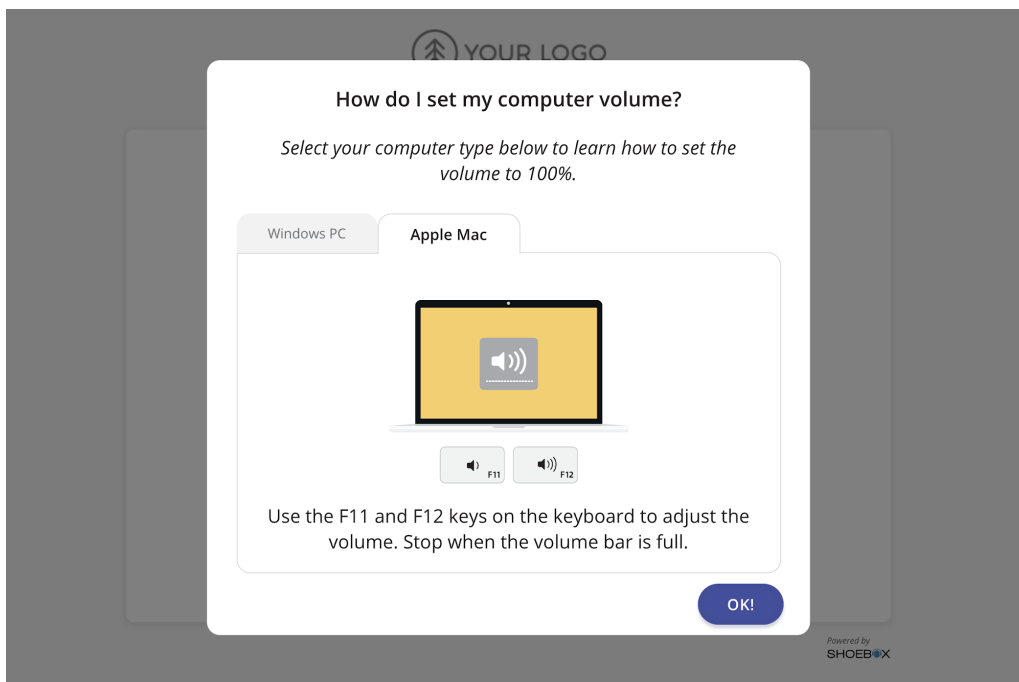
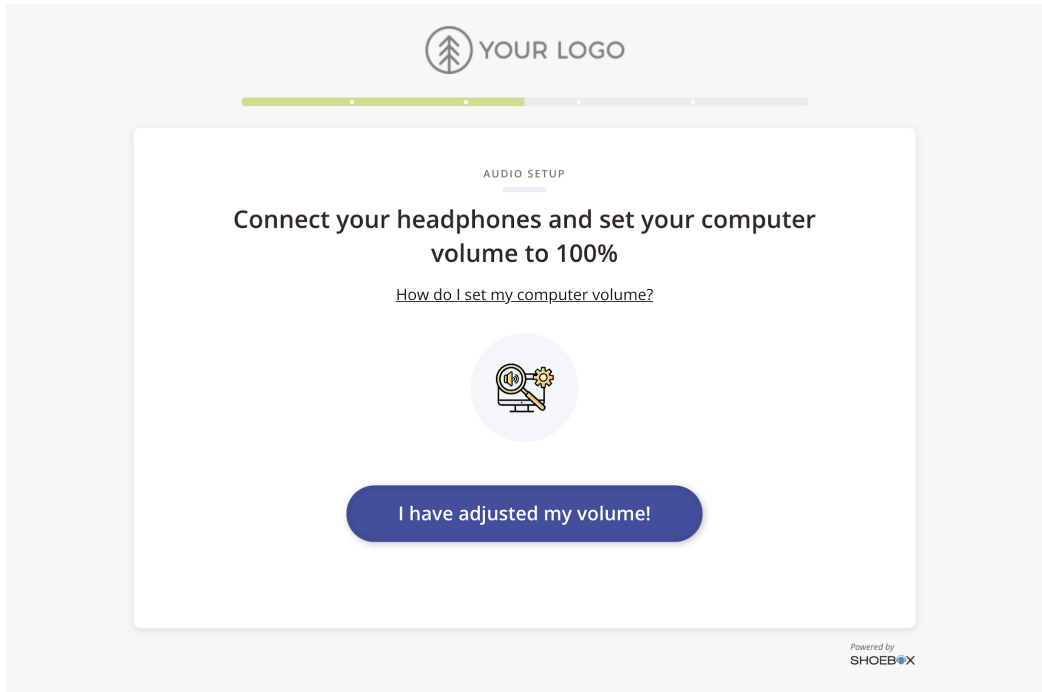
#5 Headphone Select Screens

The participant is then asked to select which type of headphones they are using, and how they are connected to their device.



