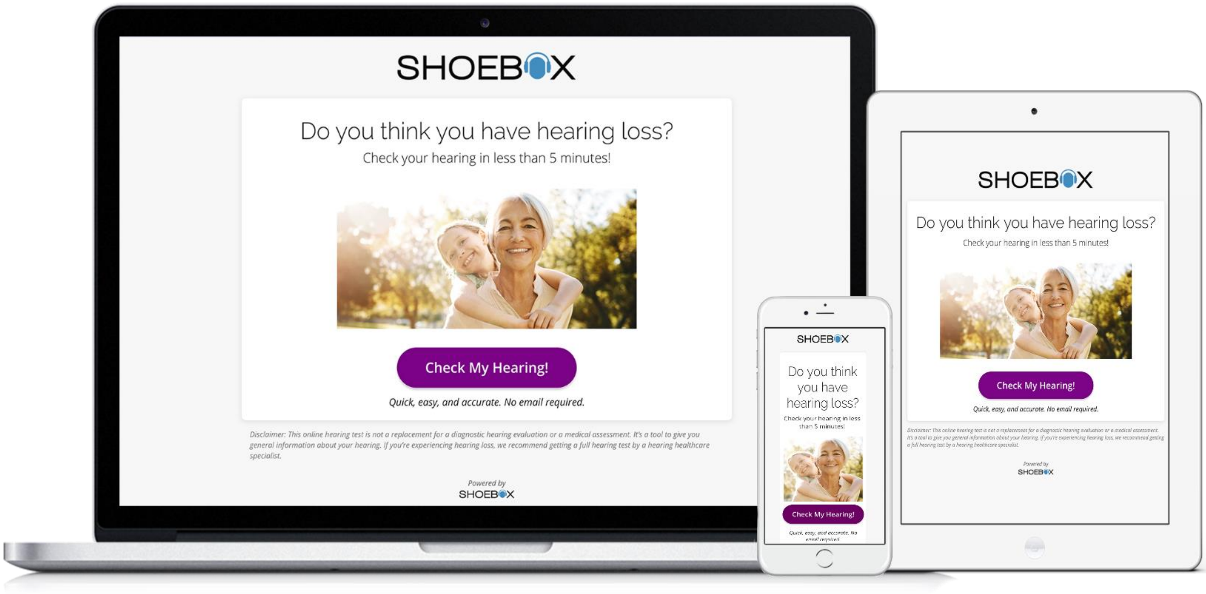

SHOEBOX® Online

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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IFU-19 6.0 2024/10

Contents

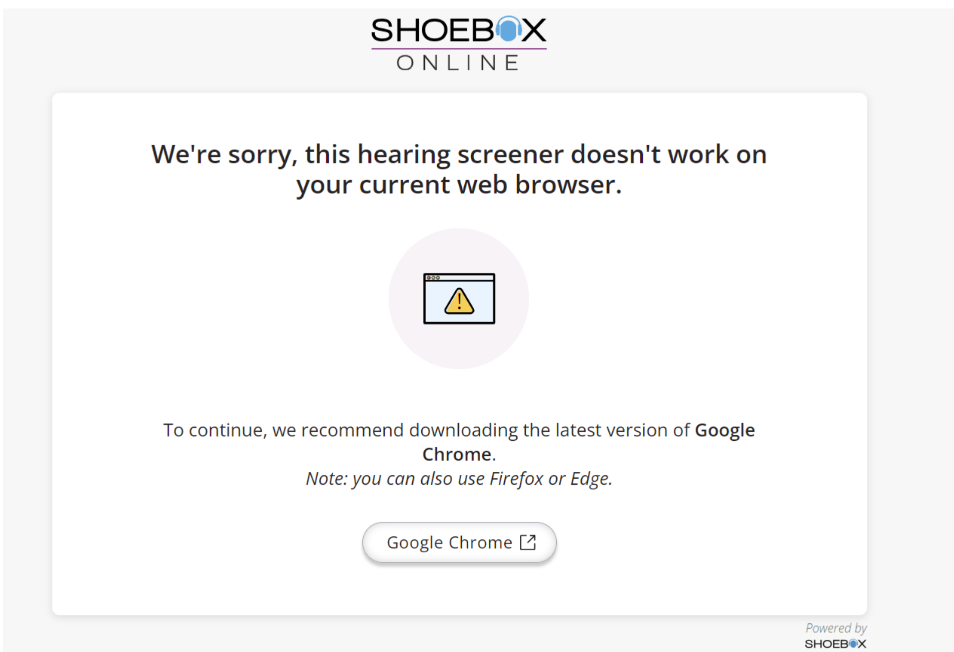
Supported Browsers for SHOEBOX Online

The following browsers are currently supported for use with SHOEBOX Online:

- Google Chrome (Mac, Windows PC, iOS, Android)
- Mozilla Firefox (Mac, Windows PC)
- Microsoft Edge (Windows PC)
- Apple Safari (iOS, Mac)

Note: SHOEBOX no longer supports Internet Explorer or Edge Legacy 16 or older. For an optimal experience, we highly recommend using an up-to-date version of one of our supported browsers.

If accessed on an unsupported browser, the test will provide the user with the following error screen, with suggestions on how to proceed.

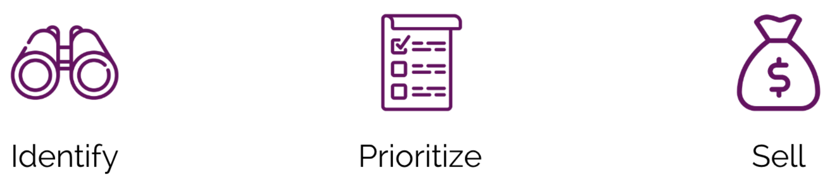


Product Purpose

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 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.



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 participants after they view their results by adding a call-to-action button that links to your organization'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 SHOEBOX Online unlike other online hearing screeners:

1. **Easy to Use:** SHOEBOX Online provides an accessible user experience to streamline test completion and raise hearing health awareness for the participant.
2. **Effectively Categorize:** SHOEBOX 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:** SHOEBOX 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 consider 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:

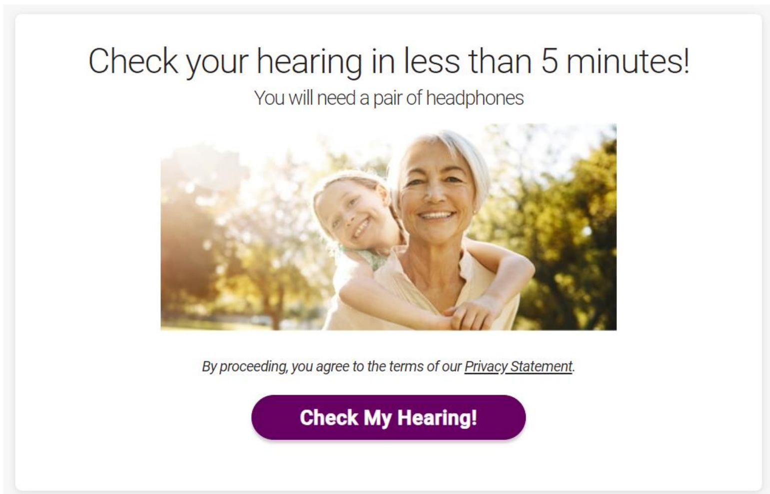
1. **Device and Headphone Compensation:** The SHOEBOX Online team has carefully analyzed the most common consumer headphones and devices, and we are able to compensate for the different sound outputs they make.
2. **Dynamic Predictive Questionnaire:** SHOEBOX Online's pre-test questionnaire is designed 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 some are used to calculate test results. An audiologist can review the answers after exporting the results from the portal. To view a list of the questions and their response options, see Appendix: Questionnaire Flowsheet.
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 1, 2, 4, and 6 kHz 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.

SHOEBOX Online Test Workflow

The purpose of this section is to familiarize you with a SHOEBOX Online screening test. It describes the screens and workflow that participants will experience when performing a test.

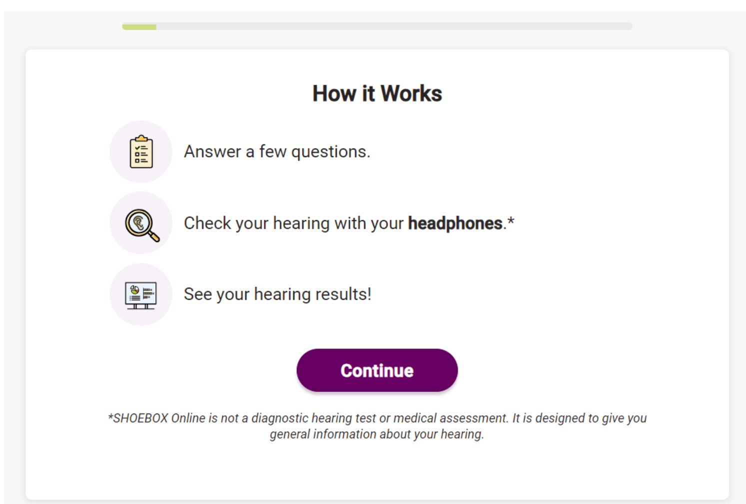
1. Splash Screen

This is the screen that all participants will start on when beginning the test workflow. It can be customized to reflect your organization's branding.



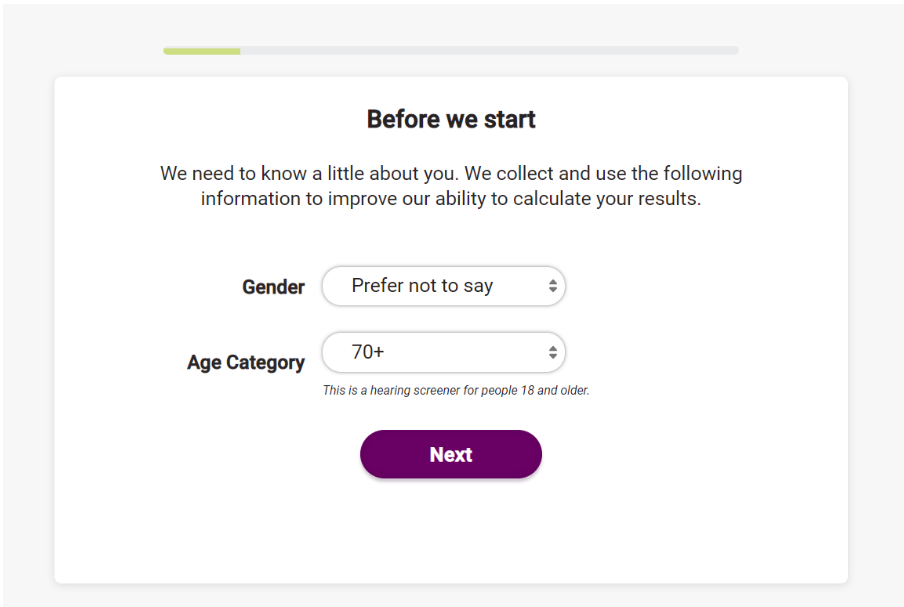
2. How It Works Screen

This screen offers a brief explanation of the test's flow and what the participant can expect from the test.



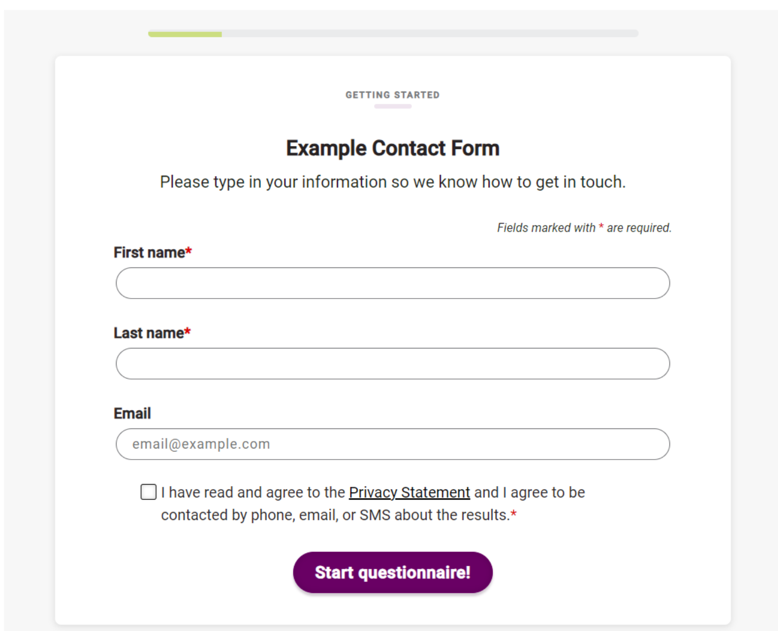
3a. Before We Start Screen

On this screen, the participant must enter their age and gender, which are essential screening questions for data logging.



3b. Pre-Test Contact Capture (Optional)

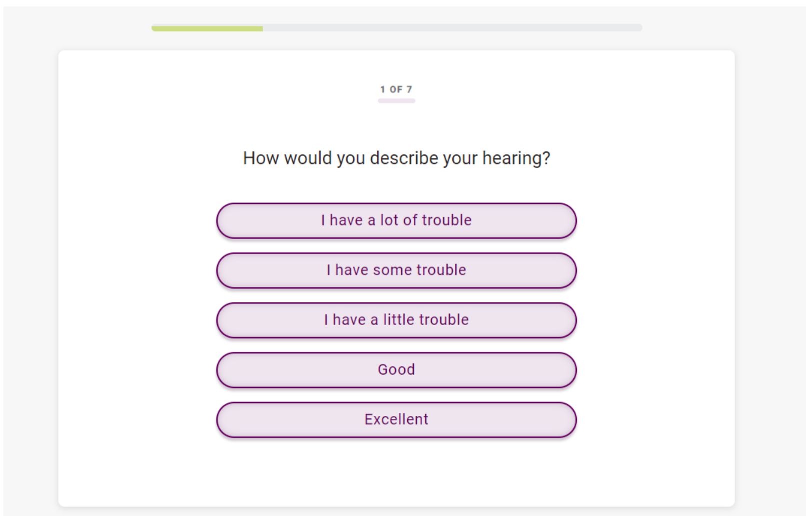
In addition to age and gender, you can use the optional contact capture form to gather more information from the participant before they proceed with the test.



4. Dynamic Questionnaire Screens

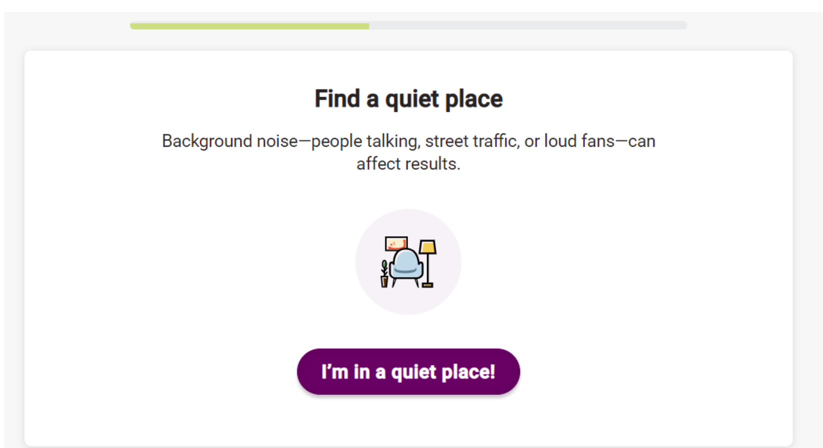
The participant will then be asked a series of questions from our dynamic questionnaire. The questions are designed to probe the participant's perception of their own hearing ability, and how motivated they are to take the next step on their journey to healthy hearing.

The questions will also change based on the participant's responses to acquire the most relevant information from the participant regarding 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. To view a list of the questions and their response options, see [Appendix: Questionnaire Flowsheet].



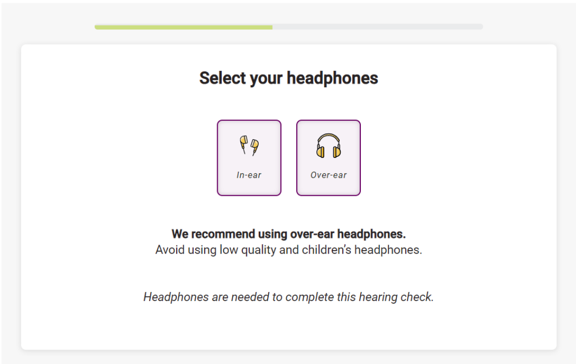
5. Find a Quiet Place Screen

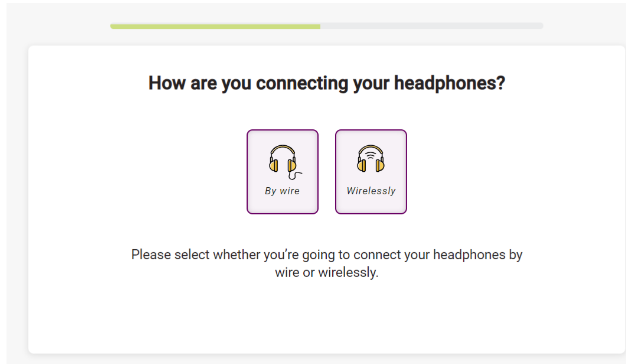
After the questionnaire, the participant will be prompted to find a quiet place without background noise to perform the test.



6. Headphone Select Screens

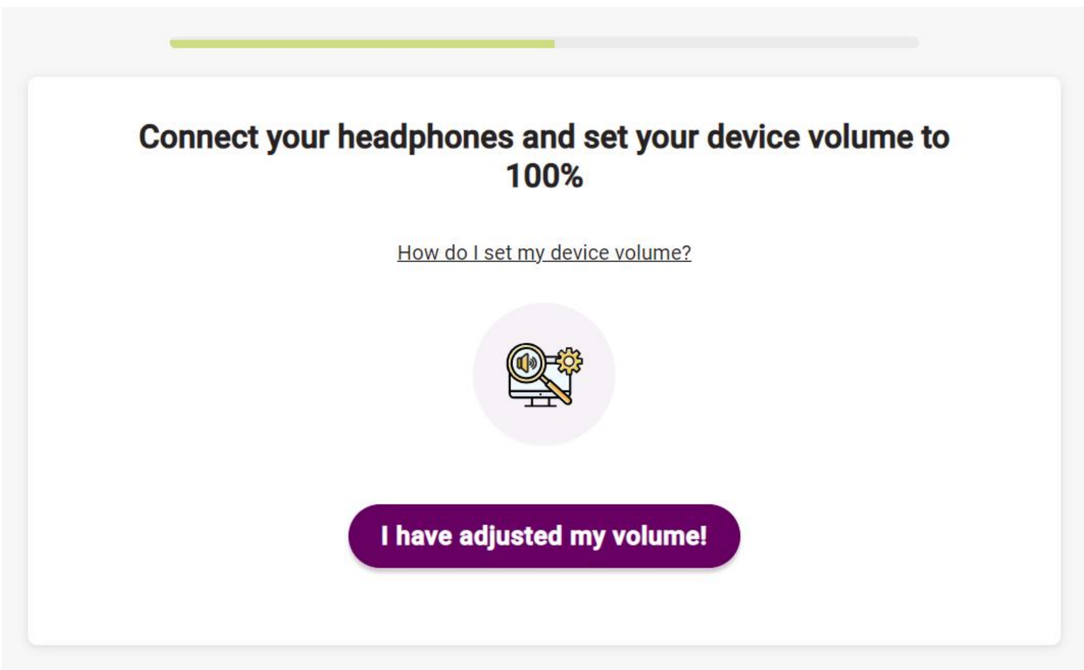
The participant is then asked to select which type of headphones they are using, and how they are connected to their device.





