Term Dictionary

Reputation

2022

Feedback fuels
progress.

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Term Dictionary Overview

Welcome to the **Reputation Term Dictionary**! This dictionary was created with newbies in mind to help navigate the world of online reputation management, from acronyms to key terms that are helpful to know.

In the following sections, you will find a variety of terms and their definitions and/or use cases, as applicable. Terms are outlined in the following sections:

1. **Industry Acronyms:** Terms included in this section are ones related to general business and the online reputation management industry that are helpful to know and build a solid foundation of understanding.

2. **Reputation-Specific Acronyms & Terms:** This section is dedicated to language we use here at Reputation. These acronyms and terms apply only to our specific platform and business.

3. **Terms by Solution:** We went through solution by solution to define terms and actions to ensure our customers know exactly what every section means.

Contact the Learning Management Team via training@reputation.com to add more to this dictionary.

Industry Acronyms

Acronym	Definition or Use Case
ACD	Add, Change, Delete; Maintenance requests submitted for established BL client
AE	Account Executive
ASP	Average Sales Price
BI	Business Intelligence; A business intelligence dashboard, or BI dashboard, is a data visualization and analysis tool that displays on one screen the status of key performance indicators (KPIs) and other important business metrics and data points for an organization, department, team, or process.
CES	Customer Effort Score; “How easy was it to complete?”
CFM	Customer Feedback Management; Software and processes that support a company's voice-of-the-customer program by helping it solicit feedback from key customers across channels; centrally collect solicited/unsolicited feedback; analyze structured/unstructured feedback; distribute insights across the organization; close the loop with customers; act on the insights and monitor progress continuously.
CPC	Cost per contact or cost per click; The money spent vs. cases closed
CS	Customers Satisfaction or Customer Success
CSAT	Customer Satisfaction score
CX	Customer Experience
CY	Current Year
ERP	Enterprise Resource Planning
FBM	Facebook Business Manager
FY	Fiscal Year; Reputation’s fiscal year begins in February and ends in January

Reputation

Acronym	Definition or Use Case
GAM	Google Account Manager
GBP	Google Business Profile; Formerly known as GMB (Google My Business)
GCP	Google Cloud Platform; A suite of cloud computing services provided by Google. Cloud computing is storing and accessing data and programs over the internet rather than physical hard drives.
GSR	Google Seller Ratings; Seller ratings are an automated extension type via Google that showcase advertisers with high ratings, helping people find businesses that offer quality services
HC	Healthcare
KPI	Key Performance Indicators
LOE	Level of Effort
M&A	Mergers and Acquisitions
MRR	Monthly Recurring Revenue
MRR	Managed Review Response
MS	Managed Services; This team has been rebranded to PPS (Premium Paid Services)
MS4G	Managed Services for Google
OEM	Original Equipment Manufacturer
ORM	Online Reputation Management
PII	Personal Identifiable Information
PMO	Project Management Office
PO	Purchase Order
PPS	Premium Paid Services
PS	Professional Services
QBR	Quarterly Business Review
R&D	Research & Development
RFI	Request for Information
RFP	Request for Proposal

Acronym	Definition or Use Case
RFQ	Request for Quote
ROI	Return on Investment
SFTP	Secure File Transfer Protocol
SKU	Stock Keeping Unit; Number assigned to products
SLA	Service Level Agreement; A written agreement that qualitatively and quantitatively specifies the service committed by a vendor to a customer
SMB	Small-Medium Business
SOT	Source of Truth; Excel file containing client data we require to complete BL fulfillment
SOW	Statement of Work; An important part of both project and contract management that helps guarantee that the work for a project will be done according to certain guidelines and expectations. Contractors or collaborators outside your organization will use the SOW to guide their work during a specific project.

Reputation-Specific Acronyms & Terms

Term	Definition or Use Case
AE	Account Executive
CS team/CSM	Customer Success team/Customer Success Manager
IM	Implementation Manager
Inbox	One central inbox to collect, track, and respond to feedback from leads and customers
LID	Location ID number
Macros	Macros are templated responses available in the Review Response window to help responders differentiate responses and also respond to reviews more efficiently and consistently
Map Connect	The location where Apple pages are manually audited
Mobile Apps	Access your reputation data on your mobile device via the Reputation mobile app, available for iOS and Android devices
NPS	NPS = % Promoters (9-10 out of 0–10 -point scale) less % Detractors (0-6 out of 0-10 -point scale) for a given set of survey responses to the question "Would you recommend the [brand, store, etc.] to a friend, colleague, or family member?”
Pages & Locators	A location or professional web page represents a single business or person at a single location (owned assets). Pages serve a better experience to prospects and customers on your website. A locator is a directory search widget that can exist on any page on your website, allowing your consumers to search your directory information and go directly to the related profile page(s).
RDC	Reputation Dot Com (or Reputation.com); Our original brand name may still show up from time to time; however, we have rebranded to Reputation.