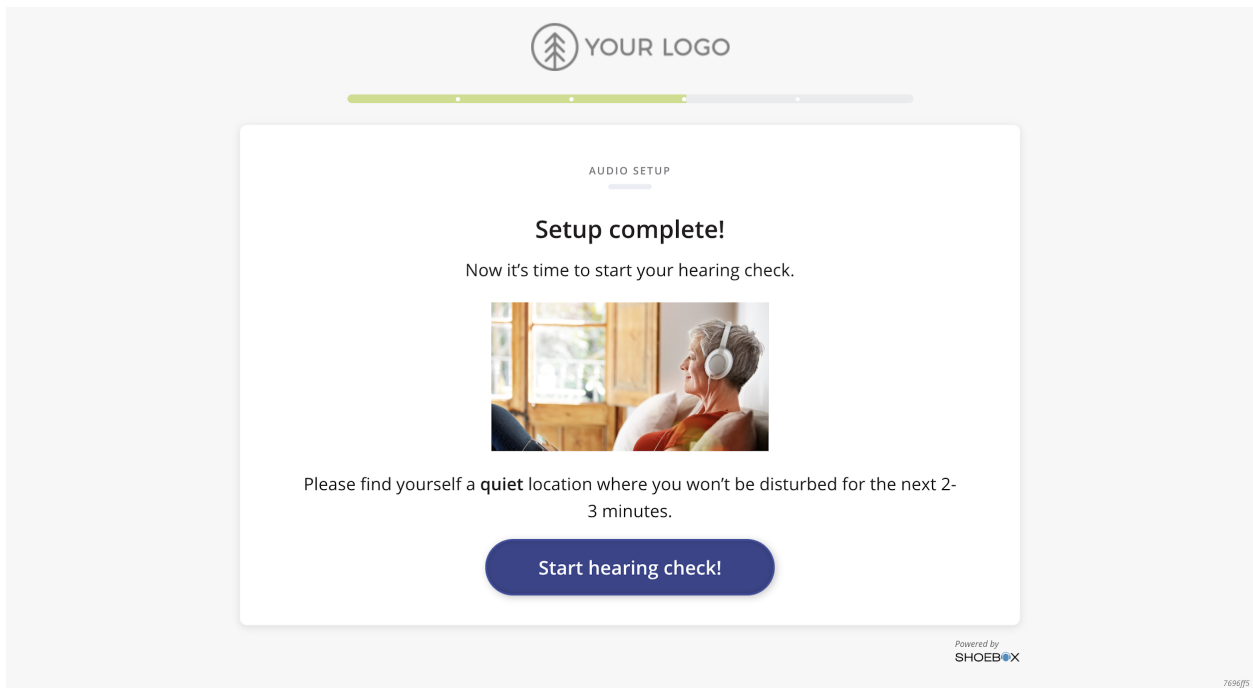
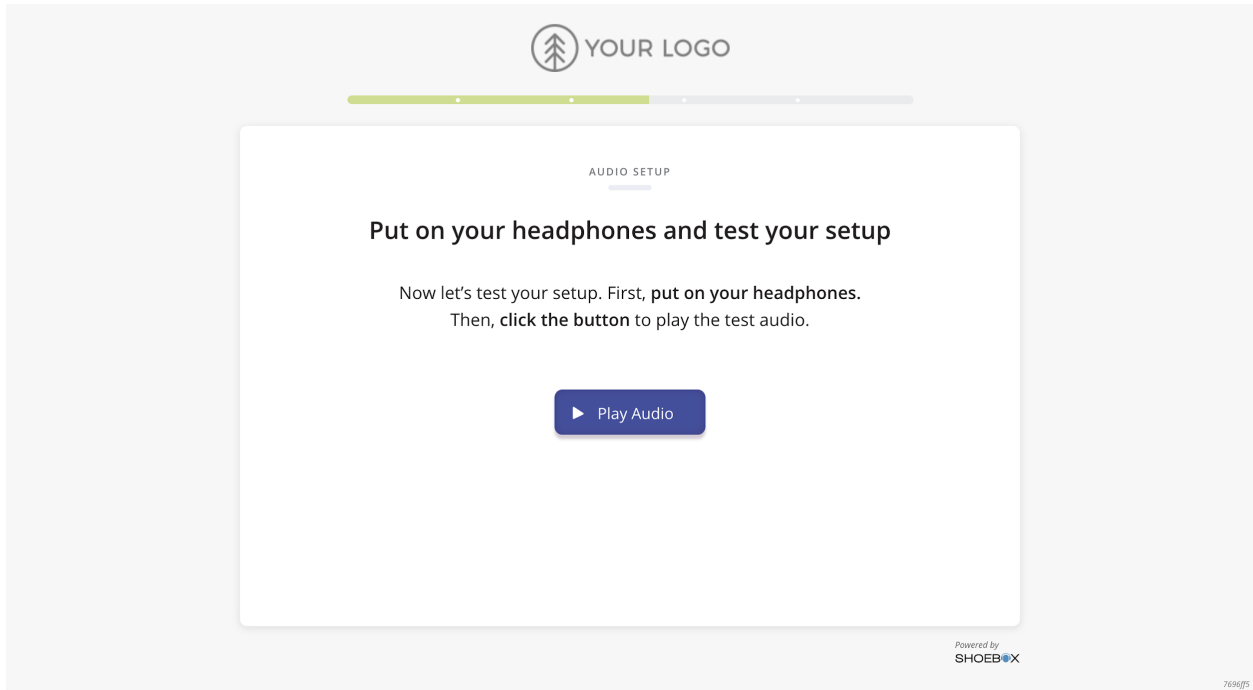
#6 Volume Configuration Screens

The participant is prompted here to ensure their headphones are connected and to set their device volume to 100%. Instructions are provided on how to do so if they are unsure.