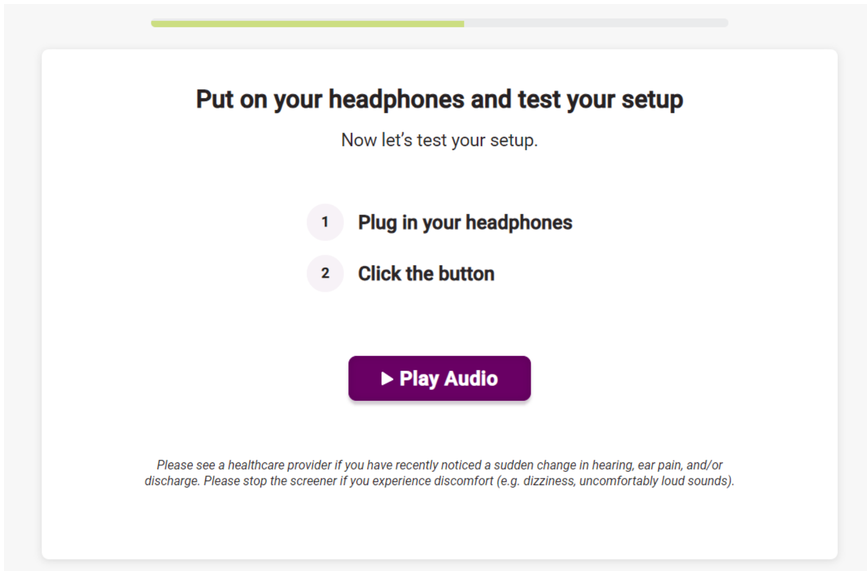
7. Volume Configuration Screens

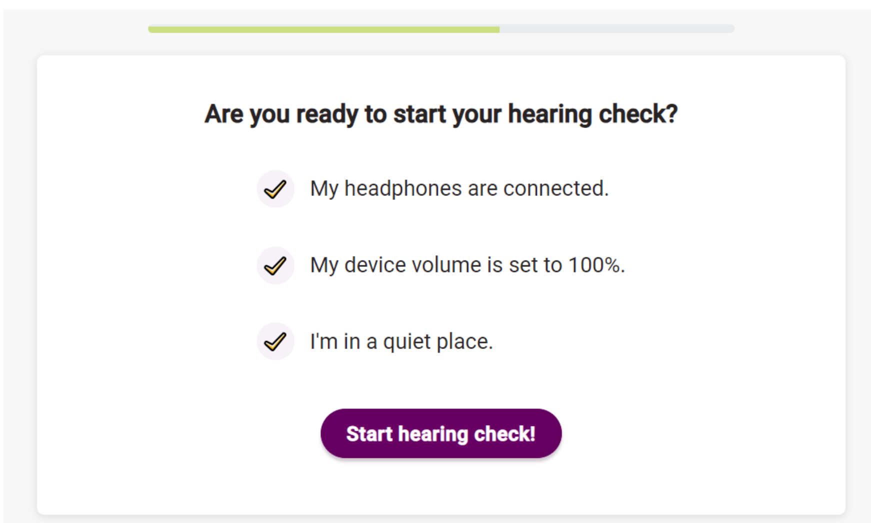
Next, the participant is prompted to ensure their headphones are connected and to set their device volume to 100%. Instructions are provided on how to do so if they are unsure.



8. Pre-Test Audio Check

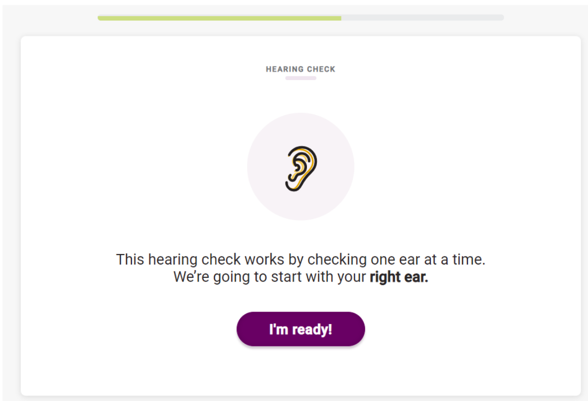
The participant is then prompted to put on their headphones and play an audio sample to ensure that everything is working correctly. After the check has been completed, they may click on the **Start hearing check!** button to proceed to the hearing test.

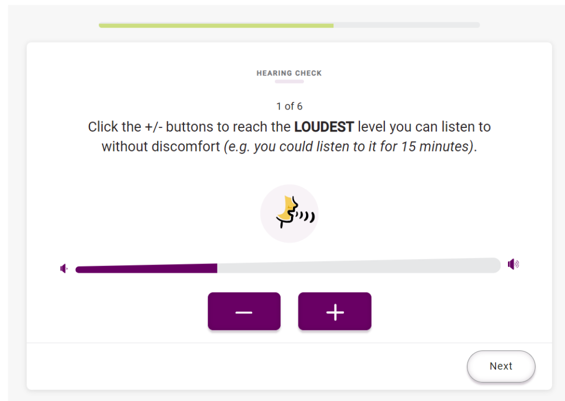




9. Hearing Check Screens

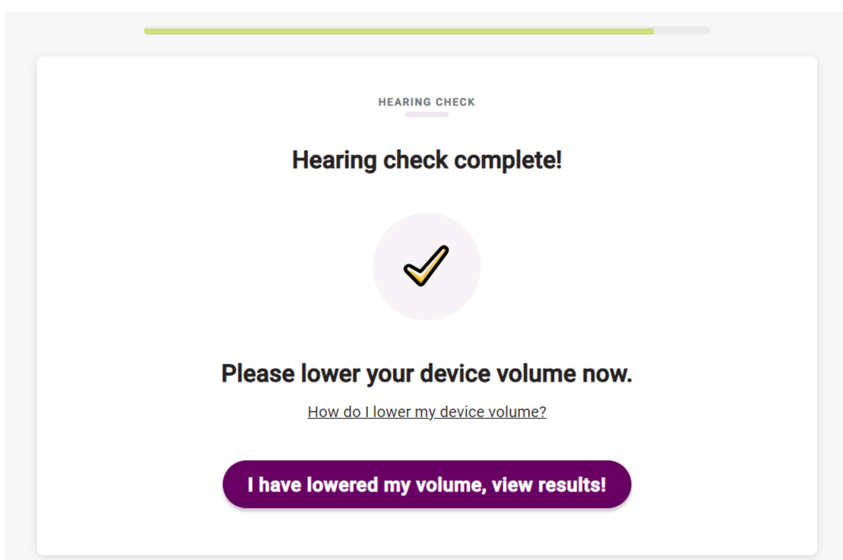
The participant's hearing is then screened through a series of frequencies, beginning with the right ear and ending with the left. The on-screen instructions tell the participants to use the buttons labeled with **+** and **-** symbols until the volume of the tone presented matches what is expected from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





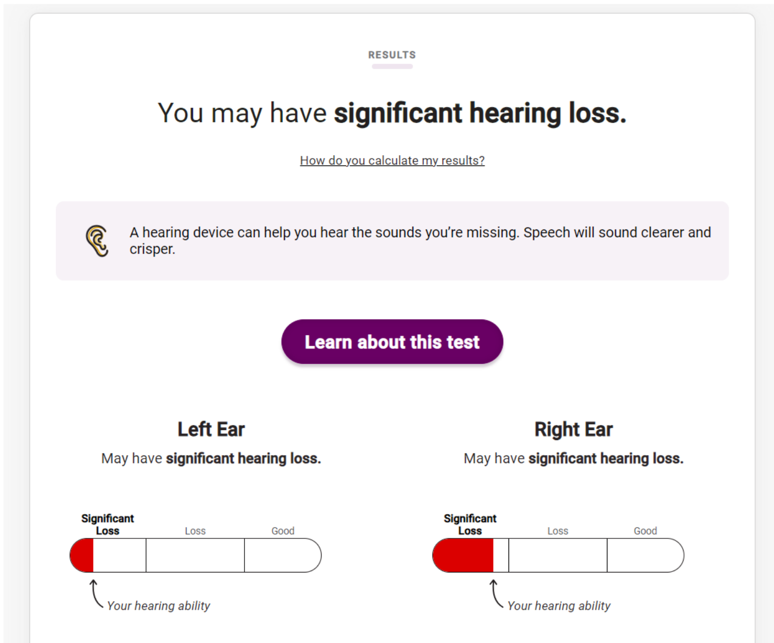
10. Hearing Check Complete Screen

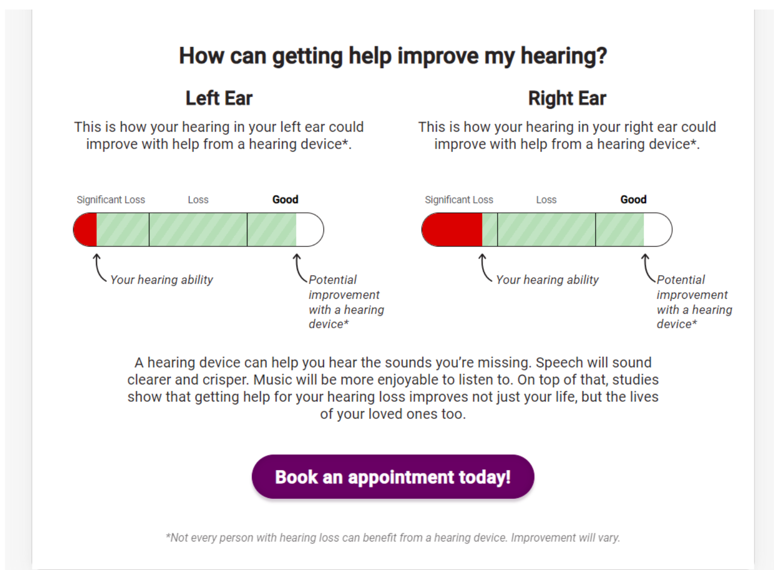
This screen will be displayed to the participant once they have completed every frequency and their test results are being calculated. The participant will be prompted to lower the volume on their device. Instructions are provided on how to do so if they are unsure.



11. 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.





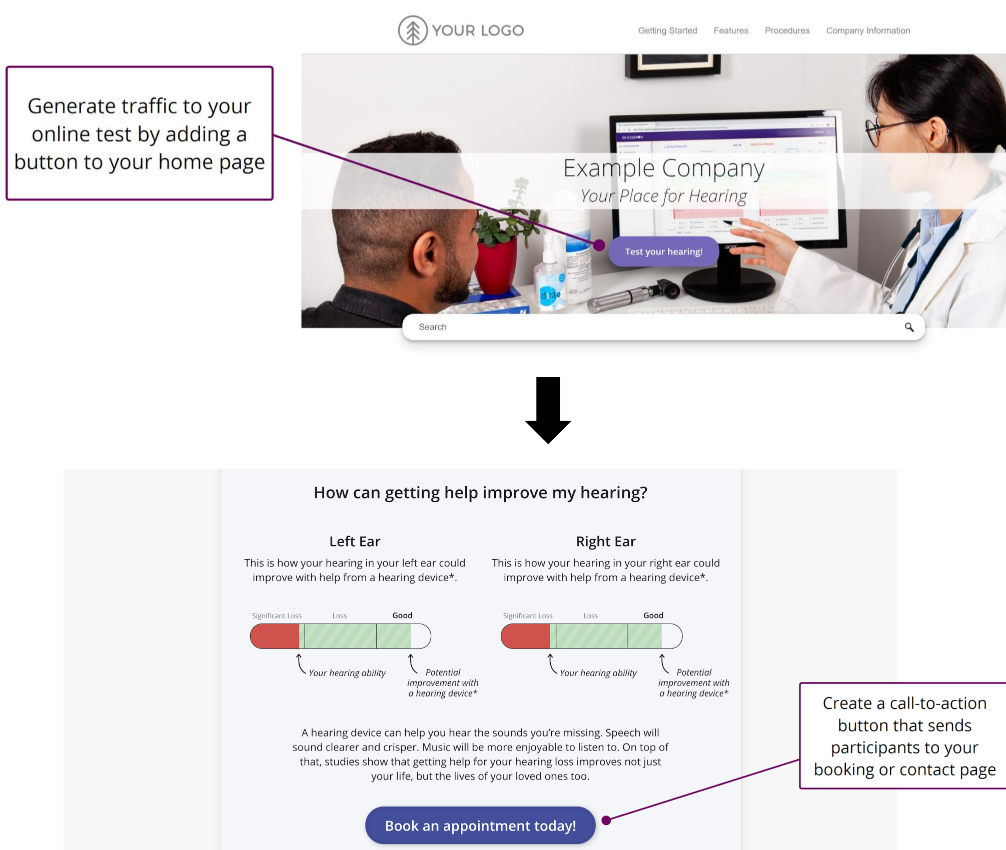
Determining Your Use Case

SHOEBOX Online can be used in a variety of ways. To get optimal results from using SHOEBOX Online as a hearing screening test or lead generation tool, it's a good idea to determine a use case for your organization. Several use cases are described below on which you can model your own online test.

Case 1: Website Link

This use case involves either adding a link for your online test to your homepage or embedding the test directly on your website and will allow you to generate referrals from your standard web traffic. Additionally, if the call-to-action button is enabled on the result page of your test, you can link a user to your online booking page after the test has been completed, minimizing the need to follow up with potential customers manually. For more information, see Adding SHOEBOX Online to Your Website.

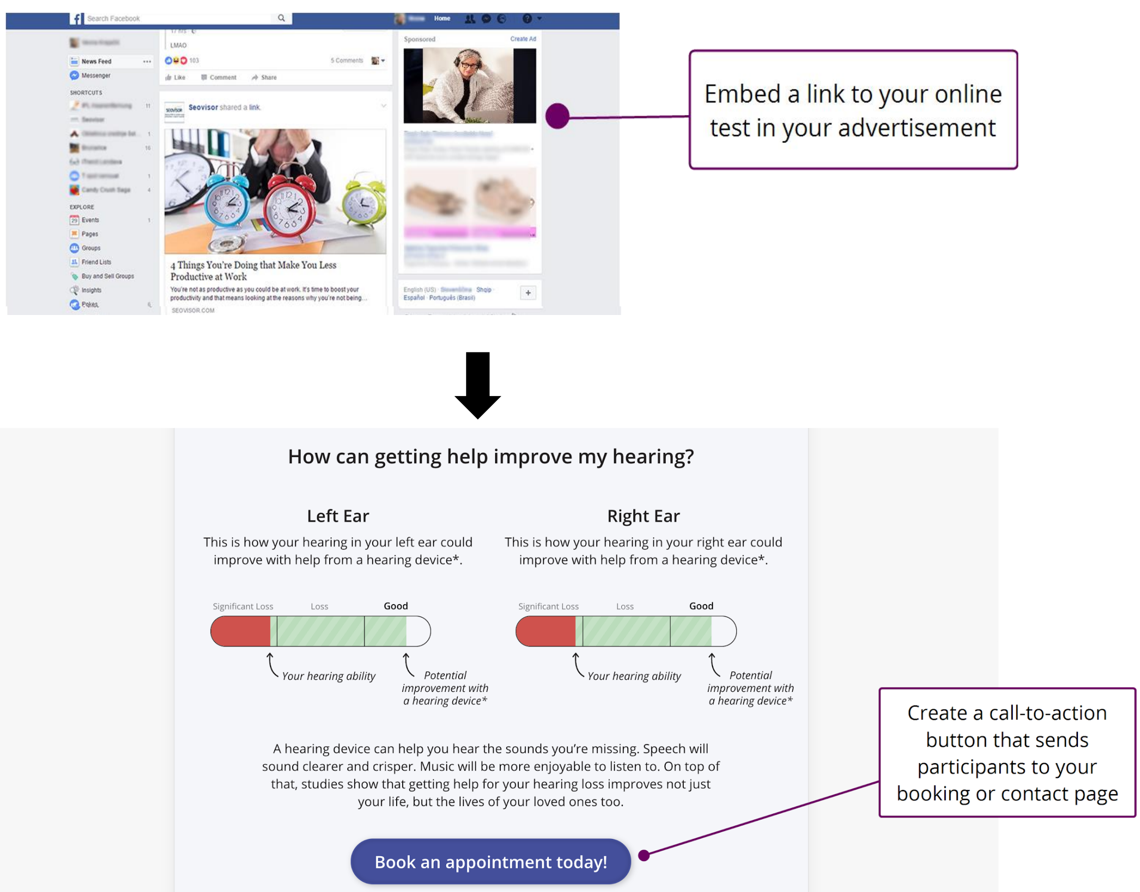
Note: Including a source ID in your embedded URL will provide insight on how many users accessed your online test from your website. For more information, see What is a Source ID?



Case 2: Ad Campaigns

This use case functions similarly to website embedding. When running ad campaigns on other sites or social media platforms, you can include a link to your online test in the ad. Including a call-to-action button on the result 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 to 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 insight on how many users accessed your online test from your chosen platforms. For more information, see What is a Source ID? If you use SHOEBOX Online's API, you can also add UTM parameters to track the number of users who clicked on your ad campaign's URL. For more information, see UTM Parameter Tracking.



Case 3: Directly Sent URLs

If you want to send your online test via email to a list of potential clients, then this use case may be optimal for you. By adding a link to your online test with a unique reference ID, you can track which customers have completed the test and what their results were, allowing you to qualify them as referrals and follow-up with them 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 market using an automated email campaign through software designed for such a 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 SHOEBOX 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.

Case 4: Onsite Testing

SHOEBOX Online was initially designed so participants could take the test remotely. However, if you would like to assist your participants in this screening by using your own device and any wired, over-ear headphones at your location, you can enable Onsite Mode.

Onsite mode reduces the amount of time required for a test and allows you to be directly involved in testing your participants, so you can explain the results and immediately walk them through the next steps such as purchasing over the counter (OTC) hearing aids or scheduling further testing.

Setting Up Your Organization

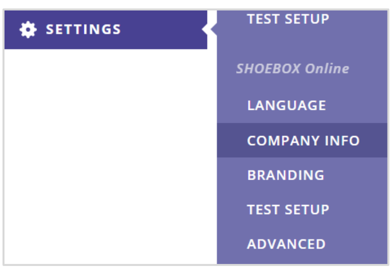
Before setting up your online test, you can configure your organization's information, branding, and available languages to customize the appearance and content of your online test.

Company Information

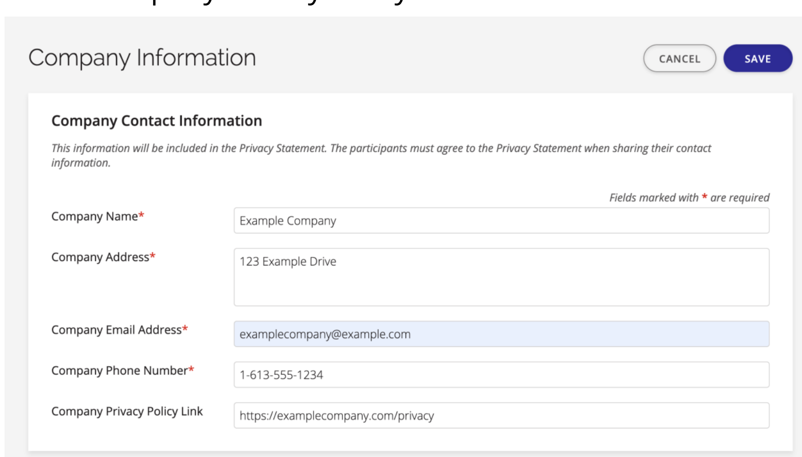
On the **Company Information** page, you can modify your organization's name, address, email address, and phone number to ensure participants know how to contact you.

To Configure Your Company Information

1. Log in to the [SHOEBOX Data Management Portal]().
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Company Info**.



4. In the top-right corner of the **Company Information** page, click **Edit**.
5. Enter your organization's name, address, email address, and phone number.
   - If you want to link to your organization's own privacy policy, paste the URL for it in the **Company Privacy Policy Link** field.



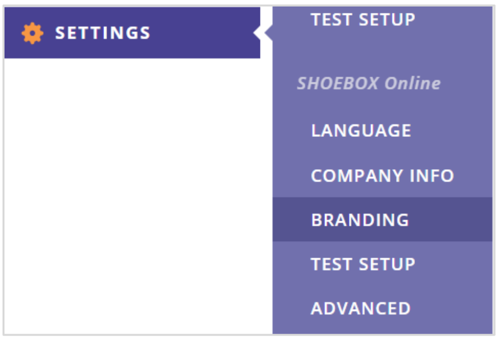
6. After configuring your company information, click **Save**.

Branding

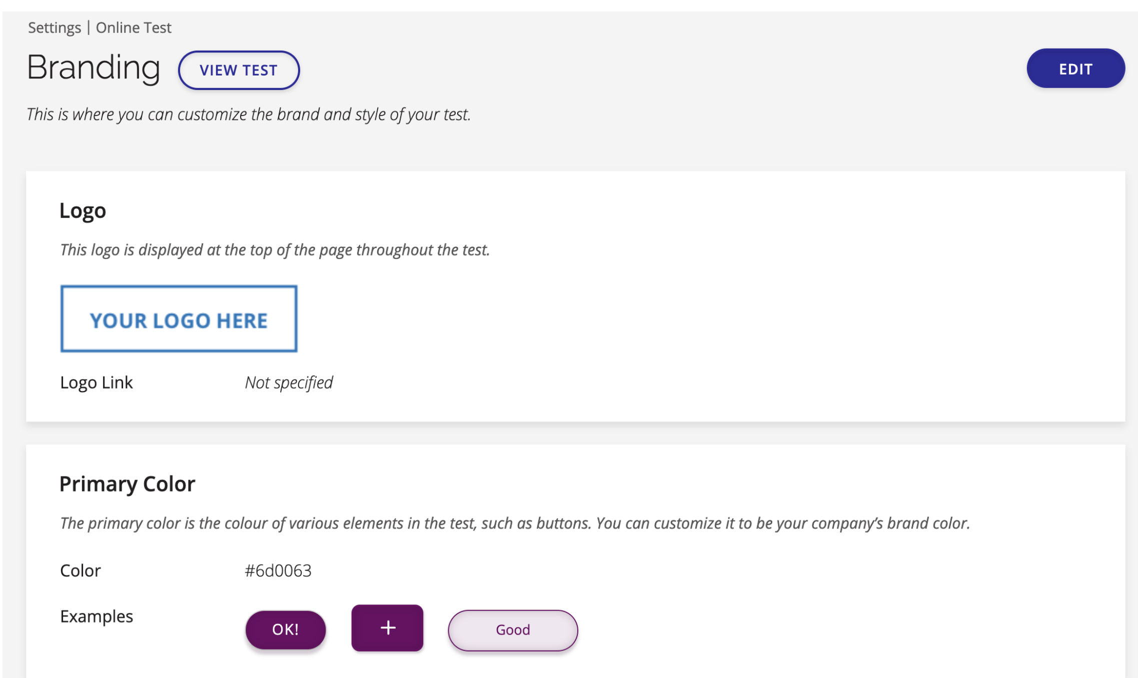
The **Branding** page is where you can customize the look and feel of your online test to match your organization's branding.