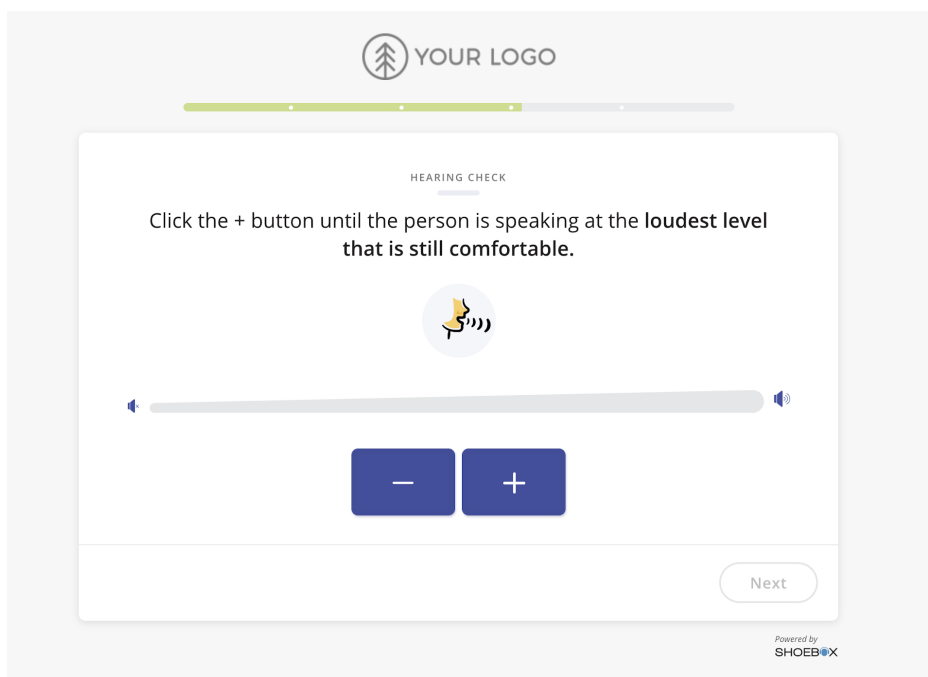
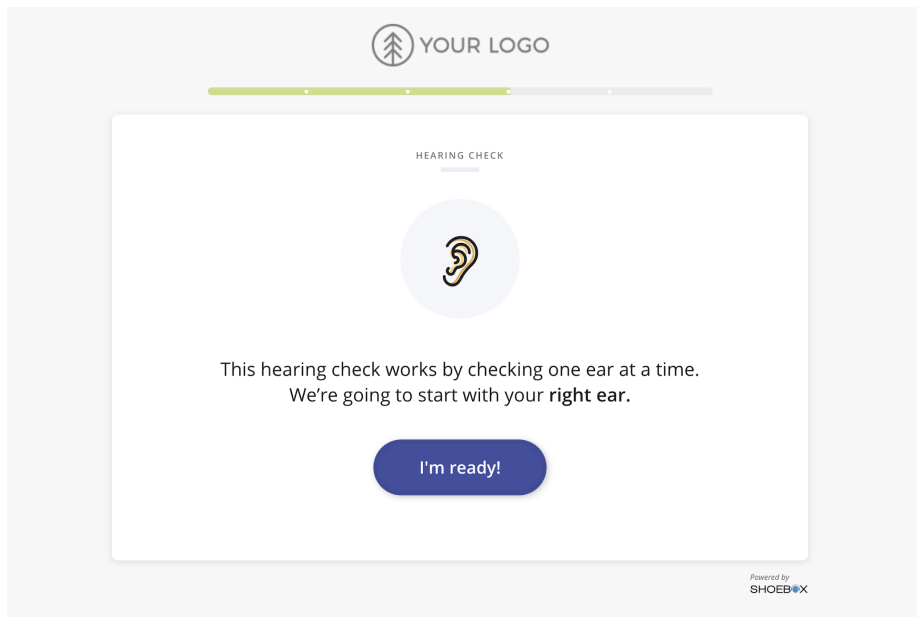
#7 Pre-Test Audio Check

The participant is then prompted to put on their headphones and is provided an audio sample to play to ensure that everything is working correctly. After the check has been completed, they may then click on the “Start hearing check!” button to proceed to the hearing test.



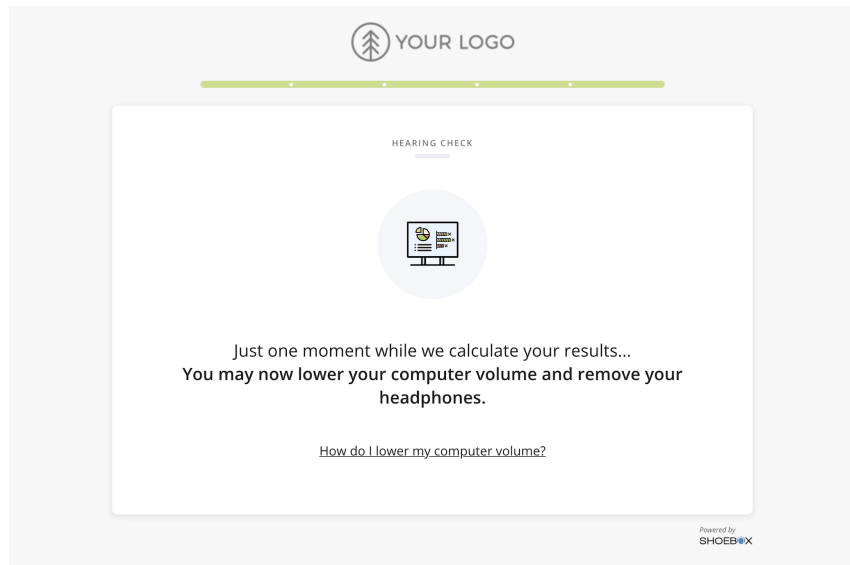
#8 Hearing Screening

The participant's hearing is then screened through a series of frequencies, beginning with the right ear and ending with the left. The on-screen instructions tell the participants to use the buttons labelled with "+" and "-" symbols until the volume of the tone presented matches what is expected from the instructions. Some frequencies presented will ask the participant to set the volume at the loudest level that is still comfortable, others will ask the participant to set the volume at the quietest level that is still audible.



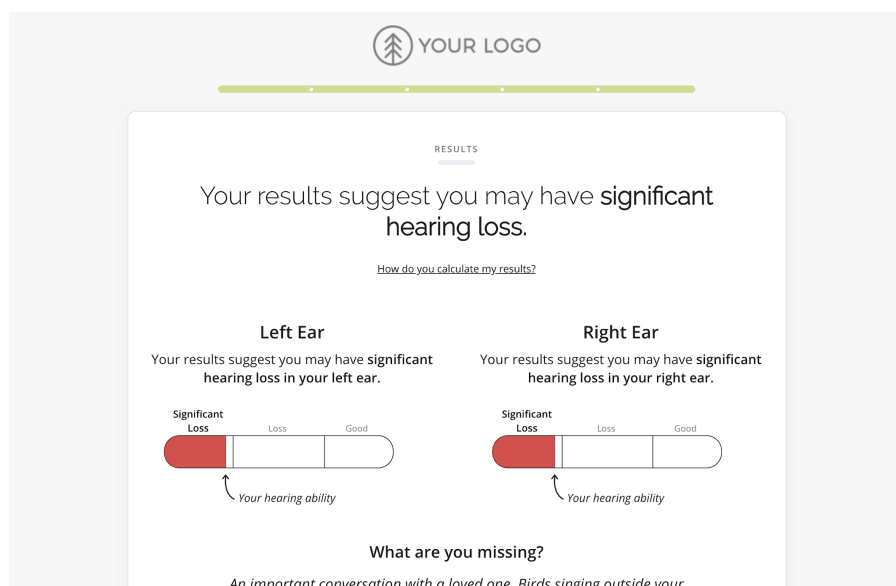
#9 Calculating Results Screen

This screen will display to the participant once they have completed every frequency and their results are being calculated.



#10 Results Screen

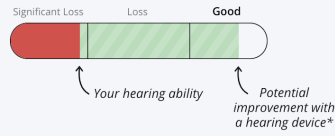
The final screen of the test. This is where the participant views their results and receives positive feedback on how to take the next steps on their journey to healthy hearing. Additionally, if you have a call-to-action button enabled, the participant can click it to link themselves to your booking or contact page.



How can getting help improve my hearing?

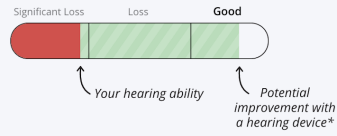
Left Ear

This is how your hearing in your left ear could improve with help from a hearing device*.



Right Ear

This is how your hearing in your right ear could improve with help from a hearing device*.



A hearing device can help you hear the sounds you're missing. Speech will sound clearer and crisper. Music will be more enjoyable to listen to. On top of that, studies show that getting help for your hearing loss improves not just your life, but the lives of your loved ones too.

[Book an appointment today!](#)

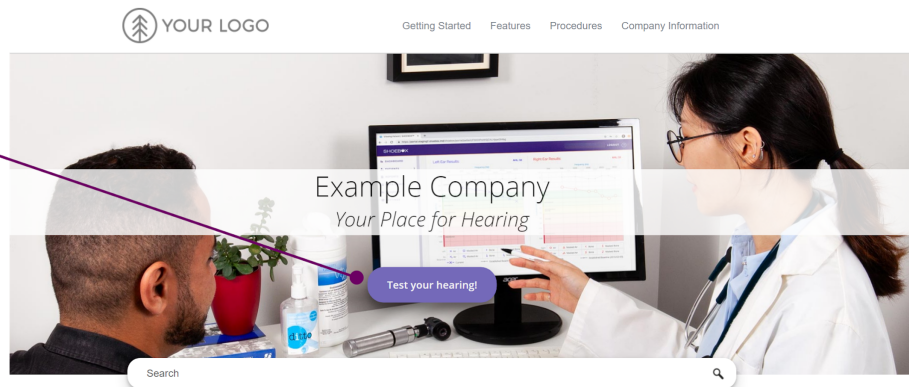
*Not every person with hearing loss can benefit from a hearing device. Improvement will vary.

Disclaimer: The SHOEBOX Online hearing screening test is not a replacement for a diagnostic hearing evaluation or a medical assessment. It is a tool designed to give participants aged 18 and over general information about their hearing. If you are experiencing a sudden change in hearing and/or ear pain or discharge, please see a healthcare provider. Should you experience any discomfort (e.g. dizziness).