To Configure Your Branding Settings

1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Branding.**



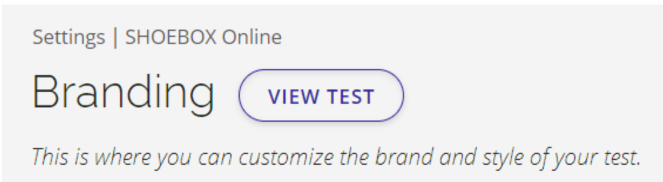
4. In the top-right corner of the **Branding** page, click **Edit**.
5. Configure the settings to match your organization's branding. For more information, see Branding Settings.



6. After configuring your branding settings, click **Save**.

Branding Settings

This section describes the branding settings that you can use to customize the look and feel of your online test. To preview how your test will be displayed in a browser, click **View Test**.

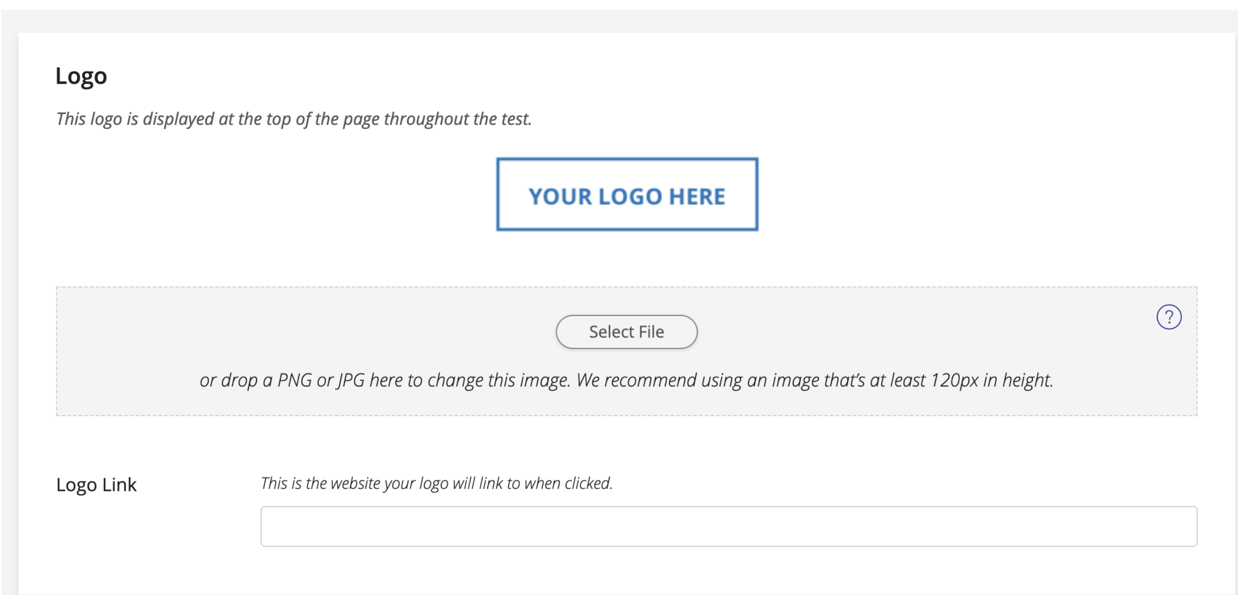


Logo

This setting allows you to change the logo that will be displayed on your online test page. To change the logo, click **Select File** or drag and drop a PNG or JPG file. We recommend changing this to your organization's logo, so you can associate the branding of the test with your organization.

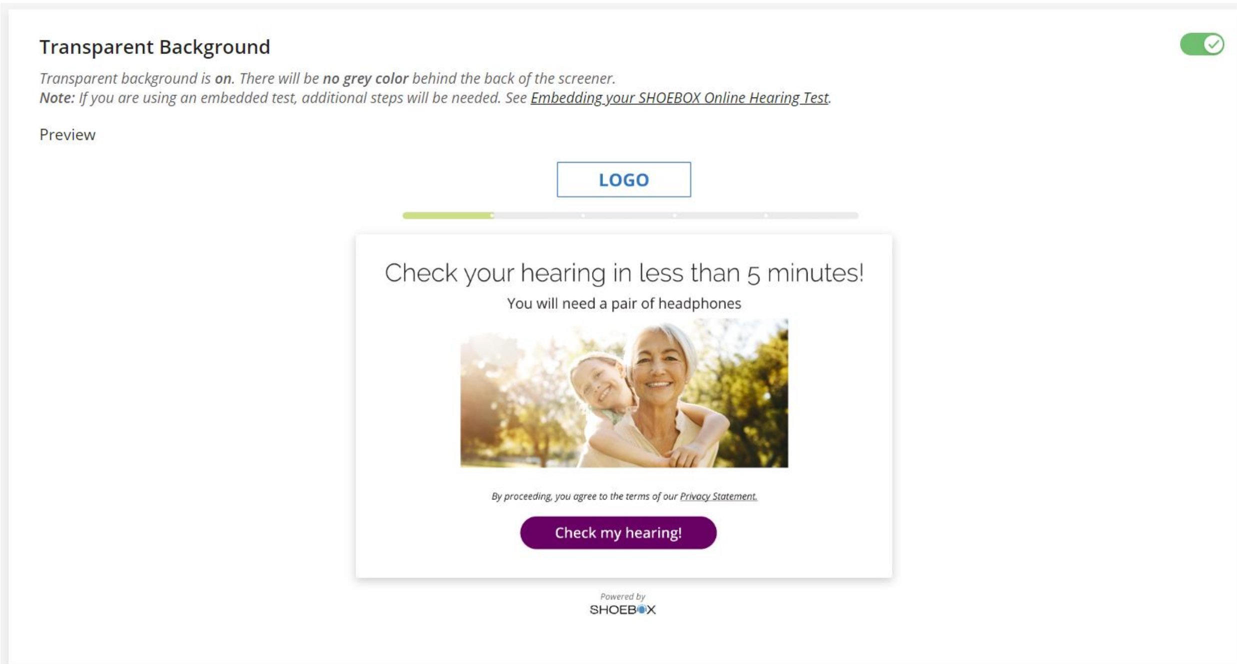
Logo Link

This setting allows you to add a link to your logo. We recommend adding a link to your organization's website.



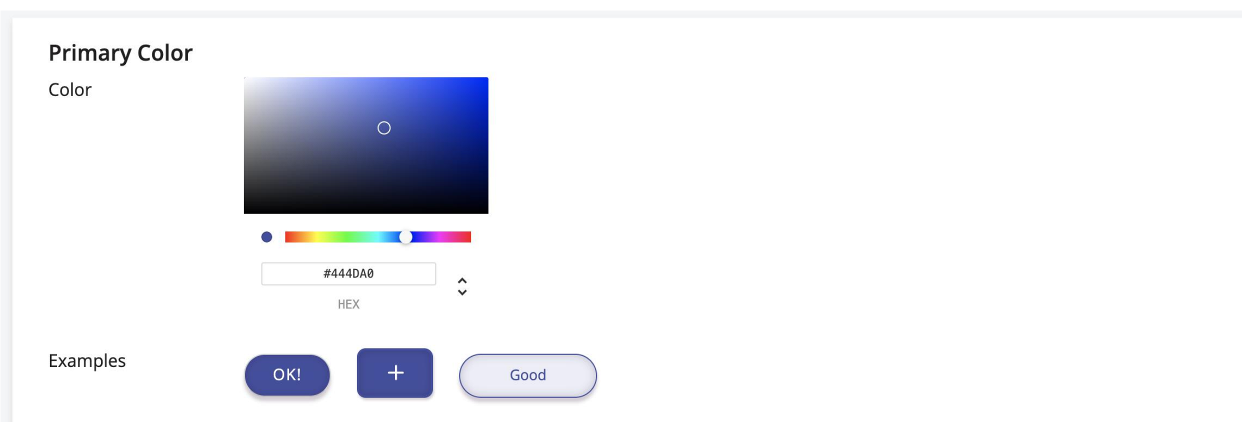
Transparent Background

By default, gray is applied as the background color of the online test. However, if you want to embed your test on another website and use its background, you can make the background of the online test transparent by turning the toggle switch on.



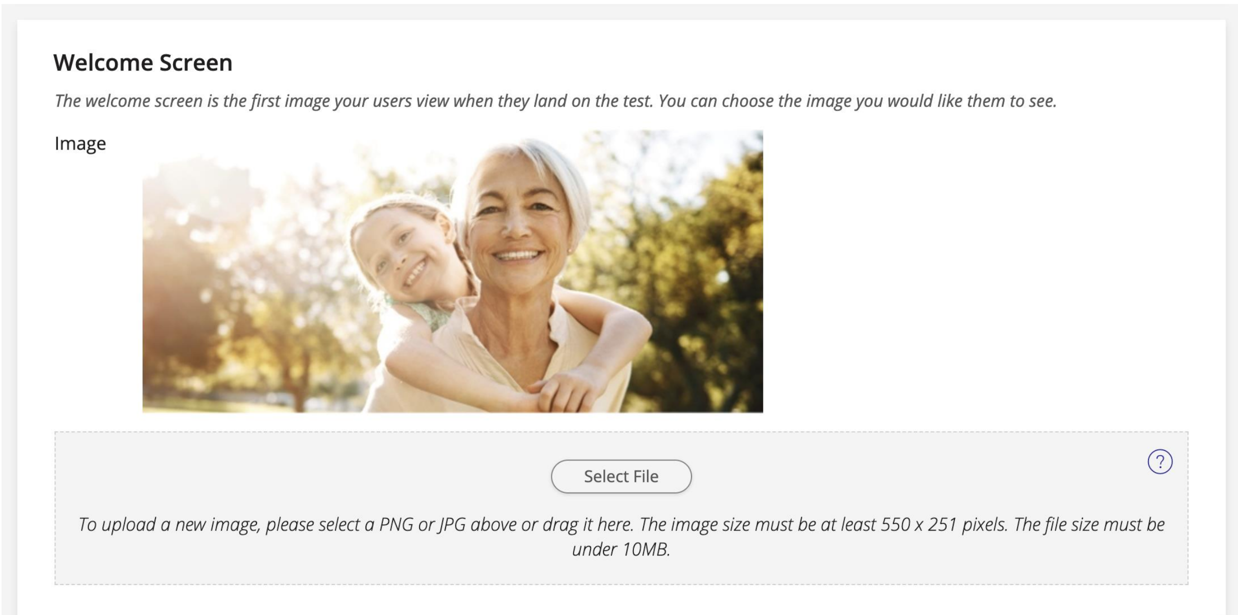
Primary Color

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 organization's branding.



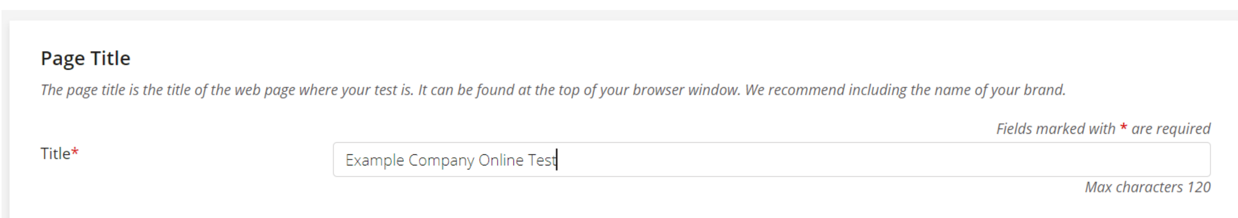
Welcome Screen

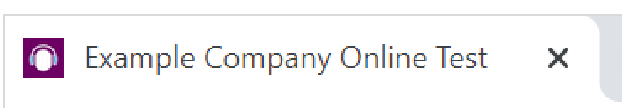
Changes the image displayed on the first screen of the test. To change the image, click **Select File** or drag and drop a PNG or JPG file. The image size must be at least 550 × 251 pixels and the file size must be under 10MB.



Page Title

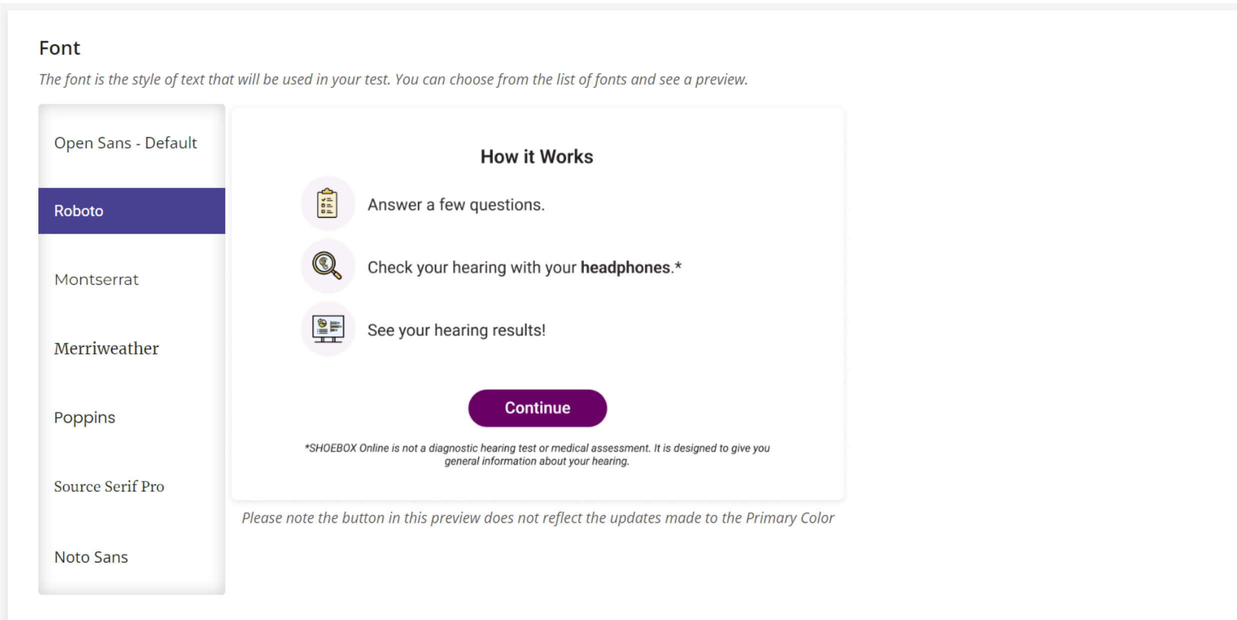
Changes the title of your web page, which affects the text displayed on the page's tab in your browser. We recommend including the name of your organization or brand to make it easy for the user to associate it with your online test.





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 default font.



Note: After making changes to your branding settings, make sure you scroll back up to the top of the top of the page and click **Save**.

Languages

The **Language** page is where you can set the default language for your online test. You can also select additional languages that your participants can choose from when taking your online test.

How Do Languages Work in SHOEBOX Online?

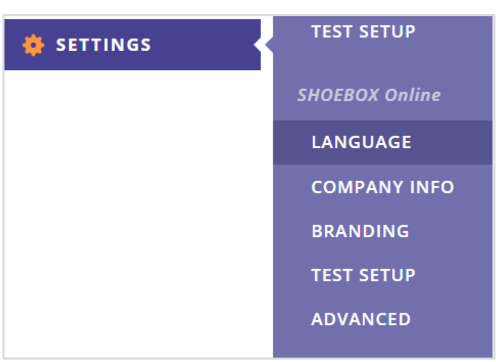
The language in which the SHOEBOX Online screener is first displayed to participants will be different depending on how you set up your language options. If you configure your screener to be offered in only one language (either by selecting only the primary language OR adding a URL Language Parameter to your test's URL), the test will only be displayed in that language and participants won't be able to select a different language.

When you select multiple languages, participants will be able to select from the language options at the beginning of the test. However, the language in which the test is first displayed to the participant will vary based on the following conditions:

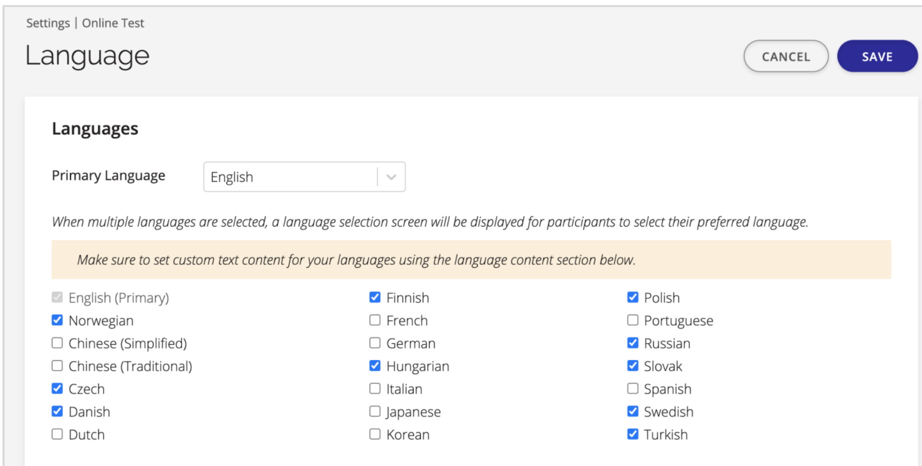
1. The test will be displayed based on the highest ranked language in the participant's browser settings, as long as you selected that language as an option. For example, if the participant's browser languages are German and French, but you only selected English and French as options, the test will be displayed in French.
2. If the participant's browser language does not match any of the language options you selected, the test will be displayed based on the primary language you selected.

To Configure Your Language Settings

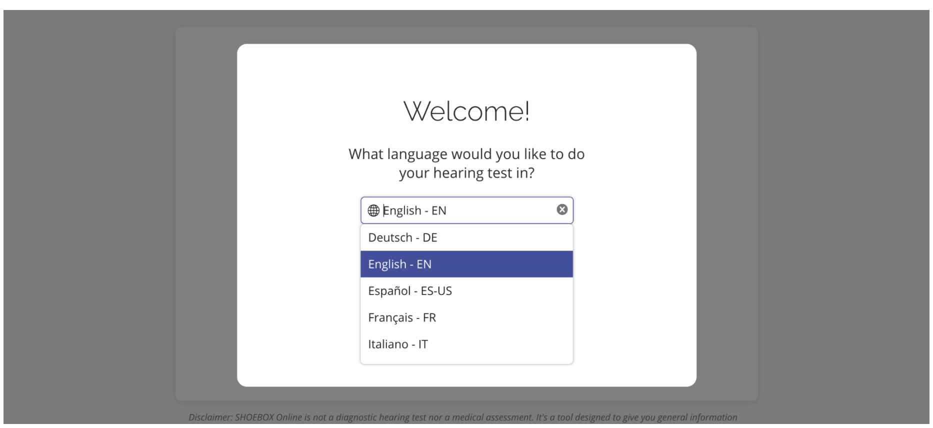
1. Log in to the [SHOEBOX Data Management Portal].
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Language**.



4. In the top-right corner of the **Language** page, click **Edit**.
5. Change your language settings as needed:
    - Next to **Primary Language**, select the main language for your online test. This is an easy way to set the language of your online test if only one language is needed. Changing the primary language automatically updates the default text in the contact capture forms.
    - To allow your online test to be viewed in different languages, select the checkbox next to each language you want to make available.