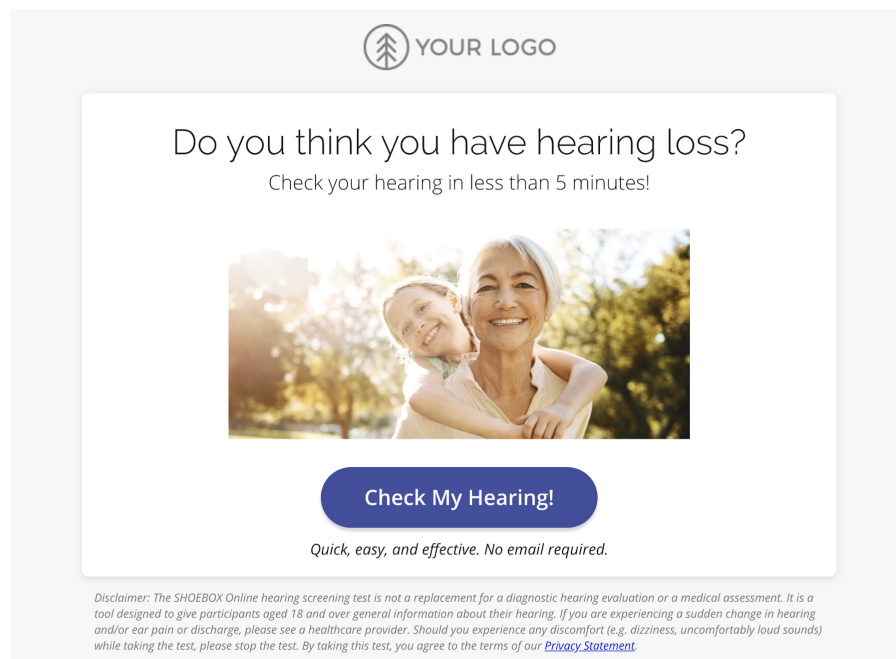
Adding SHOEBOX Online to Your Website

SHOEBOX Online can be easily added to your company's website. This could be the primary responsibility of your company's webmaster; by providing them the link to your online test, they will be able to embed the link into a button or heading on your website.

Allow your customers to easily access your online test using a button on your home page.



Clicking the button with the embedded link to your online test will open the test in a new tab or window.



Basic Overview

For users that manage their own web services and may not have access to a professional webmaster to perform this action, this section will highlight the procedure for adding your online test to your homepage. This workflow will apply to most site-builders such as WordPress or Squarespace.

Step 1: Build a button

The first thing you will need to do is build a button using your site's Cascading Style Sheet (CSS). You can configure your button to appear however you want, the example listed below is the one used in our "Example Company" demo image.

```
font-size: 13px;
text-decoration: none;
padding: 12px 25px;
background: #7469b9;
border-radius: 60px;
border-bottom: none;
color: white;
display: inline-block;
transition: .3s background ease-out;
box-shadow: 0 3px 5px 0 rgba(0,0,0,0.26);
```

Step 2: Place button, add button text and link to button

Once your button has been built, you'll then need to add the button to your homepage in whichever location you think is the most suitable. In the example below, the button is coded to be placed in the center of the homepage's hero image, with the text "Test Your Hearing!" to appear in the button. Finally, ensure the link to your test is embedded in the button by including the URL to your test along with the href= attribute within your <a> tag.

Content

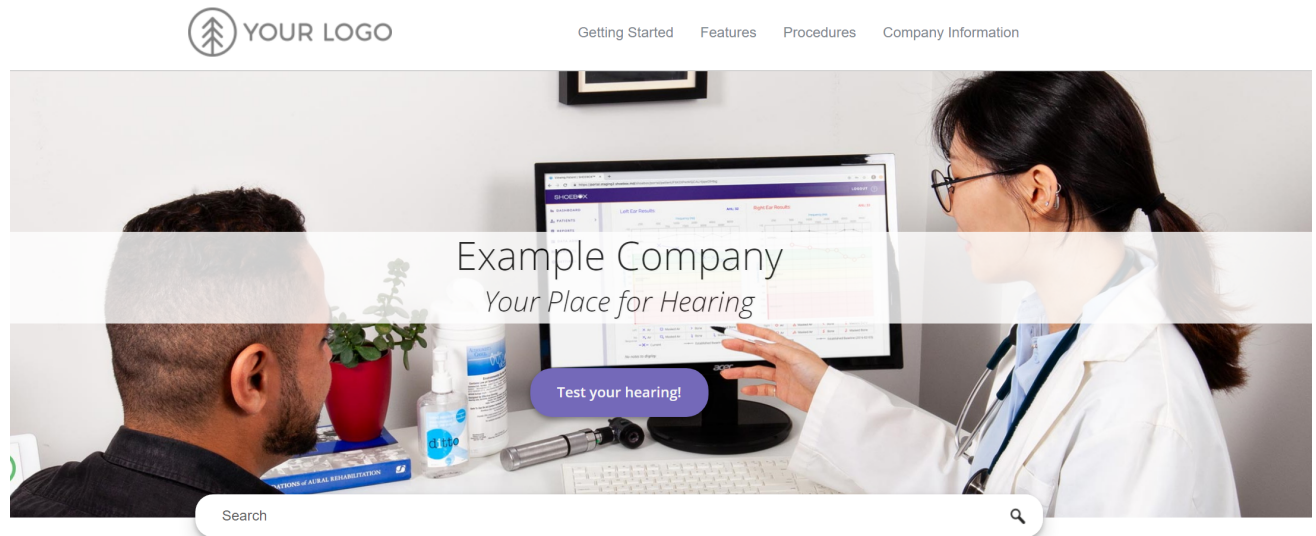


The screenshot shows a content editor interface. At the top, there are two buttons: "Add Media" and "Add Form". On the right side, there are two tabs: "Visual" and "Text". Below these, there is a toolbar with various text formatting options: bold (b), italic (i), link, b-quote, del, ins, img, ul, ol, li, code, more, and close tags. The main content area shows a code block with the following HTML:

```
<p style="text-align: center;"><a class="btn" href="shoebonline.net/yourcompany/">Test Your Hearing!</a></p>
```

Step 3: Preview and Confirm

Once you have built your button and included it within your HTML, you should then preview the output to ensure that it looks the way you want it to. Below is an example of our “Example Company” demo homepage with the aforementioned CSS and HTML applied.