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

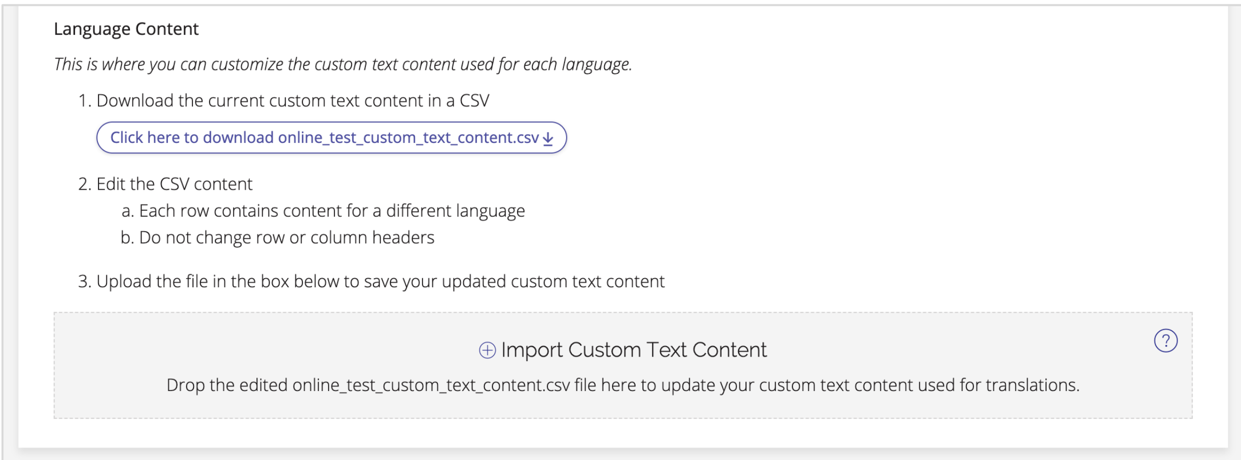


6. After making changes to your language settings, click **Save**.

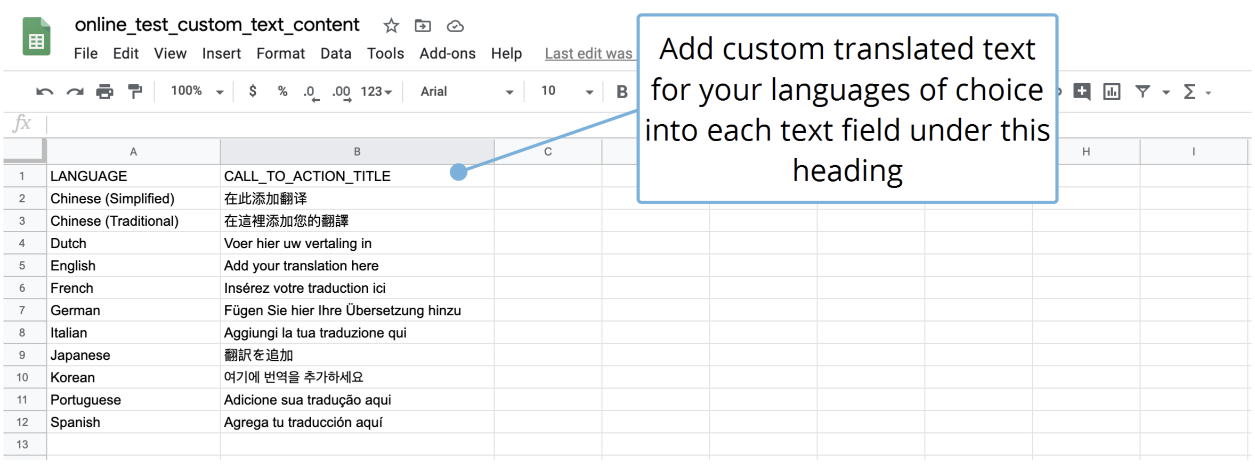
Adding Custom Language Content

If your online test is available in multiple languages and you have enabled a call-to-action button at the end of the test, the **Language Content** section allows you to add custom text content for the call-to-action button.

You can follow the on-screen instructions in the **Language Content** section to add custom translated text for the call-to-action button.



1. In the **Language Content** section, download the current custom text content in the provided CSV file.
2. Open the CSV file and replace the content under the **CALL_TO_ACTION_TITLE** heading with your custom translated text.



	A	B
1	LANGUAGE	CALL_TO_ACTION_TITLE
2	Chinese (Simplified)	在此添加翻译
3	Chinese (Traditional)	在這裡添加您的翻譯
4	Dutch	Voer hier uw vertaling in
5	English	Add your translation here
6	French	Insérez votre traduction ici
7	German	Fügen Sie hier Ihre Übersetzung hinzu
8	Italian	Aggiungi la tua traduzione qui
9	Japanese	翻訳を追加
10	Korean	여기에 번역을 추가하세요
11	Portuguese	Adicione sua tradução aqui
12	Spanish	Agrega tu traducción aquí
13		

3. After making your changes, save the updated version of the CSV file.
4. Upload the modified CSV file by clicking **Import Custom Text Content** or dragging and dropping the modified CSV file to 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 can 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.

For example, **https://www.shoeboxonline.com/yourcompany/?lang=fr** will launch the test in French. Simply add the language code to the end of your URL to launch the test in that language.

Below is a list of language codes currently available for SHOEBOX Online:

Chinese (Simplified): /?lang=zh-Hans
Chinese (Traditional): /?lang=zh-Hant
Czech: /?lang=cs
Danish: /?lang=da
Dutch: /?lang=nl
English: /?lang=en
Finnish: /?lang=fi
French: /?lang=fr
German: /?lang=de
Greek: /?lang=el-gr
Hungarian: /?lang=hu
Indonesian: /?lang=id
Italian: /?lang=it
Japanese: /?lang=ja
Korean: /?lang=ko
Norwegian: /?lang=nb
Polish: /?lang=pl
Portuguese: /?lang=pt
Portuguese (Brazil): /?lang=pt-br
Russian: /?lang=ru
Serbian: /?lang=sr-rs
Slovak: /?lang=sk
Spanish: /?lang=es
Swedish: /?lang=sv
Thai: /?lang=th
Turkish: /?lang=tr
Ukrainian: /?lang=uk
Vietnamese: /?lang=vi

Configuring Your SHOEBOX Online Test

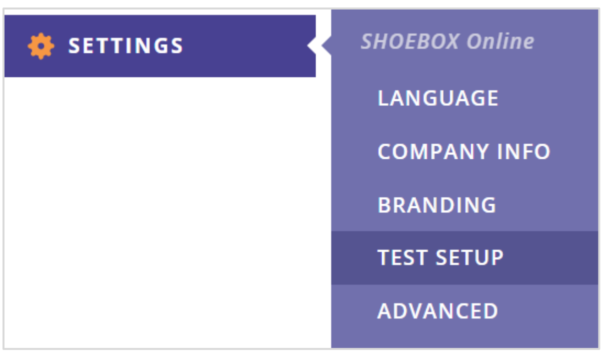
Once you have set up the details for your organization, you're ready to start configuring your online test. You may want to consider how you'll be distributing your online test by reviewing other use cases.

Setting Up Your Online Test

The **Test Setup** page is where you can configure the settings for your online test.

To Configure Your Online Test Settings

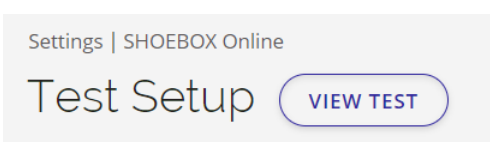
1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Test Setup**.



4. In the top-right corner of the **Test Setup** page, click **Edit**.
5. Configure the settings for your online test. For more information, see Online Test Settings.
6. After configuring your branding settings, click **Save**.

Online Test Settings

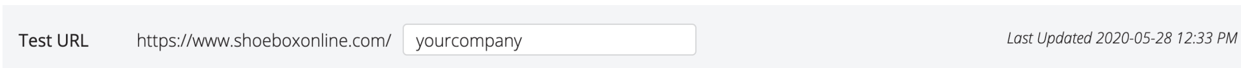
This section describes the settings for configuring your online test. To preview how your test will be displayed in a browser, click **View Test**.



Test URL

The test URL is made up of two parts:

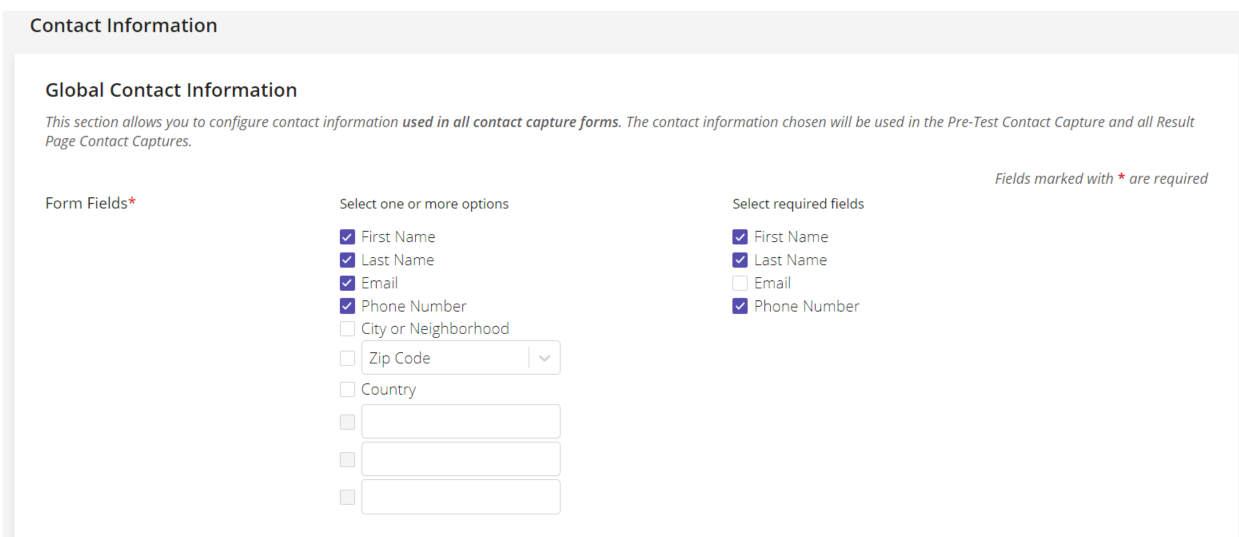
- **Base URL:** The basic domain for all SHOEBOX Online tests. This cannot be modified.
- **Custom Company URL:** This is set by you and it makes your SHOEBOX Online test URL unique. We recommend changing this to something that associates the test URL with your organization. This is important because it allows participants to recognize the test as a product of your organization and increases brand recognition.



Global Contact Information

This section allows you to configure the contact information requested from participants 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 required.

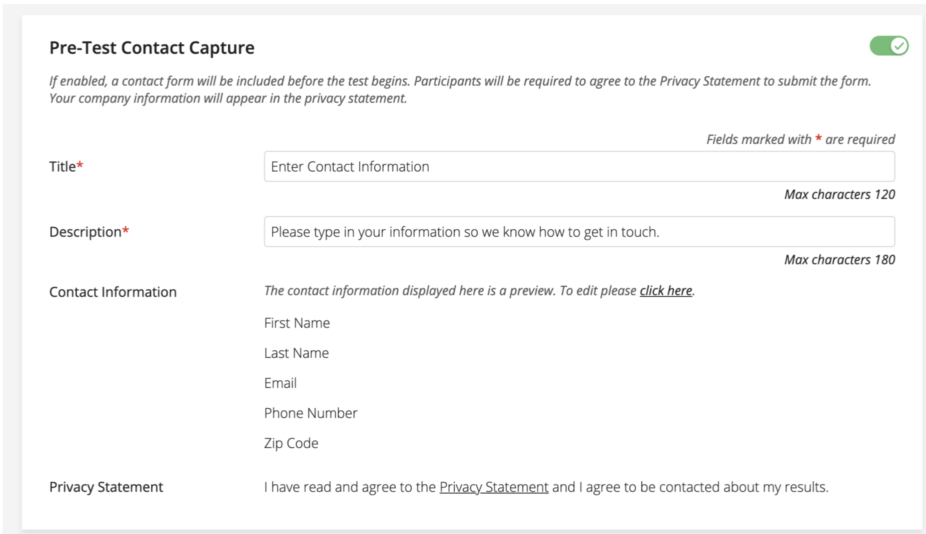
You can create up to three additional custom fields. Use the text fields to define the label that will be displayed within the test and check any field that will be required.



Contact information fields are included in the CSV file when you [export the Participant List] or when data is automatically transferred to another platform using our [Result Data Transfer API].

Pre-Test Contact Capture

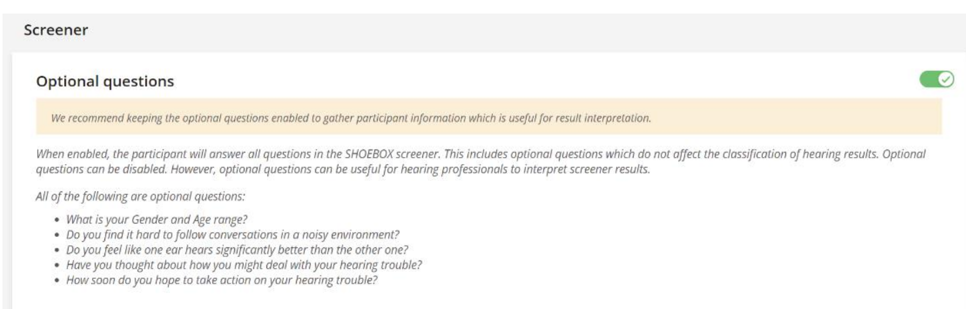
In this section, you can configure and enable an optional form that captures additional contact information from the participant before the test begins. You can enable this instead of (or in addition to) the contact capture form on the results page. Use the text fields to enter the title and description of your contact capture form to explain why you are collecting information so that your participants know what to expect.



Optional Questions

This section allows you to enable or disable optional questions in the screener that do not affect the classification of hearing results. Optional questions are enabled by default. The following questions are considered optional:

- What is your gender and age range?
- Do you find it hard to follow conversations in a noisy environment?
- Do you feel like one ear hears significantly better than the other one?
- Have you thought about how you might deal with your hearing trouble?
- How soon do you hope to take action on your hearing trouble?



For more information about the questions asked in the screener, see [Appendix: Questionnaire Flowsheet](#).

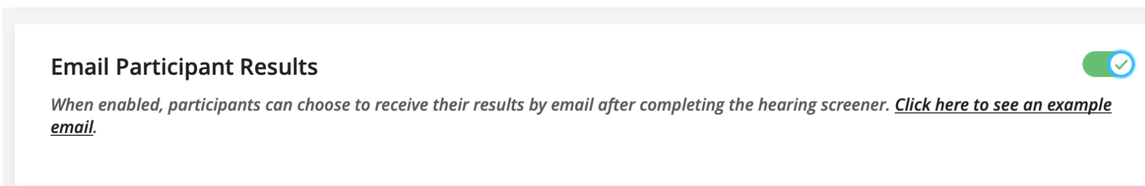
Note: Disabling optional questions can reduce the amount of time a participant needs to complete the screener. However, we recommend keeping the optional questions enabled to gather participant information which is useful for interpreting results.

Email Participant Results

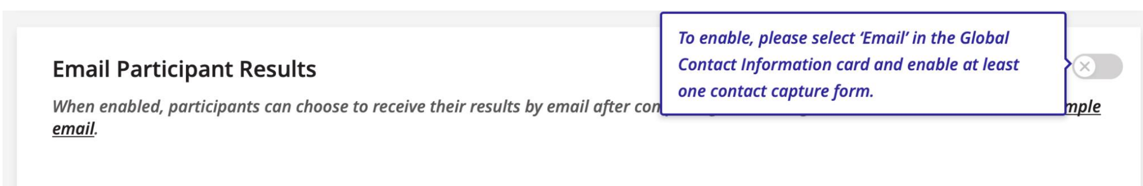
Enabling this feature allows the participant to obtain a copy of their results via email.

To enable this feature:

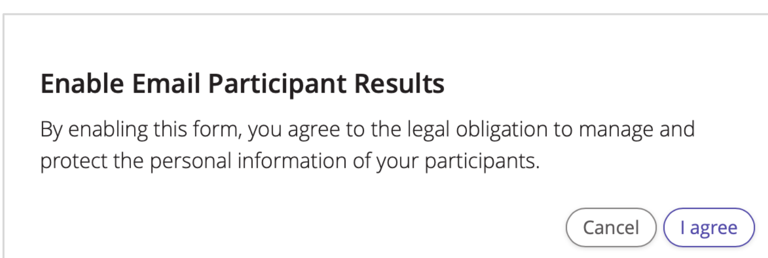
1. Click the **toggle** switch to enable the feature.



- **Note:** To be able to use this feature, select the **Email** checkbox in the **Global Contact Information** card and enable at least one contact capture form (Pre-Test Contact Capture or Result Page Contact Capture).

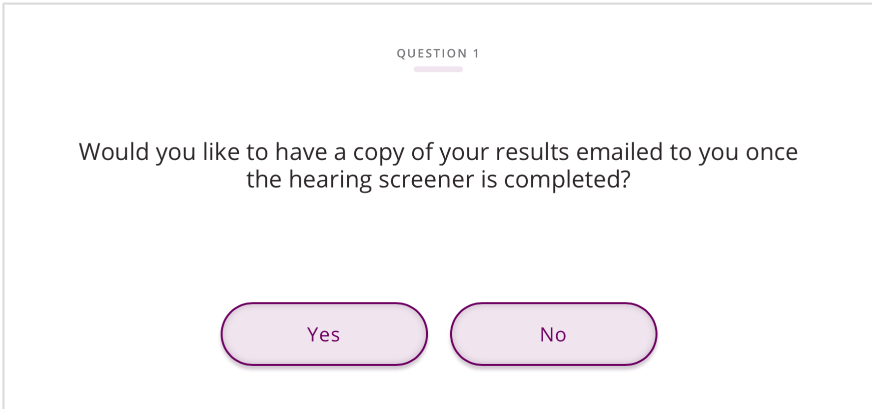


2. Click **I agree** when prompted. You must agree to protect the personal information of your participants before this feature can be enabled.

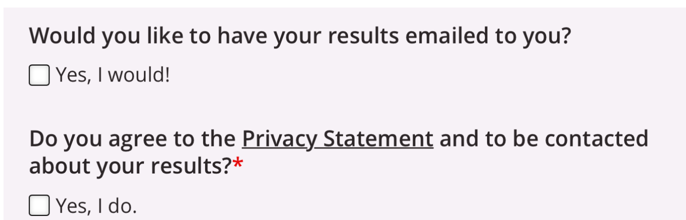


- **Note:** If you have enabled the Pre-Test Contact Capture, the participant will be asked twice if they want a copy of their results emailed to them:

a. As part of the Pre-Test Contact Capture form.



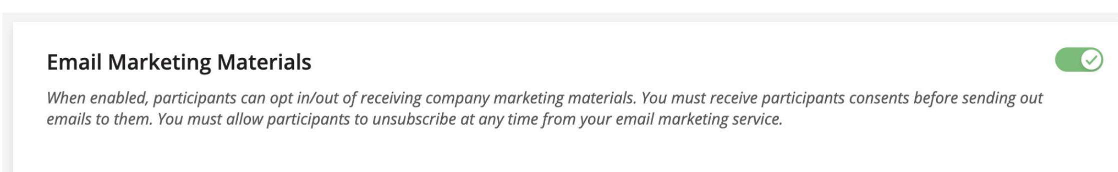
b. On the result page.



If you have disabled the Pre-Test Contact Capture form, the participant will be asked if they want a copy of their results emailed to them on the result page only.

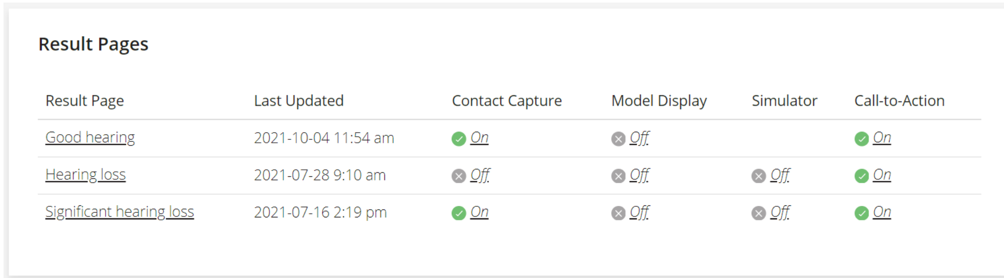
Email Marketing Materials

Enabling this feature will allow participants to opt in/out of receiving marketing material from your organization via email after completing the hearing screener.



Result Pages

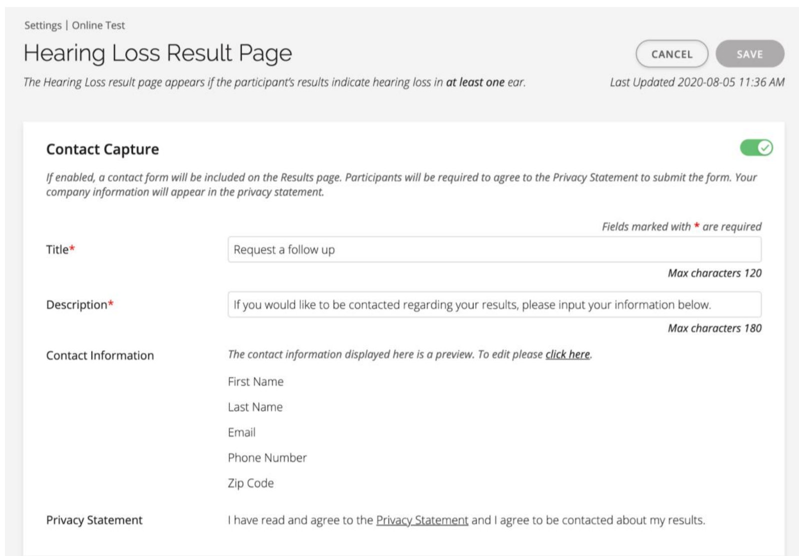
This section allows you to modify what participants will see and interact with when they see their test results. You can modify the result page for each of the three categories: Good Hearing, Hearing Loss, and Significant Hearing Loss.



Result Pages

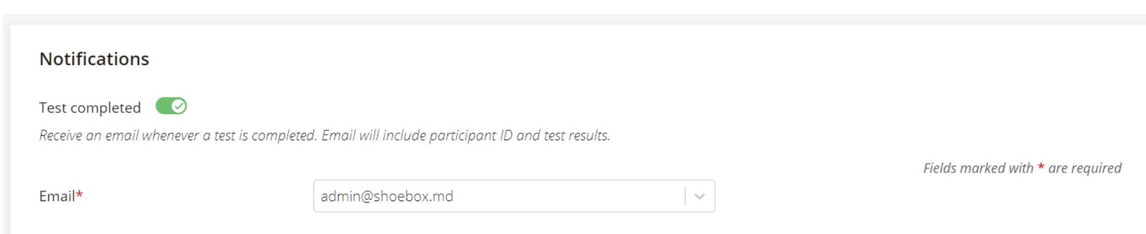
Result Page	Last Updated	Contact Capture	Model Display	Simulator	Call-to-Action
Good hearing	2021-10-04 11:54 am	On	Off		On
Hearing loss	2021-07-28 9:10 am	Off	Off	Off	On
Significant hearing loss	2021-07-16 2:19 pm	On	Off	Off	On

Clicking on one of the three links under the **Result Page** column will take you to a separate page where you can modify the content for that specific result page. For example, the result page for the **Hearing Loss** category can be seen in the image below. For more information on the options available for a result page, see [Configuring a Result Page](#).



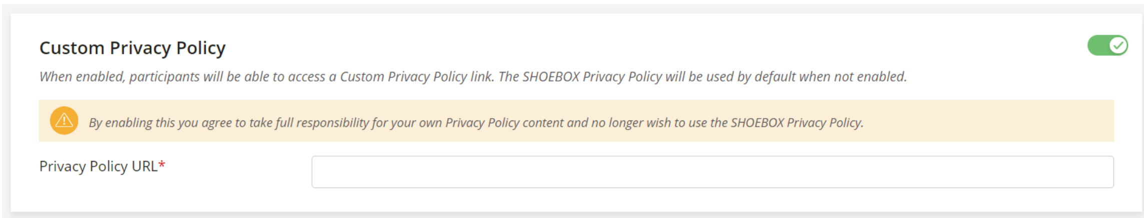
Notifications

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 your participants' data.



Custom Privacy Policy

Enter the URL of your organization's privacy policy if you want to direct a participant to it when they click the **Privacy Statement** link in the online test. The SHOEBOX privacy policy will be used by default when this setting is not enabled.



Configuring a Result Page

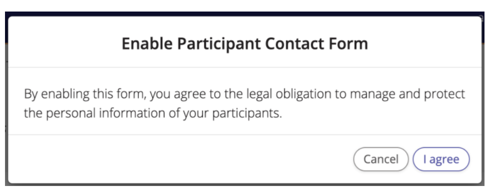
Result pages are what the participant sees after completing an online test. You can modify the results screen for each of the three categories: **Good Hearing**, **Hearing Loss**, and **Significant Hearing Loss**. To modify the settings for a result page, click **Edit** in the top-right corner.

When modifying a result page, you have the following options:

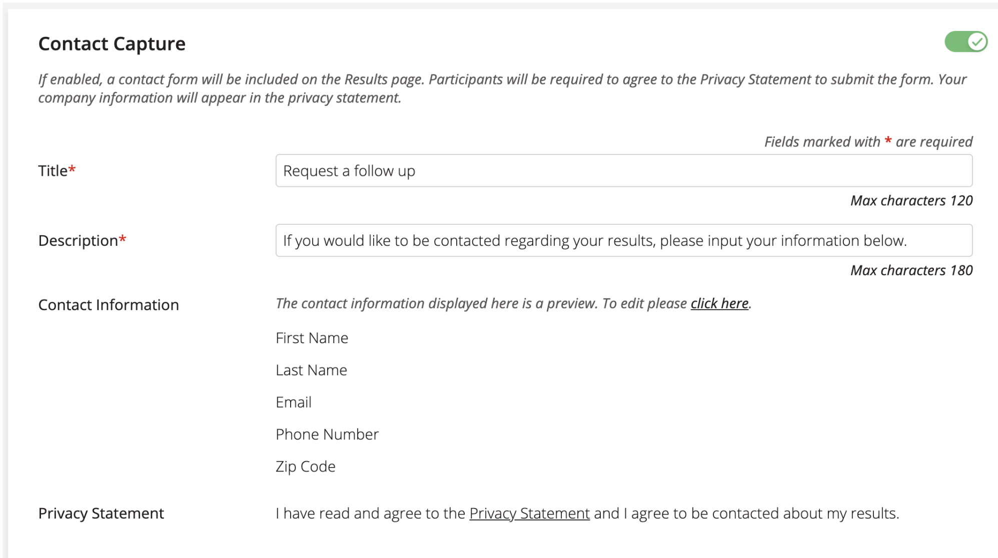
Contact Capture

By turning on the toggle switch in the **Contact Capture** section, you can enable a contact form that the participant will be prompted to fill out after their online test.

After enabling the form, click **I agree** when prompted. You must agree to protect the personal information of your participants before this feature can be enabled.



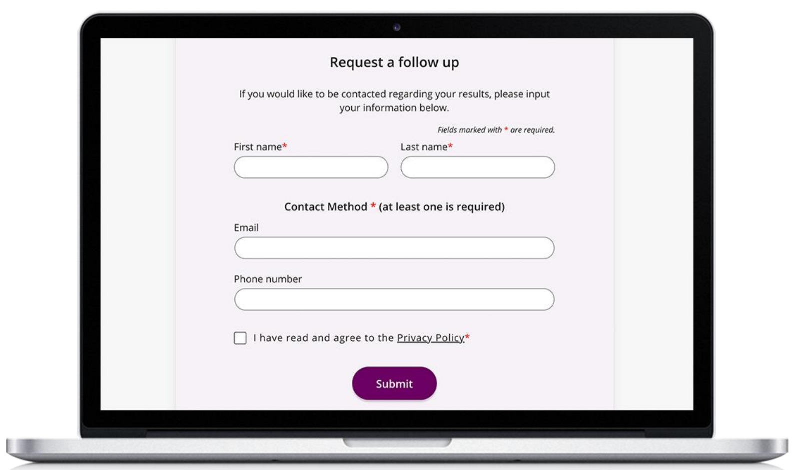
You can add a custom title and description using the text fields. The contact information form uses the same form fields you selected in the **Global Contact Information** section on the [Test Setup page](), but you're encouraged to change the title and description to be different from the pre-test contact capture.



When completing the form, participants will be required to agree to the privacy statement. To review the privacy statement, click on the **Privacy Statement** link.

Within the privacy statement, your organization's information is displayed. To learn how to edit your organization's information in the privacy statement, see [Company Information](#).

Once you have made your changes, your contact capture form will be ready for your online test and will be displayed on the result page categories for which it has been enabled.

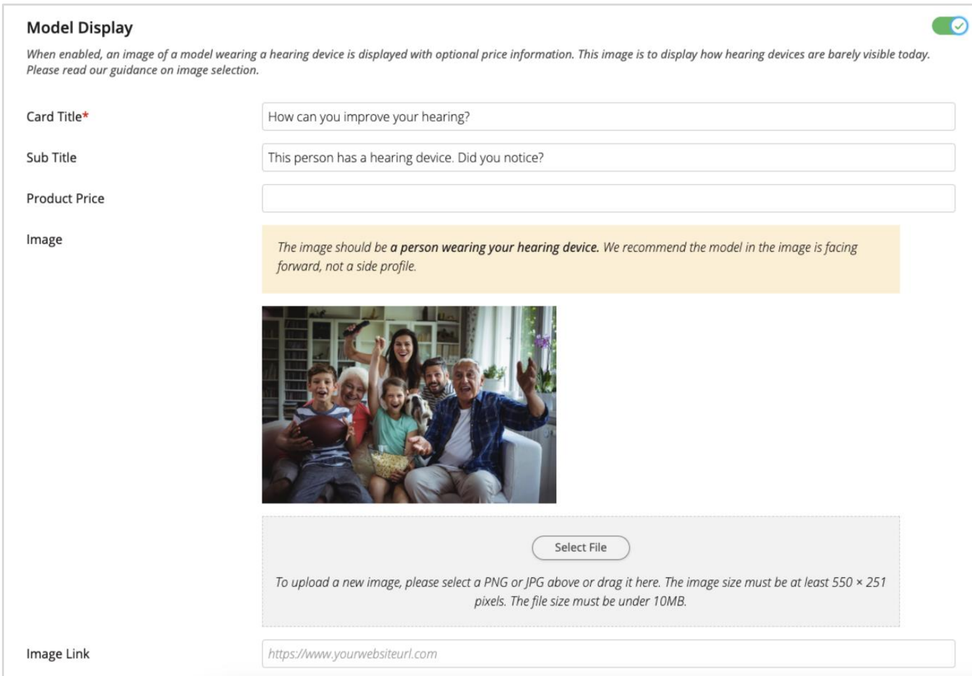


Model Display

To motivate a participant to act after they receive their test results, you can choose to add an image. The default image is of a person wearing a hearing aid to demonstrate how hearing devices are barely visible today and to alleviate the concerns your participants may have.

You can change this image by clicking **Select File** or dragging and dropping a PNG or JPG file. The image size must be at least 550 × 251 pixels, and the file size must be under 10MB.

Along with the image, you can choose your own custom title for this section of the results page, a sub-title, a product price (e.g. starting at $185), and a link to an external URL.



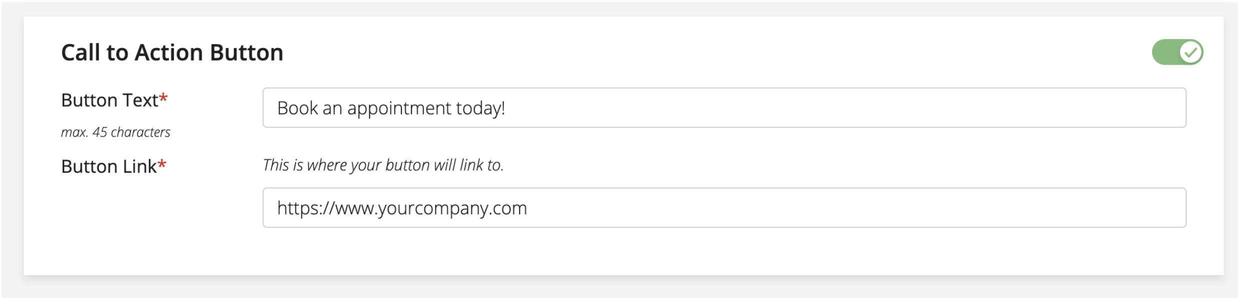
Call-to-Action Button

When enabled, a call-to-action button will be added to the result page that the participant can click to send them on the next step on their hearing health journey. This next step could be scheduling an appointment, buying an over-the-counter hearing aid, or directing the participant to your website to learn more.

When 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. The button text should be clear and straightforward so the participant knows what will happen when they click it.

The button will be displayed at the top and bottom of the result page to improve visibility and achieve your business goals.

To learn more about how you can improve your conversion rates using call-to-action buttons, see Call-To-Action Usage Recommendations.



Note: When a participant clicks your call-to-action button, SHOEBOX 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 and refSource if applicable.

Example

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

Call-To-Action Usage Recommendations

A call-to-action (CTA) is a method of guiding a user towards taking a specific action. Depending on the needs of your organization, this action or next step could be scheduling an appointment, buying an over the counter (OTC) hearing aid, or directing the user to your website to learn more. CTA buttons are essential to convert individuals who take your online hearing test into patients for your clinic. The buttons should have a clear, straightforward message. They can be direct, such as a button that says **Buy Now**, or softer in tone, such as one that says **Read More**. Through practices such as A/B testing (trial and error of different statements and tracking their effectiveness), you can learn which CTAs are most effective in getting your audience to take a specific action.

Using CTA buttons is an optional feature in SHOEBOX Online. A CTA button consists of text and a target URL (the location the user is directed to upon clicking the button). You can have different CTA buttons based on the participant's test results. For example, you can have one CTA button for a Good Hearing result, a different one for Hearing Loss, and another one for Significant Hearing Loss), or use the same button text and target URL; the choice is yours.

Note: If you plan on assisting your participants during the test using Onsite Mode, you may want to avoid using call-to-action buttons.

Call-To-Action Button: Goals and Recommendations

In the tables below, find the goal of your organization for some suggestions on how to set up your CTA button(s).

Goal 1: Contact Us

"I want the participant to contact me so we can determine the next steps together."

Test Results	Button Text	Link
Good	Not applicable	Not applicable
Some Hearing Loss	“Contact Us”	Link to your Contact Us page or general email address.
Significant Hearing Loss	"Contact Us to Talk About Your Results"	Link to your Contact Us page or general email address.

Goal 2: More Information

"I want to give participants more information about their hearing health or test results."

Test Results	Button Text	Link
Any result page	"Learn More About Your Results" OR "Find Out More"	Link to a page on your website that educates about hearing loss.

Goal 3: Schedule an Appointment or Seek a Local Hearing Health Care Provider

"I want participants to schedule an appointment with my organization or direct them to another hearing care provider, clinic, or company."

Test Results	Button Text	Link
Good	Not applicable	Not applicable
Some Hearing Loss Significant Hearing Loss	"Book an Appointment" OR "Find Help Near You"	Link to a page on your website where individuals can book an appointment. OR Link to a page with a map of your locations.

Goal 4: Purchase a Hearing Aid or Device

"I want participants to purchase an over-the-counter hearing device or provide them with other assisted listening device solutions."

Test Results	Button Text	Link
Good	Not applicable	Not applicable
Some Hearing Loss	"Buy an Over-the-Counter Hearing Aid Today"	Link to a page on your website where people can purchase OTC hearing aids.

Significant Hearing Loss	"Explore Solutions for your Hearing Loss"	Link to a page on your website where people can learn more about prescription hearing aids.

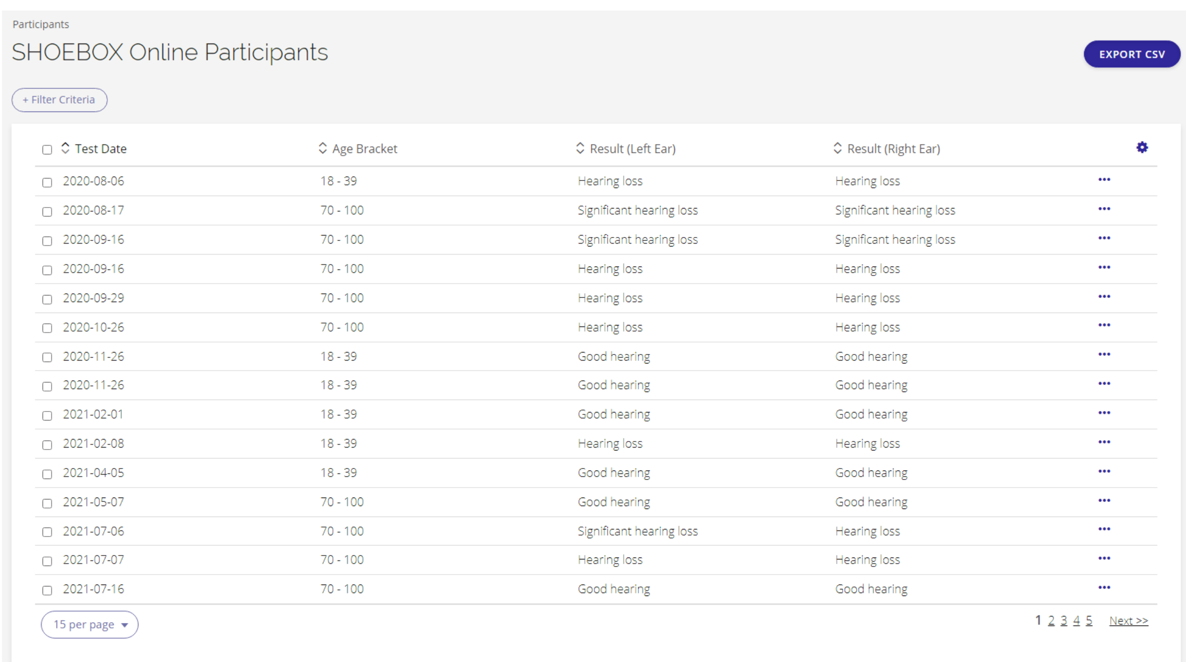
Using Participant Data

As participants complete your online test, their results will be added to the **SHOEBOX Online Participants** page. This page can be configured to show different information about participant tests. The information can then be printed or saved as a PDF or exported as a CSV.

To Access the Participants Page

1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Participants** tab.
3. Click **SHOEBOX Online**.

4. The **SHOEBOX Online Participants** page will open, displaying collected data from all participants who have taken your online test.


Participants

SHOEBOX Online Participants

EXPORT CSV

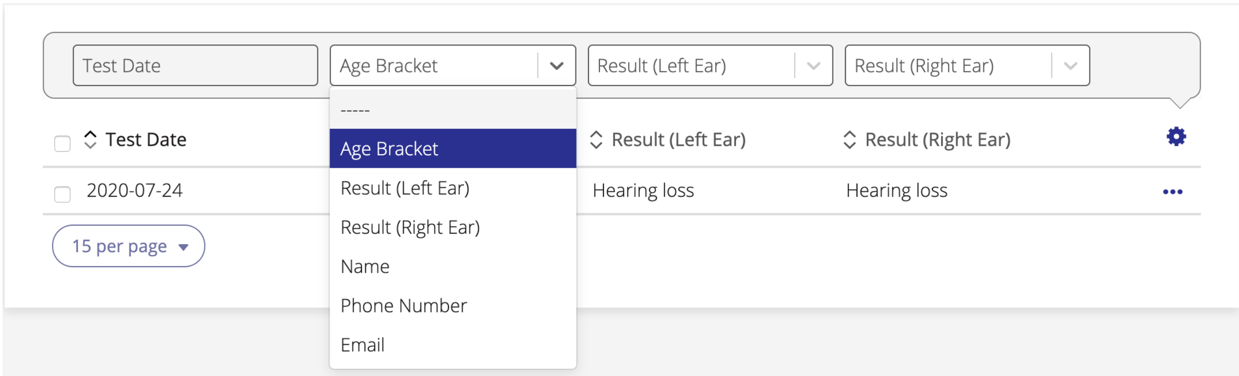
+ Filter Criteria

Test Date	Age Bracket	Result (Left Ear)	Result (Right Ear)
2020-08-06	18 - 39	Hearing loss	Hearing loss
2020-08-17	70 - 100	Significant hearing loss	Significant hearing loss
2020-09-16	70 - 100	Significant hearing loss	Significant hearing loss
2020-09-16	70 - 100	Hearing loss	Hearing loss
2020-09-29	70 - 100	Hearing loss	Hearing loss
2020-10-26	70 - 100	Hearing loss	Hearing loss
2020-11-26	18 - 39	Good hearing	Good hearing
2020-11-26	18 - 39	Good hearing	Good hearing
2021-02-01	18 - 39	Good hearing	Good hearing
2021-02-08	18 - 39	Hearing loss	Hearing loss
2021-04-05	18 - 39	Good hearing	Good hearing
2021-05-07	70 - 100	Good hearing	Good hearing
2021-07-06	70 - 100	Significant hearing loss	Hearing loss
2021-07-07	70 - 100	Hearing loss	Hearing loss
2021-07-16	70 - 100	Good hearing	Good hearing

15 per page

1 2 3 4 5 Next >>

5. To change the type of information displayed in a column, click the **Gear** icon, then click the dropdown above a column and select the type of information you want to have displayed.