SHOEBOX Online Use Cases

SHOEBOX Online can be used in a variety of ways. It is imperative to decide on a use case for your organization to get optimal results from using SHOEBOX Online as a hearing screening test or lead generation tool.

Direct Website Embedding: Gathering Test Results from Web Traffic

This use case involves embedding a link to your SHOEBOX Online test onto your homepage, and will allow you to generate referrals from your standard web traffic. Additionally, if the call-to-action button is enabled on the results page of your test, you can use this to link a user to your online booking page after the test has been completed, minimizing the need to follow up with potential customers manually.

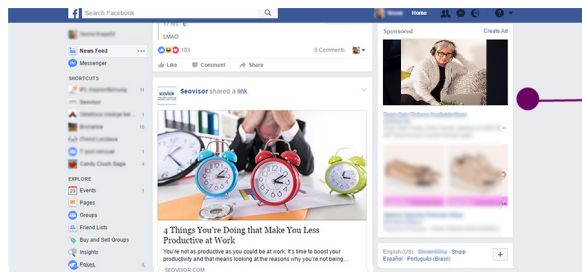
Note: including a source ID in your embedded URL will provide you insight on how many users accessed your online test from your website. See [What is a Source ID?](#) for more information.

The image shows two screenshots of a website. The top screenshot is a homepage for 'Example Company' with a navigation menu and a 'Test your hearing!' button. A callout box points to this button with the text: 'Generate traffic to your online test by adding a button to your home page'. The bottom screenshot is a hearing test results page titled 'How can getting help improve my hearing?'. It features two progress bars for 'Left Ear' and 'Right Ear', each showing 'Your hearing ability' (red) and 'Potential improvement with a hearing device*' (green). A callout box points to a 'Book an appointment today!' button on this page with the text: 'Create a call-to-action button that sends participants to your booking or contact page'.

Ad Campaigns

This use case functions similarly to website embedding. When running ad campaigns on other sites, social media platforms, etc. you can include a link to your online test in the ad. Including a call-to-action button on the results page of your test that links to your online booking page can allow you to generate bookings directly from your ad campaign. If a participant decides not to pursue a booking, their test results are still logged in your SHOEBOX web portal, allowing for a follow-up at a later date. This use case augments the strength of ad campaigns significantly, as it enables you to generate referrals and/or bookings while simultaneously advertising your services.

Note: including a source ID in your ad URLs will provide you insight on how many users accessed your online test from the platforms you are advertising on. See [What is a Source ID?](#) for more information.



Embed a link to your online test in your advertisement



How can getting help improve my hearing?

Left Ear

This is how your hearing in your left ear could improve with help from a hearing device*.

Significant Loss Loss Good

Your hearing ability Potential improvement with a hearing device*

Right Ear

This is how your hearing in your right ear could improve with help from a hearing device*.

Significant Loss Loss Good

Your hearing ability Potential improvement with a hearing device*

A hearing device can help you hear the sounds you're missing. Speech will sound clearer and crisper. Music will be more enjoyable to listen to. On top of that, studies show that getting help for your hearing loss improves not just your life, but the lives of your loved ones too.

[Book an appointment today!](#)

Create a call-to-action button that sends participants to your booking or contact page

Directly Sent URLs

If you have a list of potential clients that you would like to send your online test to via email, then this use case may be optimal for you. By adding a link to your online test with a unique reference ID (see [Using Reference & Source IDs](#)), you can track which customers have completed the test and what their results were, allowing you to qualify them as referrals and follow-up for a booking.

Automated Email Campaigns

This use case is meant primarily for users with large patient lists or lists of potential referrals that they wish to probe with an automated email campaign, using software designed for this purpose.

There are two main flows associated with creating automated email campaigns: probing for testing and probing for booking.

When probing for testing, the goal is to generate a series of reference IDs and assign one to each participant you wish to probe for testing. This can be facilitated by adding a custom field to your patient's data in your email campaign management system so that you can associate the reference ID in each URL with the patient you assigned the reference ID to.

Your software should then be capable of automating a scripted email with customized URLs for each participant that contains the participant's unique reference ID.

Once your email campaign has ended, you can then log in to your SHOEBBOX web portal and export a CSV of all test results acquired during the email campaign. You can then match the names, emails, and IDs from the tests after you export your CSV results and follow up with any potential clients who have a loss or significant loss but have not set up a booking.

Using Reference & Source IDs

How to Read a SHOEBOX Online URL



Before diving into reference and source IDs, it's important to know how to read and understand a SHOEBOX Online URL.

1. **Base URL** = The basic domain for all SHOEBOX Online tests
2. **Custom Company URL** = The URL extension set by you in your SHOEBOX web portal that makes your test URL unique
3. **Source ID** = The source ID, indicated by "refSource", indicates the source from which the participant accessed the test. For example, refSource=homepage would indicate that the participant clicked on a link to your test from your company's homepage
4. **Reference ID** = Unique identification number added to the end of test URLs in order to track and record an individual participant's test results

What is a Reference ID?