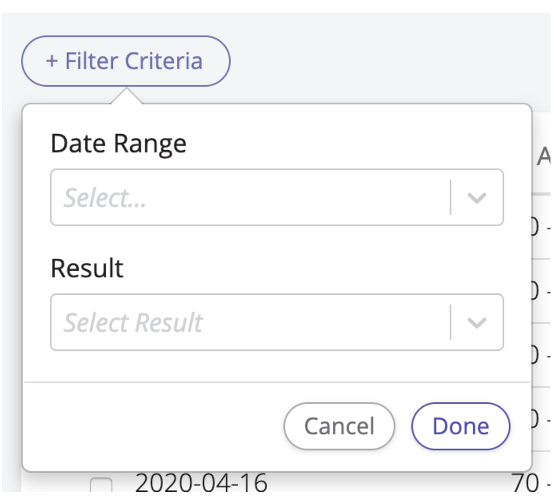


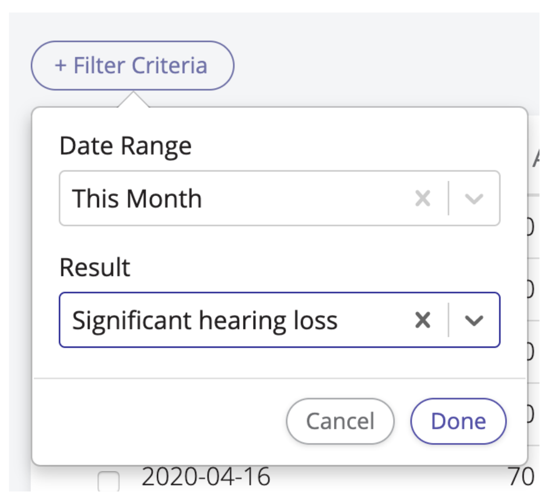
6. After making your changes, click the **Gear** icon .

To Apply a Filter to Participant Data

The **SHOEBOX Online Participants** page allows you to apply filters to the list to isolate your participants based on their test results.

1. Click the **Filter Criteria** button.
2. Configure your filter criteria:
   - Under **Date range**, select a predefined or custom date range from the options.
   - Under **Result,** select a test result category.





3. Click **Done**. Your participants list will be updated based on your selected criteria.

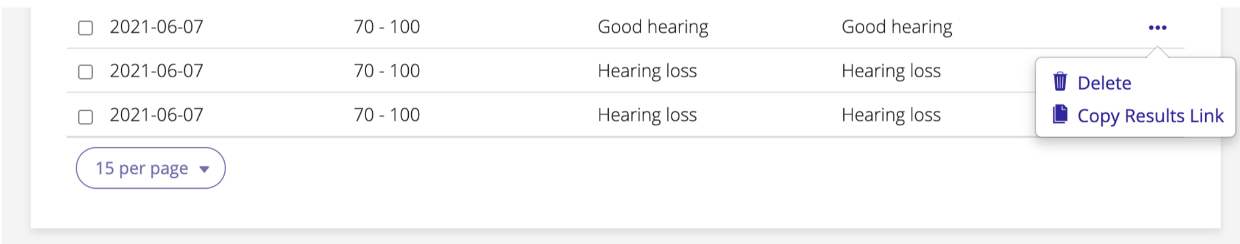
Viewing a Participant's Result Page

The **SHOEBOX Online Participants** page allows an admin user to view a participant's test results including the result page that the participant saw at the end of the test. This information can then be used for the following purposes:

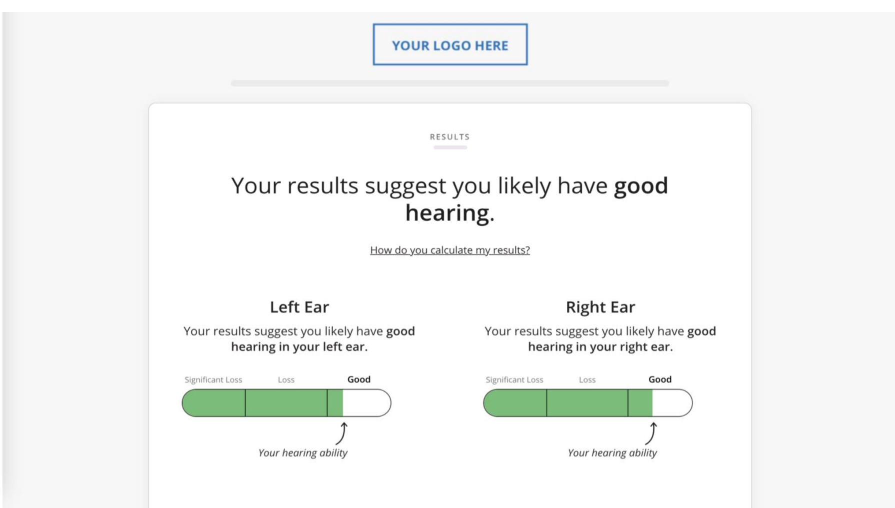
- Email test results to participants.
- Follow up and discuss how your services could improve your participants' hearing.
- Keep track of your participants' results using online or paper-based documentation.

To View a Participant's Result Page

1. To the right of a test, click the three-dot menu icon ••• .
2. From the dropdown menu, select **Copy Results Link.**

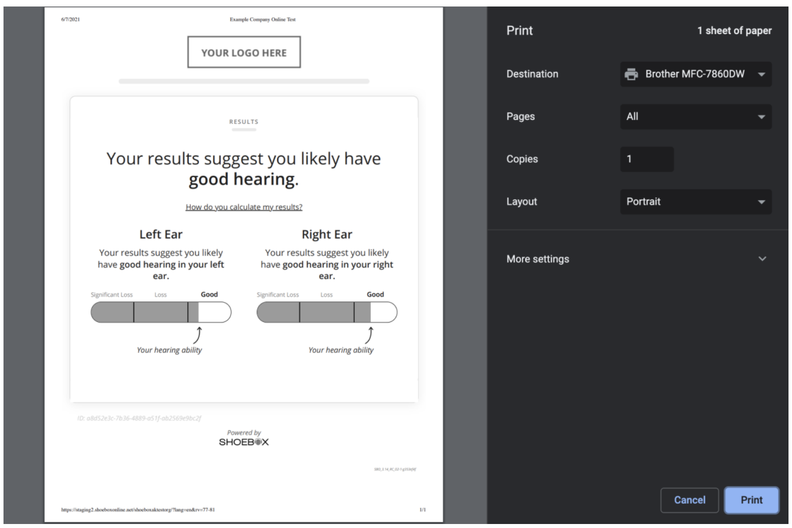


3. Open a new tab in your browser.
4. Paste the results link in the address bar at the top of your browser window and press **Enter/Return** on your keyboard. The participant's result page will be displayed in your browser tab.



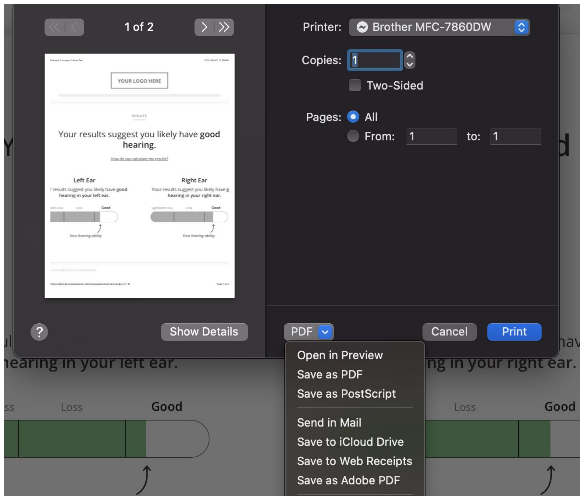
To Print a Participant's Result Page

1. After opening a participant's result page in a new browser window, right-click on the page and select **Print** or **Print Page**, depending on the browser you're using.
    - **Tip:** You can also press **Ctrl+P** on Windows or **Command+P** on a Mac to bring up the **Print** window.
2. In the **Print** window that appears in your browser, select your printer and configure any additional settings.
3. Click **Print**.

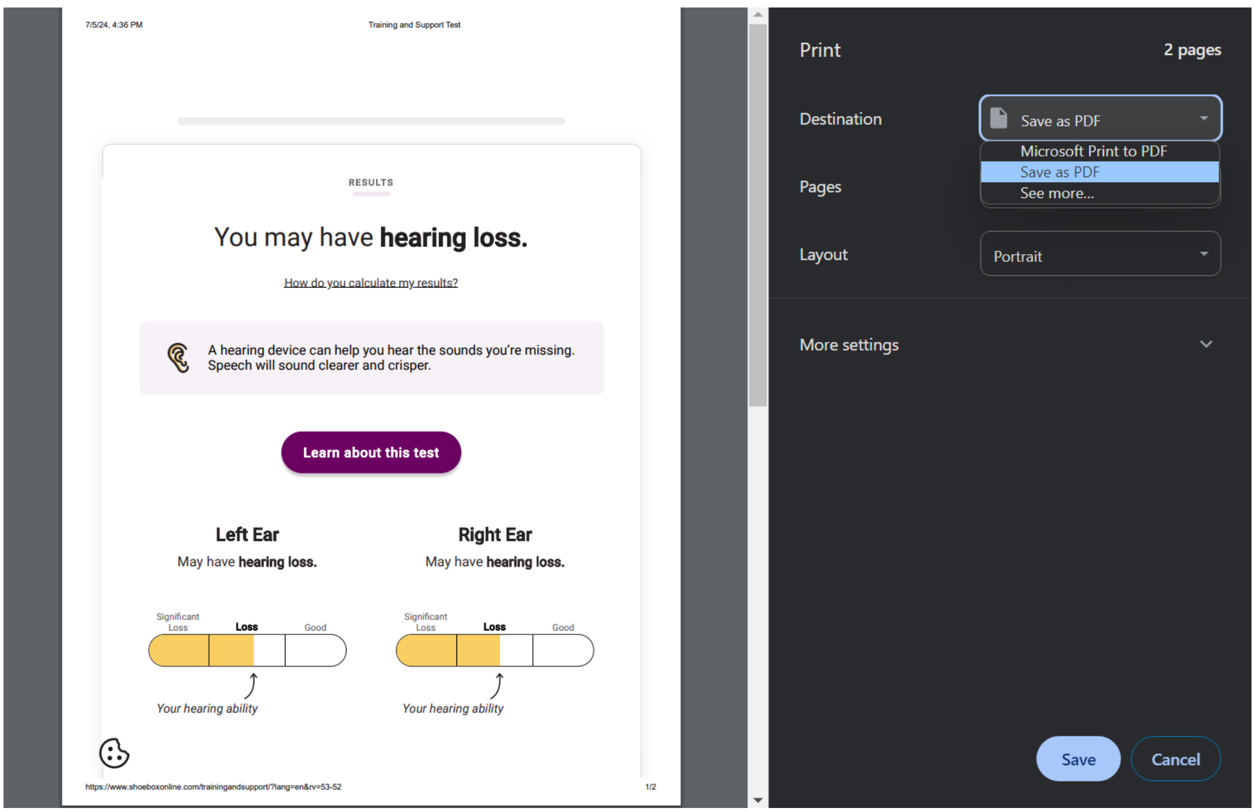


To Save a Participant's Result Page as a PDF

You can save a copy of the participant's results as a PDF using the same **Print** window that you used to print the results. The steps differ slightly based on which browser you're using. Most browsers will have a PDF dropdown menu that you can click on, then select **Save as PDF** to save a copy of the results if you prefer to keep customer records digital only.

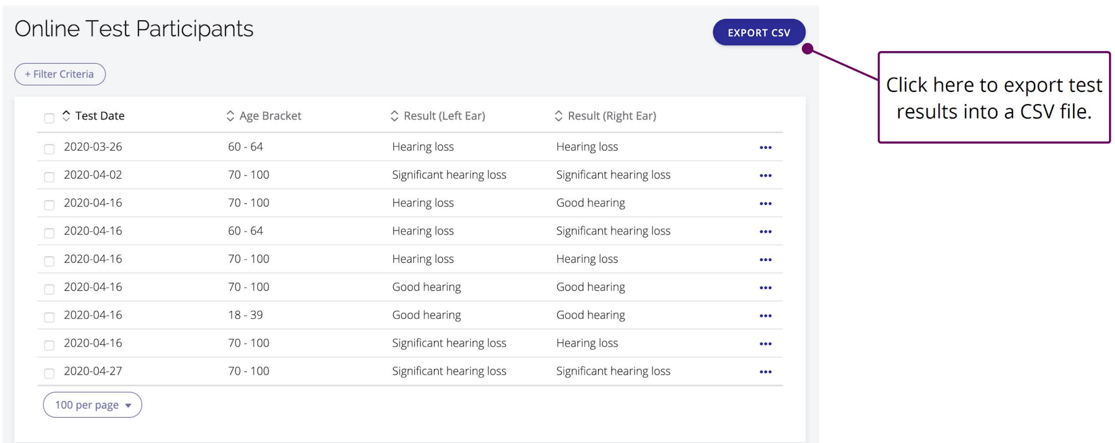


If using Chrome, click the field next to **Destination** and select **Save as PDF**. Then click **Save**.



Exporting Online Test Results

In the top-right of the **SHOEBOX Online Participants** page, you can click the **Export CSV** button to export a CSV file containing the details of 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 following up with customers on both an individual participant level and through broader email campaigns.



Test Date	Age Bracket	Result (Left Ear)	Result (Right Ear)
2020-03-26	60 - 64	Hearing loss	Hearing loss
2020-04-02	70 - 100	Significant hearing loss	Significant hearing loss
2020-04-16	70 - 100	Hearing loss	Good hearing
2020-04-16	60 - 64	Hearing loss	Significant hearing loss
2020-04-16	70 - 100	Hearing loss	Hearing loss
2020-04-16	70 - 100	Good hearing	Good hearing
2020-04-16	18 - 39	Good hearing	Good hearing
2020-04-16	70 - 100	Significant hearing loss	Hearing loss
2020-04-27	70 - 100	Significant hearing loss	Significant hearing loss

If you want to automatically export participant test results to your own data management platform you can use SHOEBOX Online's API. For more information, see Results Data Transfer (API).

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 Export Terms

In addition to placing participants into broad categories of normal hearing 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.
- The most comfortable level for speech.

Note: The values **888** and **999** on the CSV export indicate the following:

- 888 means 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 means the participant reached max volume when setting their Most Comfortable Level (MCL).

The following table describes each type of data displayed in the CSV export.

Column heading	Description
TEST_DATE	The data and time the participant completed the test. **Note:** In the exported CSV, date and time is always displayed in the UTC (GMT) timezone.
FIRST_NAME / LAST_NAME	The first and last name of the participant. If no name was entered, the participant will be listed as **Anonymous**.
EMAIL	The email of the participant.
PHONE_NUMBER	The phone number of the participant.
UPPER_AGE/LOWER_AGE	These values describe the age range selected by the participant. For example, if a participant selected 70+ for their age, the lower age will be 70 and the upper age will be 100.
COUNTRY	The country of the participant.
POST_ZIP_CODE	The postal or zip code of the participant.
CITY	The city of the participant.
GENDER	The gender of the participant.
LANGUAGE	The language in which the participant selected to take the screening test.
REQUESTED_EMAIL_RESULT	Indicates whether the participant agreed to have the results of their test emailed to them. For more information, see Email Participant Results.
EMAIL_RESULT_URL	Provides a URL that can be pasted into a browser to view the participant's result page.

ALLOW_EMAIL_MARKETING_MATERIALS	Indicates whether the participant agreed to subscribe to your organization's marketing materials. For more information, see Email Marketing Materials.
RESULT_CATEGORY_LEFT_EAR / RESULT_CATEGORY_RIGHT_EAR	The hearing level category for each ear based on the participant's test results. ● Good ● Loss ● Significant loss
LEFT_OVERALL_SCORE / RIGHT_OVERALL_SCORE	The hearing level score for each of the participant's ears. This score is based on the four factors SHOEBOX Online uses to generate a hearing level score. For more information, see How it Works. ● 100–70 (Good) ● 69–30 (Loss) ● 29–0 (Significant loss)
LEFT_SPEECH, LEFT_SPEECH_MCL / RIGHT_SPEECH, RIGHT_SPEECH_MCL	This is the lowest level and the most comfortable level (MCL) that the participant reported to be able to still understand the rainbow speech passage using the device and headphones they own.
LEFT_1K, 2K, 4k, 6K / RIGHT_1K, 2K, 4K, 6k	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.
QUESTION_1-9 / ANSWER_1-9	These columns display each question that the participant was asked in the dynamic questionnaire and each answer that the participant provided.
PARTICIPANT_ID	A unique ID associated with the participant's test that can be used to isolate and investigate their results.
ENCOUNTER_ID	A unique ID associated with the participant's test that can be used to isolate and investigate their results.
PARTICIPANT_TEST_ID	Each instance of a participant taking the test is tagged with a participant test ID. This ID is provided as a URL parameter when a participant clicks the call-to-action button on the result page. If you accept this parameter

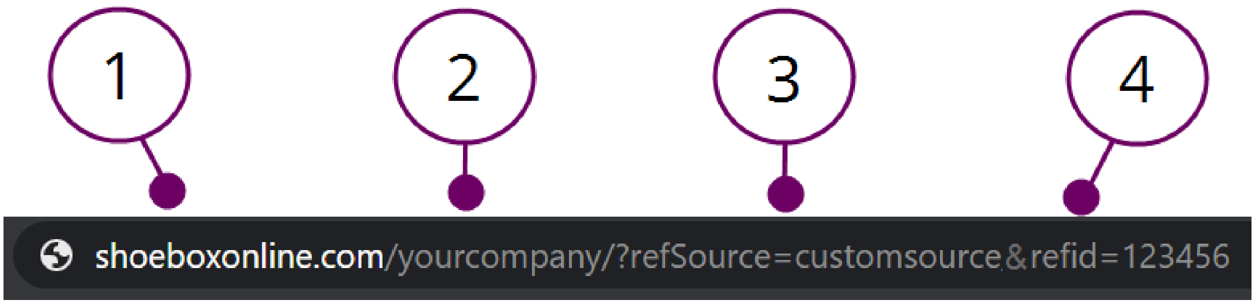
	on the page linked to the call-to-action button, you will be able to go back in our system and review the participant's details.
RESULT_UUID	A unique ID associated with the participant's test that can be used to isolate and investigate their results.
REFERRER_ID (refid)	If a referral ID was included in the test URL, it will be displayed in this column. For more information, see Using Reference and Source IDs.
REFERRER_SOURCE (refSource)	If a referral source was included in the test URL, it will be displayed in this column. For more information, see Using Reference and Source IDs.
ACCEPTED_PRIVACY_POLICY	Indicates whether the participant accepted the privacy statement.
ACCEPTED_TO_CONTACT	Indicates whether the participant agreed to be contacted about their screening results via email, phone, or SMS.
HEADSET_TYPE	Indicates whether an in-ear or over-ear headset was used for the screening test.
HEADSET_CONNECTIVITY	Indicates whether a wired or wireless headset was used for the screening test.
CONTACT_CAPTURE_CUSTOM_FIELD_1-3	These columns display the labels of any custom fields you have added to the screening test. For more information, see Global Contact Information.
CONTACT_CAPTURE_CUSTOM_FIELD_1-3_VALUE	Indicates the value entered by the participant for any custom fields you have added to the screening test.
PRIVACY_STATEMENT	Indicates whether the default or a custom privacy statement was associated with the screening test. For more information, see Custom Privacy Policy.
ONSITE_MODE	Indicates whether onsite mode was used for the screening test. For more information, see Onsite Mode.
CENTER_ID	Displays the ID for the Center (data access group) to which the participant belongs.

Using Reference and Source IDs

Reference and source IDs can be added to the URL of your online test to track which participant took the test and where they accessed the test.

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 (refSource)**: A unique identification number that indicates the source from which the participant accessed the test. For example, **refSource=homepage** indicates that the participant clicked on a link to your test from your organization's homepage.
4. **Reference ID (refid)**: A 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=** and 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.

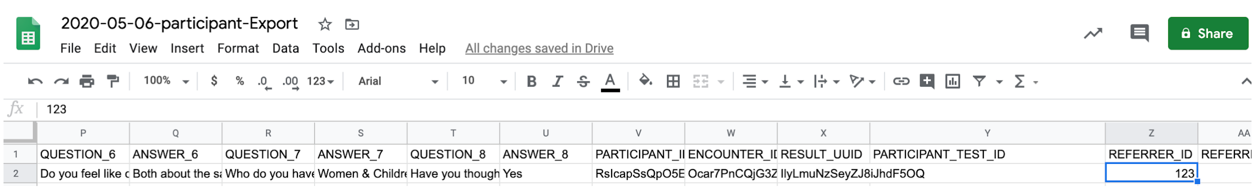
Example

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

URL with a 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**, you can search for this within the spreadsheet to isolate the results of the participant who was given this reference ID.



Note: When creating reference IDs, it's 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, such as your organization's homepage, one of your organization'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 source your participants linked from to access the test.

Social Media Source IDs: 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.

Example: https://shoeboxonline.com/yourcompany/?refSource=facebook

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

Email Campaign Source IDs: If you add a link to your test in an email campaign, you can add a unique source ID to easily identify which email campaign link was clicked by a participant. For example, if you were running an email campaign throughout the month of March 2024, you could add **/?refSource=march2024** to identify all the participants who accessed the test from that email campaign.

Example: https://shoeboxonline.com/yourcompany/?refSource=march2024

Combined Source and Reference IDs: You can combine source IDs with reference IDs to track the results of specific participants that were contacted as part of email campaigns or any other organized testing campaign.