Reference IDs are unique identification numbers added to the end of test URLs in order to track and record an individual participant's test results. These are used when sending a test URL directly to a specific participant.

Applying Reference IDs

Reference IDs are applied by adding `?refid=` along with an ID number to the end of your test URL.

In other words, to give your participant a reference ID number of "123" you would add `?refid=123` to the end of your test URL.

Example

Base URL: <https://shoeboxonline.com/yourcompany>

URL with Reference ID applied: <https://shoeboxonline.com/yourcompany/?refid=123>

When exporting your participants' results into a spreadsheet, you will be able to search and review results for specific reference IDs that you have given out.

Using the previous example of refid=123, searching for this within the spreadsheet will isolate the results of the participant that you gave this reference ID to.

	P	Q	R	S	T	U	V	W	X	Y	Z	AA
1	QUESTION_6	ANSWER_6	QUESTION_7	ANSWER_7	QUESTION_8	ANSWER_8	PARTICIPANT_ID	ENCOUNTER_ID	RESULT_UUID	PARTICIPANT_TEST_ID	REFERRER_ID	REFERRER_ID
2	Do you feel like c Both about the si	Who do you hav	Women & Childri	Have you though	Yes		RslcapSsQpO5E	Ocar7PnCQjG3Z	llyLmuNzSeyZJ8iJhdF5OQ		123	

Note: when creating reference IDs, it is good practice to test the link yourself to make sure the reference number matches the link you have sent to the participant.

What is a Source ID?

Source IDs are used to track tests taken by participants who accessed the test via a specific source, I.E. your company's homepage, one of your company's email or social media marketing campaigns, or advertisements on social media platforms.

Applying Source IDs

Source IDs function similarly to reference IDs. They are added to your test's base URL to indicate which marketing platform your participants used to access the link.

Examples

If posting an advertisement with a link to your online test on Facebook, you would add `?refSource=facebook` to your base URL before embedding the link in your Facebook advertisement.

e.g. <https://shoeboxonline.com/yourcompany/?refSource=facebook>

When exporting your participants' results into a spreadsheet, you will be able to search and review results for refSource=facebook to view all the participants that accessed your online test via Facebook.

If posting a link to your test as a part of an email campaign, you would add a unique source ID to easily identify which email campaign the test results apply to. For example, if you were running an email campaign throughout the month of March 2020, you would add /?refSource=march2020 to identify all the participants who accessed the test as part of this email campaign.

e.g. <https://shoeboxonline.com/yourcompany/?refSource=march2020>

You can also combine source IDs with reference IDs to track the results of specific participants that we're contacted as part of email campaigns or any other organized testing campaign.

e.g. <https://shoeboxonline.com/yourcompany/?refSource=march2020&refid=123>

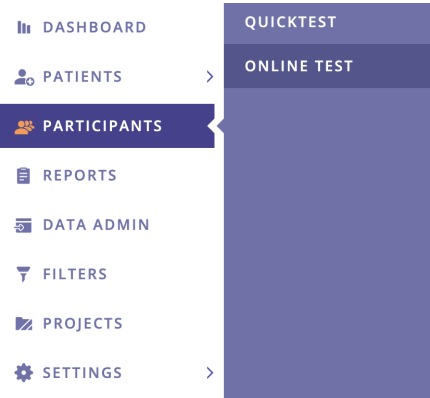
Using Participant Data

Accessing and Reading Results

Results from your online test participants will populate onto the Online Test Participants page.

To access the Online Test Participants page:

- 1. Hover over the "Participants" tab in the sidebar
- 2. Click on "Online Test"



The Online Test Participants page will display collected data from all participants who have taken your online test.

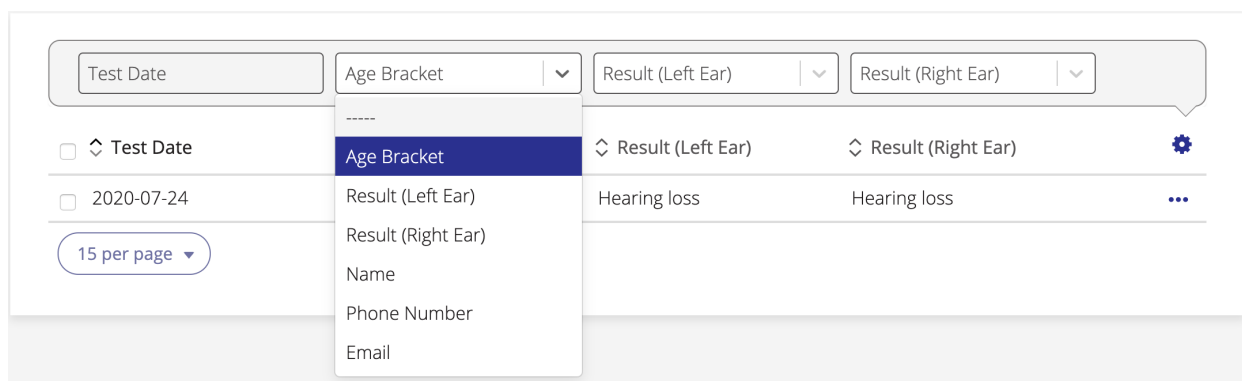
Online Test Participants EXPORT CSV

+ Filter Criteria

<input type="checkbox"/> Test Date	<input type="checkbox"/> Age Bracket	<input type="checkbox"/> Result (Left Ear)	<input type="checkbox"/> Result (Right Ear)	<input type="checkbox"/>
<input type="checkbox"/> 2020-03-26	60 - 64	Hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-02	70 - 100	Significant hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Hearing loss	Good hearing	...
<input type="checkbox"/> 2020-04-16	60 - 64	Hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Good hearing	Good hearing	...
<input type="checkbox"/> 2020-04-16	18 - 39	Good hearing	Good hearing	...
<input type="checkbox"/> 2020-04-16	70 - 100	Significant hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-27	70 - 100	Significant hearing loss	Significant hearing loss	...