Example: https://shoeboxonline.com/yourcompany/?refSource=march2020&refid=123

Data Access Groups

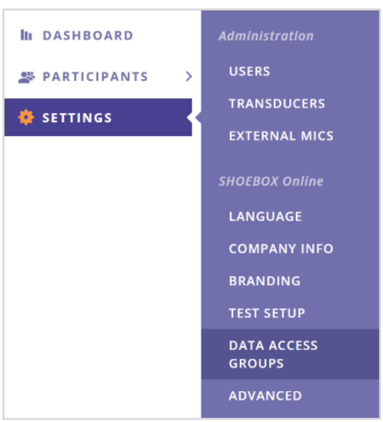
You can use data access groups to organize your participant data. When creating a new data access group, you associate it to a Center ID. You can then add the Center ID identifier to the end of your test URL and any participants who complete the screener will be associated with that data access group. Once you have created a data access group, you can assign specific users to have access to it.

Managing Data Access Groups

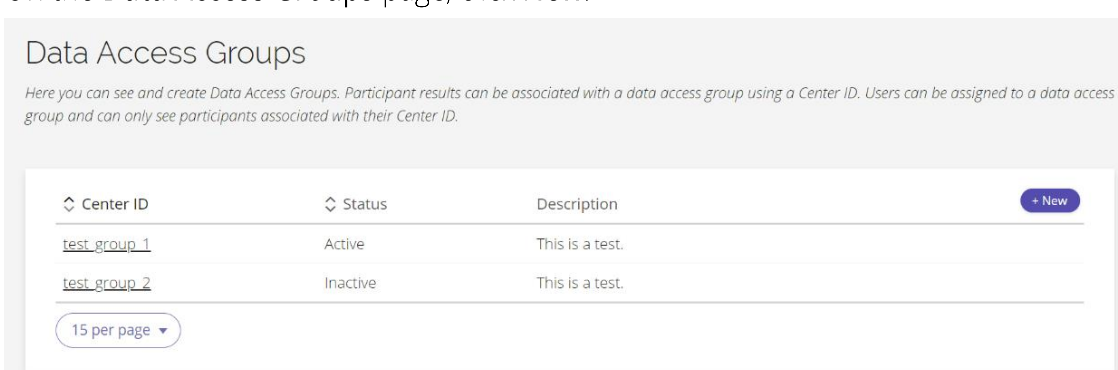
Admin users can add, edit, or deactivate data access groups from the **Data Access Groups** page and can also view the information and test URLs for the data access groups that have been created.

To Create a Data Access Group

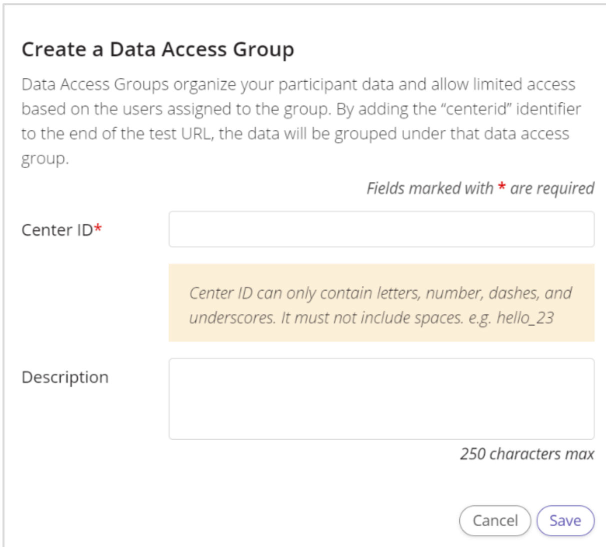
1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Data Access Groups**.



4. On the **Data Access Groups** page, click **New**.



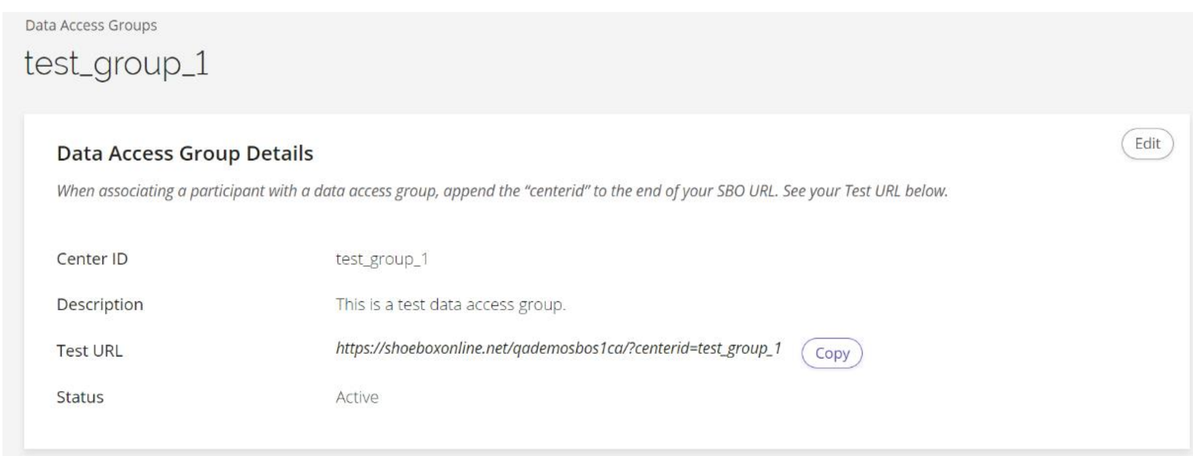
5. In the **Center ID** field, enter an identifier for the data access group that can be added to the end of the test URL.
    - Center IDs can only contain letters, number, dashes, and underscores. It cannot include spaces. For example, hello_23.
6. In the **Description** field, enter any relevant details to describe the data access group.



7. Click **Save**.

To View, Modify, or Deactivate a Data Access Group

Once you have created a data access group, you can click on it from the **Data Access Groups** page to view more information. In the **Data Access Group Details**, you can copy the test URL with the associated Center ID, which you can then use for testing.



From this page, you can also modify the information for the data access group or deactivate it by clicking the **Edit** button. Once a data access group has been deactivated, a test can still be performed with the test URL, but the results will not be associated with that data access group.

Note: If tests have already been associated with a data access group, the Center ID can no longer be modified.

Adding a Data Access Group to Your Test URL

In addition to copying the test URL for a data access group from its details page, you can add the Center ID identifier to a test URL manually. This can be useful if you want to add additional parameters to your test URL such as reference or source IDs or to deploy your test in Onsite Mode.

Center IDs are applied by adding **/?centerid=** and the Center ID for your data access group to the end of your test URL. In other words, to associate your test URL with a data access group called **test_1**, you would add **/?centerid=test_1** to the end of your test URL.

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

URL with a Center ID applied: https://shoeboxonline.com/yourcompany/?centerid=test_1

URL with a Center ID and Onsite mode applied:
https://shoeboxonline.com/yourcompany/?onsite=true&centerid=test1

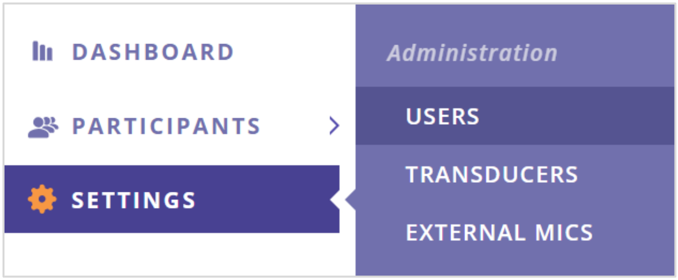
Assigning Users to Data Access Groups

Participants who complete the online screener for a specific data access group can only be viewed by admins or users who have been assigned by admins to that data access group. Admins can assign users to a data access group from the user's profile.

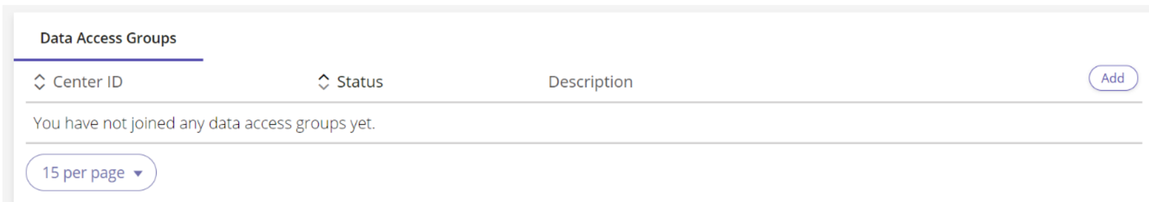
Once a user has been assigned to a data access group, they can view the group's participants on the **SHOEBOX Online Participants** page.

To Assign a User to a Data Access Group

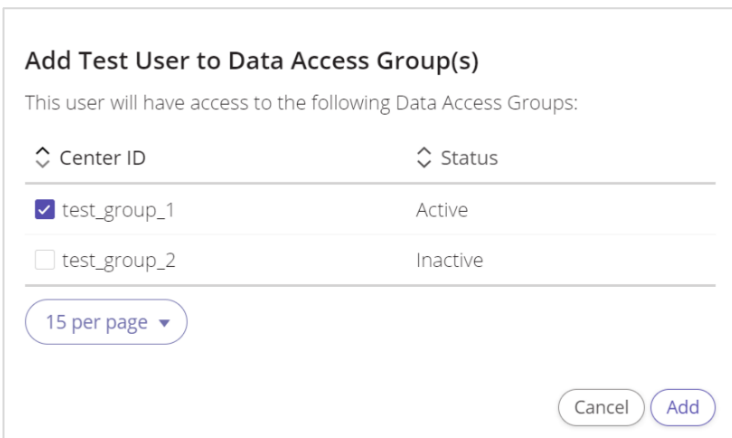
1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Settings** tab.
3. Under the **Administration** heading, click **Users**.



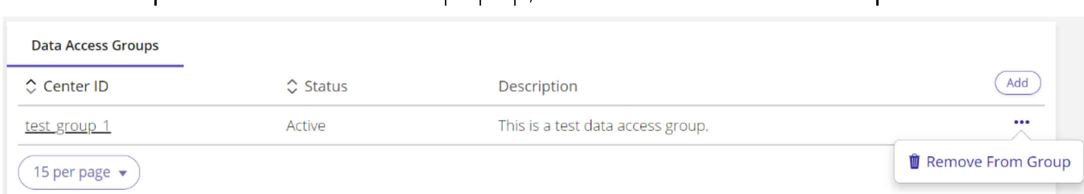
4. On the **Users** page, click the user's name who you want assign to a data access group.
5. On the user's profile page under **Data Access Groups**, click **Add**.



6. In the popup, select each data access group the user will have access to.



7. Click **Add**.
   - To remove an assigned user from a data access group, click the three-dot icon next to the data access group on the user's profile page and select **Remove From Group**. In the confirmation popup, click **Remove From Group**.



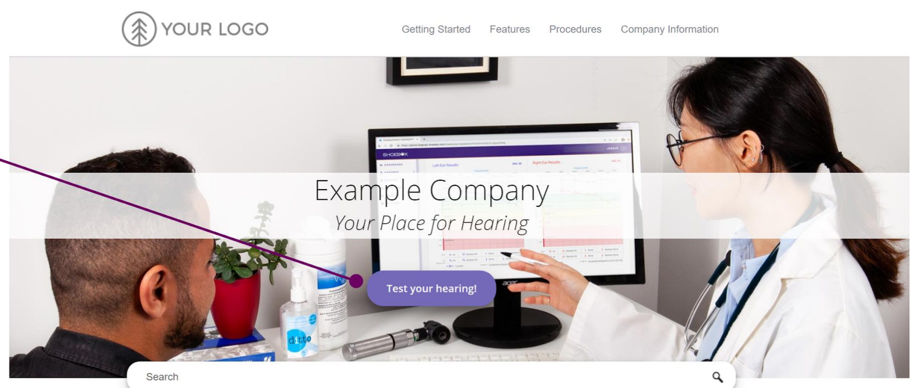
Adding SHOEBOX Online to Your Website

If you want participants to access your test from your organization's website, you can easily add a link to the test from your website. You can also [embed the test] into one of your website's pages, so participants can take the online test directly on your website.

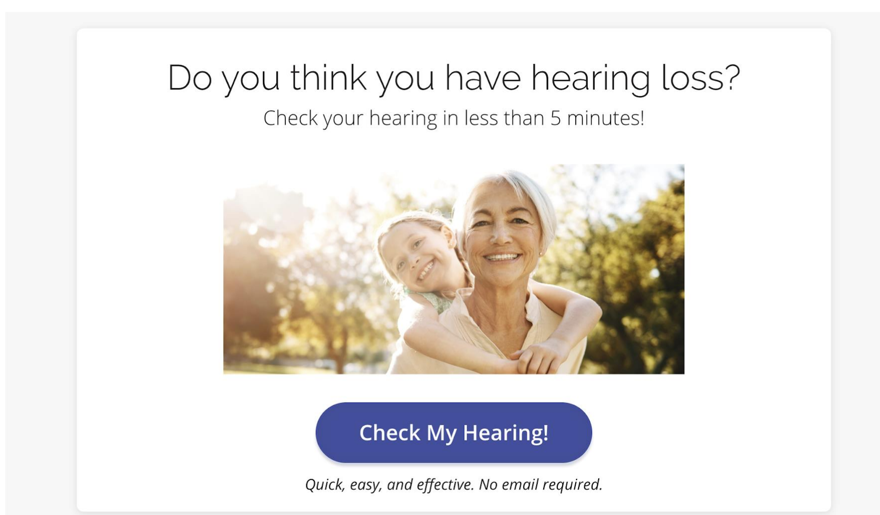
Linking to a Test from Your Website

A link to your SHOEBOX Online test can be easily added to your organization's website. To do this, you may need the help of your organization's webmaster; by providing them the link to your online test, they can embed the link in 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.



To Add a Test Link to Your Website

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

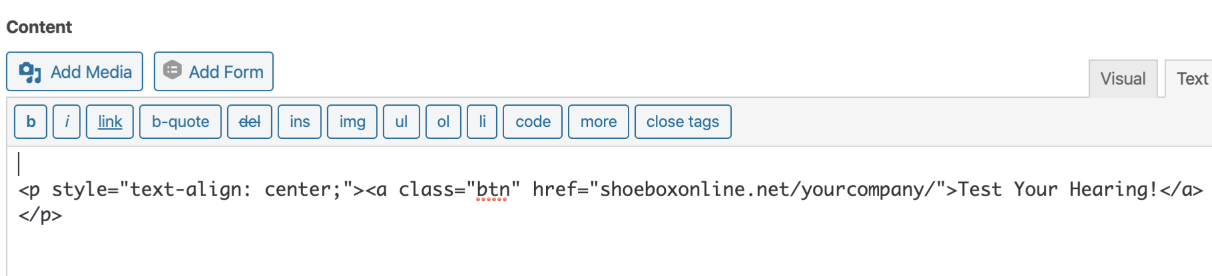
Step 1: Design a button

The first thing you will need to do is design how your button will appear by using your site's Cascading Style Sheet (CSS). If your website already has button styles defined in the CSS, you may want to use one of the existing styles. If you want to use a new style, you will need to create a new class attribute for the button and define how the button will look. The example 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);
```

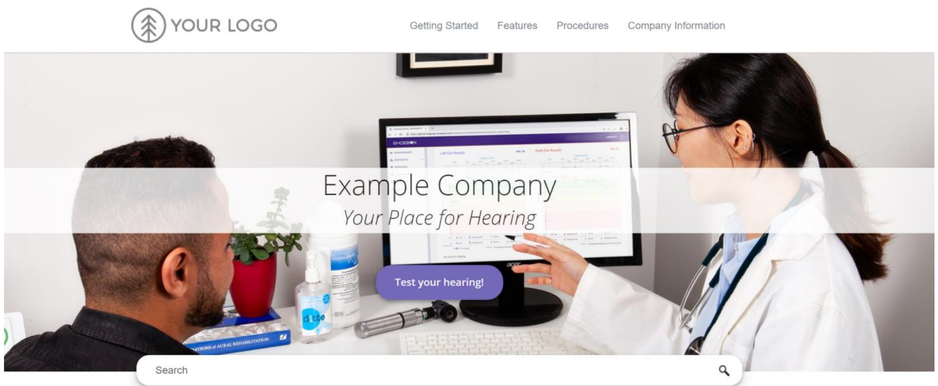
Step 2: Place the button, add button text, and add a link

Once your button has been designed, 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 an <a> tag with the URL to your test.



Step 3: Preview and Confirm

Once you have built your button and added it to your website's HTML, you should 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.



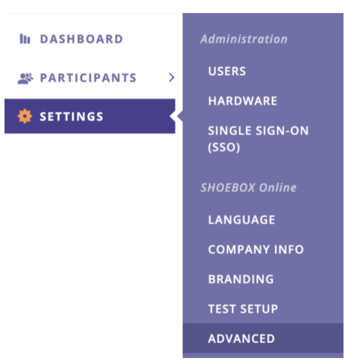
Embedding a Test on Your Website

Organizations that want participants to be able to take the online test directly on their website are able to do so by embedding the test within an iframe. Embedding an iframe requires additional setup than adding a link to your online test.

To Enable Embedding

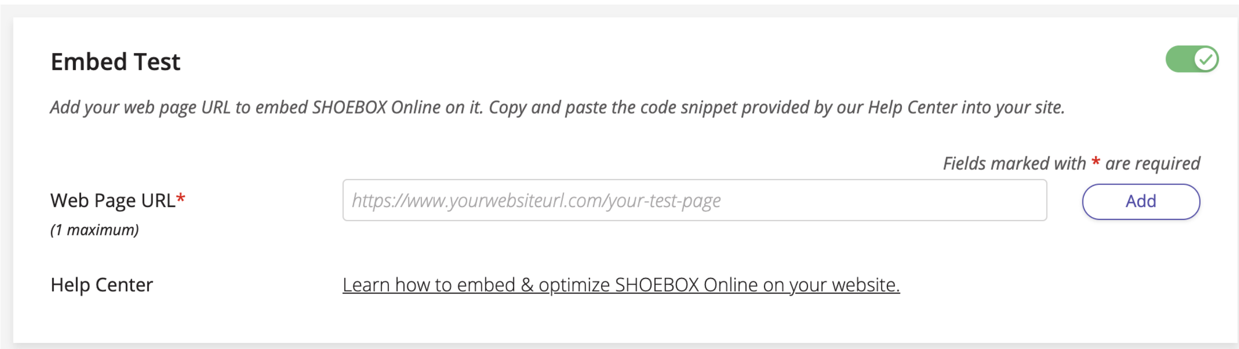
The first step to embedding your online test is to enable embedding in your SHOEBOX web portal. This can only be done by an admin user.

1. Log in to the [SHOEBOX Data Management Portal].
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Advanced**.



4. In the top-right corner of the page, click **Edit**.
5. In the **Embed Test** section, enable the toggle switch.

6. In the **Web Page URL** field, enter the URL of the page that will contain the iframe.
   - **For Testing Purposes:** IP addresses and localhost can be used to test your implementation before publishing to production.
   - **For Production Implementation:** To improve SEO, include the full URL of the page that will contain the iframe.
7. Click **Add**.
8. In the top-right corner of the page, click **Save**.



With this feature enabled, you can embed the online test on the website page provided.

iFrame Code Snippets

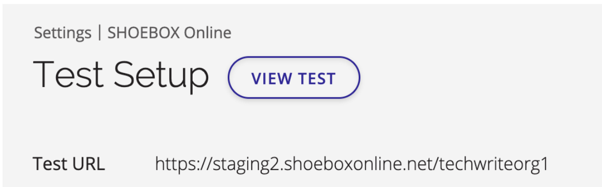
To enable dynamic resizing for your embedded iframe, you will need to add the following code snippet (which includes a script for a responsive iframe resizer) to the HTML of the web page where the iframe will be embedded. For more information on the iFrame Resizer Library, see the developer's Github entry.

Code Snippet

```
<script
src="https://shoeboxonline.com/contents/iframeResizer.min.js"></script>
...
<iframe id="shoeboxonlineiframe"
src="https://shoeboxonline.com/<YOUR_SITE_HERE>?" scrolling="no"></iframe>
...
<script>
iFrameResize({}, '#shoeboxonlineiframe')
</script>
```

To Add the Code Snippet to Your Web Page

1. Copy the code snippet provided above and paste it into the web page that will be hosting your SHOEBOX Online test.
2. In the snippet, replace the text **<YOUR_SITE_HERE>** with the URL for your SHOEBOX Online test. You can find this URL on the **Test Setup** page in your SHOEBOX web portal.



3. In the web page's <head> section, add the following <meta> tag specifying the viewport attribute (this will make your parent page mobile friendly):
```
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```
4. Under the <meta> tag, add a <style> tag that specifies the width of the iframe for both mobile and desktop screens. For an example, see image below.
```
<head>
  <title>Test</title>
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
  <style>
    iframe {
      min-width: 80%;
      overflow: hidden;
    }
    @media (max-width: 600px) {
      iframe {
        min-width: 100%;
      }
    }
```
5. After completing the above steps, your web page should display a responsive iframe that contains your SHOEBOX Online test.

Passing URL Parameters to an iFrame

If you are using URL parameters such as refid, refSource, or UTM parameters but want to embed the online test on to your website, you will need to add some code so that the iframe has knowledge of these parameters.

While there are many methods your web developer could use to pass the URL parameters to the iframe, we have provided a code snippet example that uses javascript.

Instructions and Code Snippets

1. Under the <iframe> call, place the snippet provided below.
2. Ensure the value of the "id" in the <iframe> call and the "elementId" in the code snippet below are identical.

The code snippet will pass all URL parameters to the iframe. You do not have to explicitly define the URL parameters used.

```
<script>
// ID of the iframe that embeds SHOEBOX Online
const elementId = 'shoeboxonlineiframe'
// Add strings to restrict what query parameters from the parent page will
be passed to the iframe.
// Leave empty to allow all query parameters.
const allowedParams = [ ]
const embedSrc = new URL(document.getElementById(elementId).src)
const embedParams =new URLSearchParams(embedSrc.search)
const parentParams = new URLSearchParams(window.location.search)
parentParams.forEach ( (value, key) => {
if (!allowedParams.length | | allowedParams.includes(key) ) {
embedParams.set (key, value)
}} )
embedSrc.search = embedParams.toString( )
document.getElementById(elementId).src = embedSrc.toString( )
</script>
```

Integrating an iFrame Communication Layer

If you use an embedded online test and wish to receive information about participant interactions during the test, you can do so by setting up an iFrame Communication Layer. The information gathered can be used to leverage campaign tracking tools or funnel participants that drop off from specific spots in the test.

To Set Up the iFrame Communication Layer

To receive data from an embedded iframe, add the following snippet to set up an event listener in your organization’s website.

```
<script type="text/javascript">
window.addEventListener("message", (event) => {
// Do we trust the sender of this message?
var authorizedOrigins = ['https://shoeboxonline.com',
'https://www.shoeboxonline.com'];
if (authorizedOrigins.indexOf(event.origin) < 0) return;
//Ignore iFrame resizer events
if(event.data?.includes("iFrameSizer")) return;
var sboPayload = JSON.parse(event.data);
//Here you can leverage the payload and send data to your analytics tools!
}, false);
</script>
```

Once this is in place, the event listener will start actively checking for events occurring in the iframe, and will send data to you based on the events that occur when a participant engages in the online test.

Event Examples

Page View: Sent when a customer views a specific page.

```
{'eventType': 'screen-view','eventData':
{'screenName': 'splash-screen'
}}
```

List of tracked screens:

Page/Modal	Screen Name
Splash Screen	splash-screen
Getting started - How it Works	getting-started
Demographics - Before we start	demographics
Contact Capture - pre-test	pre-test-contact-capture
Questionnaire	questions

Setup - headset, volume, audio	setup
Pure tone test	estimate-threshold
Results	results
Privacy Statement Modal	privacy-statement-modal
Language Selection Modal	select-language-modal
"Can't hear audio" link in audio setup	cannot-hear-audio-modal
"Hear audio in both ears" in audio setup	hear-audio-in-both-ears-modal
Help on setting device volume in audio setup	set-device-volume-modal
Maximum volume is reached in Pure Tone test	puretone-max-limit-reached-modal
"How is my result calculated?" on result page	how-my-result-is-calculated-modal

Screener Completed: Sent when a customer has completed a screener. This will also tell you:

- The resultUUID, which is a unique identifier for the participant's result.
- The participant's selected language.

```
{'eventType': 'screener-completed','eventData':
{'resultUUID': '5b636abf-0e16-4084-b77a-eae79e589f7d', 'language': 'en'
}}
```

Results Uploaded: Sent after the screener has successfully uploaded the results to the server. This will also tell you:

- The resultUUID, which is a unique identifier for the participant's result.
- The participant's selected language.

```
{eventType: 'results-uploaded',eventData:
{resultUUID: '5b636abf-0e16-4084-b77a-eae79e589f7d',language: 'en'
}}
```

Result Call-To-Action Clicked: Indicates when a customer has clicked the call-to-action button on a result page. This will also tell you:

- The resultUUID, which is a unique identifier for the participant's result.
- The call-to-action button's URL (CTAURL), which is the URL that your organization's call-to-action button links to.
- The call-to-action button's text (CTAtext), which is the text displayed on your organization's call-to-action button.

```
{'eventType': 'result-cta-clicked','eventData':
{'resultUUID': '5b636abf-0e16-4084-b77a-eae79e589f7d',
'CTAURL': 'https://myctalink.com?someParameter=10'
'CTAtext': 'Buy a hearing aid now!'
}}
```

Onsite Mode

The SHOEBOX Online hearing screener was initially designed to be embedded on a customer's website so participants could take the test remotely. Each participant would configure their own devices and settings and perform the hearing test alone.

If you would like to assist your participants in this screening by using your own device and any wired over-ear headphones at your location, Onsite Mode can help you.

The Benefits of Onsite Mode

- A hearing test performed using Onsite Mode is quicker as we have removed any unnecessary setup screens because you can pre-configure your headphones and testing location.
- A **Restart** button is available to quickly restart the test for another participant and protect patient privacy.
- You can be present during the test to explain the results and immediately walk the participant through next steps such as purchasing over the counter (OTC) hearing aids or scheduling further testing.

Optimizing Your Test for Onsite Mode

If you're going to use SHOEBOX Online only in Onsite Mode, you should consider making some of the following changes to your portal configuration settings to make it easier for in-person screening. If you're using SHOEBOX Online for both onsite and remote screening from your website, these recommendations may not be appropriate as they would also affect remote screening on your website.

Disable the Logo Link: This allows you to keep your organization's logo but remove the link so that participants can't click it and be taken away from the test page.

1. In the sidebar, hover over the **Settings** tab.
2. Under the **SHOEBOX Online** heading, click **Branding**.
3. In the top-right corner, click **Edit**.
4. In the **Logo** section, delete the URL from the field next to **Logo Link**.
5. In the top-right corner, click **Save**.

Disable call-to-action buttons: This ensures that participants can't click away from their test so you can discuss their results and walk them through the next steps.

1. In the sidebar, hover over the **Settings** tab.
2. Under the **SHOEBOX Online** heading, click **Test Setup**.
3. Under **Result Pages**, click the result page you want to modify.
4. In the top-right corner of the result page, click **Edit**.
5. In the **Call-to-Action** section, disable the toggle switch.
6. Scroll back to the top of the page and click **Save**.
7. Repeat steps 1-6 for each result page with a call-to-action button.

To Enable Onsite Mode

After optimizing your test, you can enable onsite mode.

1. Deactivate any volume-limiting features on the internet-ready tablet you'll be using.
    - If this is turned on, SHOEBOX Online can't reach the required volumes to screen the participant properly.
    - If you're using an iPad, deactivate the Apple Hearing Health settings.
        - For iPadOS/iOS 17:
            I. Go to **Settings** > **Sounds (and Haptics {if iPhone})** > **Headphone Safety** > **Reduce Loud Sounds**.
            II. Ensure that this feature is disabled (turned OFF).
        - For iPadOS/iOS 16 and below:
            I. Go to **Settings** > **Sounds & Haptics** > **Reduce Loud Sounds**.
            II. Ensure that this feature is disabled (turned OFF).
    - If you're using an Android device, deactivate any volume-limiting settings.
        I. Go to **Settings** > **Sounds and Vibrations** > **Volume**.
        II. Ensure that the media volume limit is disabled (turned OFF).
2. Open Chrome and go to your SHOEBOX Online test URL with **/?onsite=true** added to the end of the URL. Example:
    - Online URL: www.shoeboxonline.com/myhearingtest
    - URL with Onsite Mode: www.shoeboxonline.com/myhearingtest/?onsite=true
3. Save the URL to your browser favorites/bookmarks in the device you'll be sharing with participants.
4. In a quiet place, plug in your wired over-the-ear headphones.

    - Please do not use Airpods or other Bluetooth insert headphones as this could produce inconsistent results.
5. Turn up your device volume to max and start the test.

Finished testing and ready for the next participant? Simply click the **Restart** button to start the test over again. Your headphones are already plugged in and the volume is set.

Notes:

- The hearing test will automatically restart after 10 minutes of inactivity.
- The **Restart** button is only displayed when SHOEBOX Online is in Onsite Mode.

How do I use additional URL parameters with Onsite Mode?

If you're using Onsite Mode with additional URL parameters such as a source ID, each parameter must be joined in the URL by using an ampersand (&).

Example:

- Test URL: www.shoeboxonline.com/myhearingtest
- Test URL with Onsite Mode: www.shoeboxonline.com/myhearingtest/?onsite=true
- Test URL with Onsite Mode and a source ID: www.shoeboxonline.com/myhearingtest/?onsite=true&refsource=store1

For more information about URL parameters, see Using Reference and Source IDs.

What Headphones Should I Use?

You should use wired over-the-ear headphones because Onsite Mode automatically assumes you are using these types of headphones and performs calculations based on this.

Suggested headphones with high attenuation are Radioear DD450 and DD65, as well as Vic Firth over-the-ear headphones.

Results Data Transfer (API)

SHOEBOX Online has several options to integrate with other platforms. The information below describes how to use the [SHOEBOX Online Customer API] to set up automations for your participant's test data and gather more insights. For information on other third-party integrations, visit our [Help Center].

For Admins

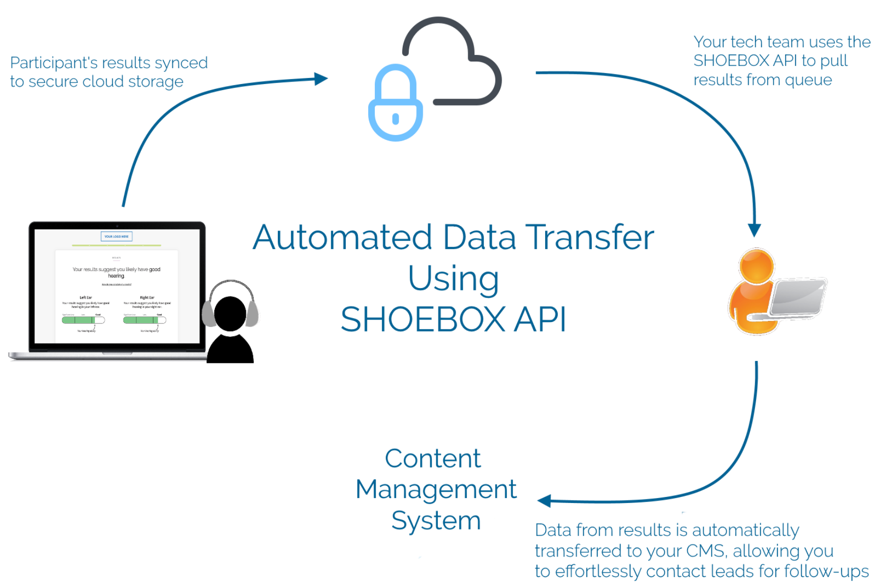
SHOEBOX API integration allows organizations with development teams to enable the automated transfer of participant test results from the cloud to other software platforms.

Every time a participant completes your test, their results are synced to your secure cloud storage and are accessible via your SHOEBOX web portal.

However, with the SHOEBOX API configured, the results are then stored in a queue, and with a bit of help from your development team, can be automatically pulled into your content management system, customer relationship software, email marketing system, and so on.

By using automated data transfer, your organization will be able to automate following up with leads as soon as they complete their online test.

Important: Enabling automated data transfer requires programming knowledge. As an admin user, you may need to work with your development team to set up this feature.



Only users with an admin role can access the API settings in the SHOEBOX portal. If you are an admin user, but aren't familiar with working with APIs, you'll need the assistance of your organization's development team to configure the API settings.

To Configure the API Settings

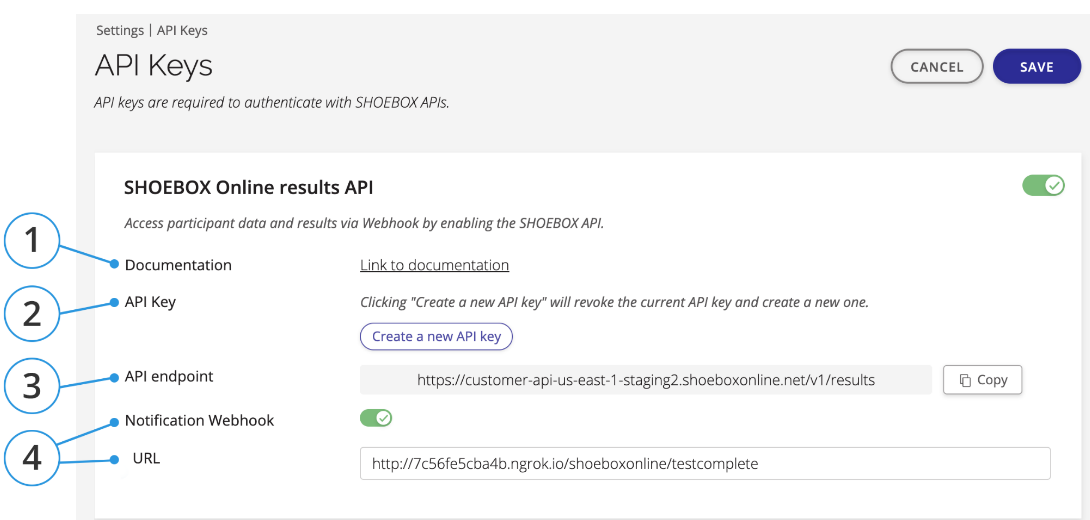
1. Log in to the SHOEBOX Data Management Portal.
2. In the sidebar, hover over the **Settings** tab.
3. Under the **SHOEBOX Online** heading, click **Advanced**.
4. In the top-right corner of the page, click **Edit**.
5. In the **SHOEBOX Online results API** section, configure the API settings to set up the automated data transfer. For more information, see API Settings.
6. After making your changes, click **Save**.

Once the API is set up, new test results will be automatically populated into your content management system.

Note: Test results are only stored in the SHOEBOX API queue once and remain available in the queue for a maximum of four days before being pulled. If they are not pulled within four days, they are discarded. After the test results have been pulled from the queue, they are no longer in the queue and can no longer be pulled. However, the test results for every participant are always available on your SHOEBOX web portal, so you can find the data you're looking for there if something goes wrong with your automation.

API Settings

This section describes SHOEBOX Online's API settings.



1. **Documentation:** Links to an open API document containing technical documentation that your development team can use to set up your automated data transfer.
2. **API Key:** Clicking the **Create a new API key** button will create a new API key. Your development team will need this API key to connect to the SHOEBOX Online API.
   - **Note:** API keys are only generated once. You will need to copy it and confirm you've copied it once you generate it. If you create a new API key after generating one, it will revoke your current API key and create a new one.
3. **API Endpoint:** This is the directory where your development team will tell the SHOEBOX Online API to send your data. You must provide this full link to your development team.
4. **Notification Webhook URL:** Here, you can toggle the notification webhook on or off. By enabling a notification webhook, the automation that your development team sets up will be notified whenever new test results are available and will pull the results into your content management system. To properly enable your notification webhook, you will need to correspond with your development team to ensure that the correct URL is placed in the **URL** field.

For Developers

All the necessary resources for getting started with the SHOEBOX API can be found below:

Github Quickstart Project

An example project that demonstrates how to successfully call the SHOEBOX Online API and fetch test result data. To view the example project, see SHOEBOX Online API Quickstart Node.

Technical Documentation

An open API document containing technical information including an endpoint, parameter descriptions, and a sample response. To view the API document, see SHOEBOX Online Customer API.

API Keys Portal Page

This page in the Data Management portal generates your API key, contains a copyable full path of the API endpoint, and allows you to enable and configure your notification webhook. To access the API settings, log in to the SHOEBOX Data Management Portal.

Important: Accessing this page will require you to either work with someone from your organization who has an admin account on your SHOEBOX web portal or will require an admin account to be created for you.

UTM Parameter Tracking

To help you track and identify which of your marketing campaigns and strategies are generating the most traffic, SHOEBOX Online allows you to use Urchin Tracking Module (UTM) parameters in your SHOEBOX Online URL. The data generated from UTM parameter tracking can only be delivered via the Results Data Transfer API.

What is UTM Parameter Tracking?

UTM parameter tracking involves a set of predefined URL parameters that help identify marketing campaigns that drive traffic to SHOEBOX Online. These parameters are appended to SHOEBOX Online URLs and create unique identifiers that are then passed through to the customer via the SHOEBOX Online API.

Which Parameters Are Available?

Below are the five UTM parameters that can be used with SHOEBOX Online:

- **utm_source:** This parameter identifies the referring source of your traffic (Facebook, search engine, newsletter, Linkedin, etc.).
  Example: shoeboxonline.com/shoebox?utm_source=facebook

- **utm_medium:** This parameter specifies the medium, like email, banner, or newsletter.
  Example: shoeboxonline.com/shoebox?utm_medium=banner

- **utm_campaign:** This parameter indicates the campaign that the URL is a part of. This might be an identifier like a tagline, such as “launch2021” or “website-redesign.”
  Example: shoeboxonline.com/shoebox?utm_campaign=holiday2021

- **utm_content:** This parameter is typically used to track what content triggered the campaign. For example, if you have multiple call-to-action buttons or links within the same email message, you can set content values for each of those so that you know which is the most effective.
  Example: shoeboxonline.com/shoebox?utm_content=test%20your%20hearing

- **utm_term:** This parameter is important for identifying the keywords that drive clicks via a paid search campaign.
  Example: shoeboxonline.com/shoebox?utm_term=hearing%20test

How Do I Apply UTM Parameters?

Simply add the parameter to your URL, as demonstrated in the examples above, then post the URL where you need it. For example, if you advertise on Facebook, and you want to track how many users access your online test via Facebook, you could use the following URL for your Facebook ad: shoeboxonline.com/shoebox?utm_source=facebook.

Can I Apply Multiple Parameters?

Yes, you can apply all of them, just one of them, or you can mix and match them as required.

Are These Parameters Mandatory?

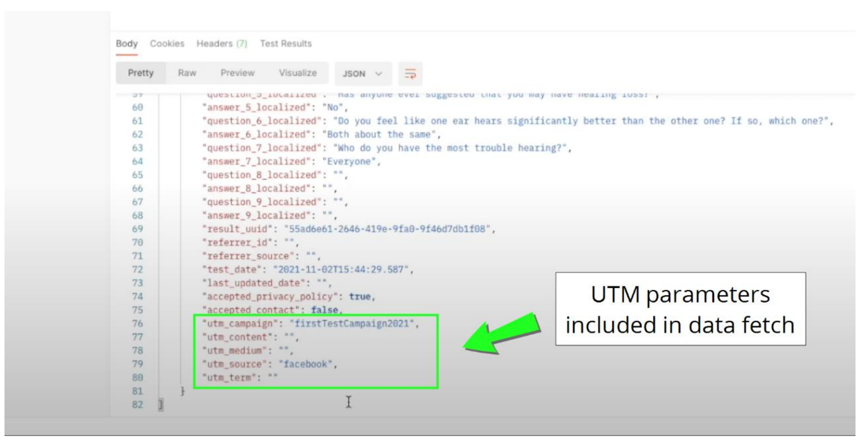
Applying UTM parameters to a SHOEBOX Online URL is completely optional.

I've Applied One or More UTM Parameters, What's Next?

Now that your UTM parameters are published, you can use the SHOEBOX Online API for UTM tracking.

If your organization has not used the SHOEBOX API before, and you need some help getting set up, see [Results Data Transfer (API)](#).

Once your organization is set up, the SHOEBOX API automated data transfer will include UTM tracking data. In the image below, you can see example data that includes UTM parameters.



Appendix: Questionnaire Flowsheet

The following table lists each question asked in the dynamic questionnaire and the possible responses. Questions marked with an asterisk (*) are used to calculate test results. You can disable questions that are considered optional. For more information, see Optional Questions.

Question	Response options
How would you describe your hearing?*	• I have a lot of trouble • I have some trouble • I have a little trouble • Good • Excellent
In conversations in a quiet environment, do people seem to mumble?*	• Always • Often • Occasionally • Rarely • Never
Do you find it hard to have a conversation on the phone?*	• Always • Often • Occasionally • Rarely • Never
Do you find it hard to follow conversations in a noisy environment? ...such as in noisy restaurants or in a crowd?	• Always • Often • Occasionally • Rarely • Never
Has anyone ever suggested that you may have hearing loss?*	• Yes • No
Do you feel like one ear hears significantly better than the other one? If so, which one?	• Left • Right • Both about the same
Who do you have the most trouble hearing?*	• Men • Women & Children • Everyone • I don't have difficulty
Optional based on responses: Have you thought about how you might deal with your hearing trouble?	• Yes • No

Optional based on responses: How soon do you hope to take action on your hearing trouble?	- As soon as possible - Within the next few weeks - Within the next few months - I don't know