100 per page

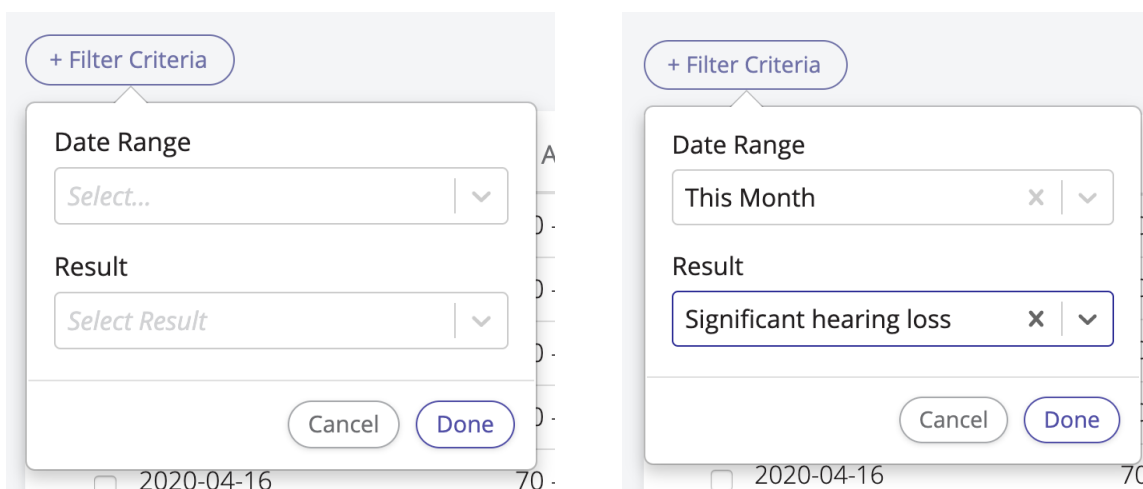
Clicking on the gear icon will allow you to change the category of each column to make the participant list display the data that is most relevant to you.



Applying Filters

The Online Test Participants page allows you to apply filters to your participants list in order to isolate your test participants based on their test results.

1. Click on the “Filter Criteria” button
2. Select a date range and a result type you would like to filter



3. Your participants list will then update with the filter applied

Online Test Participants EXPORT CSV

This Month Significant hearing loss + Filter Criteria

<input type="checkbox"/> Test Date	<input type="checkbox"/> Age Bracket	<input type="checkbox"/> Result (Left Ear)	<input type="checkbox"/> Result (Right Ear)	
<input type="checkbox"/> 2020-04-02	70 - 100	Significant hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	60 - 64	Hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Significant hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-27	70 - 100	Significant hearing loss	Significant hearing loss	...

100 per page

Exporting Results

Clicking on the “Export CSV” button will allow you to export a CSV file containing additional detailed results for all participants that have taken your test. This will also include data specific to individual tests, such as questionnaire responses, test results and reference IDs. This data is crucial when contacting customers for follow-ups on both an individual participant level and through broader email campaigns.

DISCLAIMER

SHOEBOX Online is not a diagnostic hearing test. Therefore, the values presented in the CSV are not threshold values; rather, the values are estimates of hearing levels based on the lowest sound a participant could hear using the headphones and devices they own.

CSV Details

In addition to placing participants into broad categories of normal or hearing loss. SHOEBOX offers a more in-depth result view which includes the lowest sound a participant could hear at 1k, 2k, 4k, and 6kHz, The lowest speech sound they reported to still understand and the most-comfortable level for speech. The values presented here are not threshold values; rather, the values are estimates of hearing levels based on the lowest sound a participant could hear using the headphones and devices they own.

Note: the values “888” and “999” on the CSV export indicate the following:

888 = the participant reached max volume and stated that they could not hear anything on 1k, 2k, 4k, and 6kHz tone values and on the speech passage

999 = the participant reached max volume when setting their MCL (Most Comfortable Level)

Online Test Participants

EXPORT CSV

+ Filter Criteria

<input type="checkbox"/> Test Date	<input type="checkbox"/> Age Bracket	<input type="checkbox"/> Result (Left Ear)	<input type="checkbox"/> Result (Right Ear)	
<input type="checkbox"/> 2020-03-26	60 - 64	Hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-02	70 - 100	Significant hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Hearing loss	Good hearing	...
<input type="checkbox"/> 2020-04-16	60 - 64	Hearing loss	Significant hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-16	70 - 100	Good hearing	Good hearing	...
<input type="checkbox"/> 2020-04-16	18 - 39	Good hearing	Good hearing	...
<input type="checkbox"/> 2020-04-16	70 - 100	Significant hearing loss	Hearing loss	...
<input type="checkbox"/> 2020-04-27	70 - 100	Significant hearing loss	Significant hearing loss	...

100 per page ▾

Click here to export test results into a CSV file.