Term	Definition or Use Case
Rep Connect	Quickly and easily configure and manage automated integrations between third-party software tools and the Reputation platform
Reputation Score	This score calculates your business's performance across a variety of important online areas in visibility, engagement, and sentiment
RXM	Reputation Experience Management
SDR	Sales Development Representative
SE	Sales Engineer or Solution Engineer
TAM	Technical Account Manager
TID	Tenant ID number
Widgets	Use widgets to create dynamic, criteria-based reviews and summaries, or display your Reputation Score on your website to allow prospective customers/clients to get a snapshot of what other customers are saying about your business

Actions

Speed up response times to customer comments and reviews, automatically assign tickets to the right team members, and track customer support performance.

Term	Definition or Use Case
Assign	Designate someone to address an incoming ticket or action item
Automation Rules	Set rules to determine how actions are created or updated and what labels are applied to the ticket
Backlog	Number of tickets that have not been closed
Boolean	Field type of variable; best for True/False or Yes/No questions
Dashboard	Displays all tickets for all locations to which you have access. Filter, sort, and search for tickets, as well as apply bulk actions.
DateTime	Field type of variable; means Timestamp in a specific format
Double	Field type of variable; allows for numbers with a floating decimal point that can be very large or very small
Escalate	Each ticket is assigned a Service Level Agreement (SLA) for when the ticket becomes due. You can create additional escalation labels based on the number of hours a ticket is overdue by or due within.
Integer	Field type of variable; means integer
Queue	Create queues to choose which "bucket" a ticket belongs to. Certain users (roles) may be responsible for handling the tickets in certain queues.
Resolution Rate	Percentage of tickets closed out of all tickets created in the selected date range
Resolve	Customer issues are resolved, tickets are closed, and your CX improves
Route	Tickets are assigned to the correct team, either manually or with automation rules
Rules	Rules (within the Admin Automation Settings) are composed of Criteria and Actions

Term	Definition or Use Case
SLA	Set a window of time during which this ticket needs to be resolved before it is considered overdue
Stages	Create stages available during a ticket's life cycle as they are passed between queues. Default ticket stages are Open and Closed. You can add, delete, rank, and rename additional stages that support your own internal process. Within each stage, you can put the ticket on hold, which will stop the clock in terms of tracking total resolution time.
String	Field type of variable; alphanumeric or text, best for text-based questions
Tags	Create tags to describe the ticket contents. You can report on tags to understand the nature of your customer feedback.
Ticket Types	Create additional context details based on the type of customer feedback

Business Listings

Manage all of your business listings from one location while improving search rankings and local SEO.

Term	Definition or Use Case
Adds	New listings that need to be added to the Reputation platform
AutoSynced	Push your data from Business Listings and publish to your listing source pages by checking "yes" in the Reputation platform
BL	Business Listings
Changes	Edits made within the Reputation platform to existing business listings
Deletes	Removal request of locations already in the Reputation platform and marking the location as closed for enabled sources
Duplicate	Two listing that are displaying the same information within a source
Fixed	The number of data points the platform has automatically fixed since it started collecting data for your profiles; data points become inaccurate for a variety of reasons, so the auditors monitor and auto-correct constantly.
Merge	Combine the listing identified as a duplicate into the managed listing. Once confirmed, the reviews from the duplicate listing will transfer to the managed listing, and any traffic that used to go to the duplicate listing will redirect to the managed listing.
Missing	The number of auditable data points (e.g., hours of business, phone number, etc.) that are missing from your platform profiles
Pending	An update has been submitted and it is now pending update on the source
UTM Tracking	Urchin Tracking Module; Click tracking within your URLs allows you to track success in your CTAs (call-to-action)
Verification	The methods available to claim or publish a Google listing. (If Applicable) Options include Postcard code, Email code, Phone code, or Direct Verify.

Dashboards

In-platform system and custom dashboards display all your data in a concise, visually appealing way, making it easy to decipher.

Term	Definition or Use Case
Public	System dashboards available for you to customize
Created By Me	Custom dashboards that you configure
Shared With Me	Custom dashboards that were configured by someone else in your organization

Experience

Identify current feedback trends and which categories are experiencing significant changes in feedback volume and sentiment to help prioritize where to focus for timely action.

Term	Definition or Use Case
Average Rating - Current Period (Sentiment by Category)	The average star rating (1-5 scale) of reviews and/or surveys that include this category
Big Movers - Kudos	Lists locations with the most rating change (positive) within the given time period. Features the categories that contributed most to the improvement.
Big Movers - Needs Attention	Lists locations with the most rating change (negative) within the given time period. Features the categories that contributed most to the decline.
Category Name (Sentiment by Category)	Name of the topic for related category (or categories) associated with the review and/or survey comments. Each review/survey may have multiple category tags applied (e.g., "Staff" may have mentions related to "Staff Professionalism" and "People").
Category Sentiment	A more precise measure of customer satisfaction than 1–5-star rating. The algorithm breaks down the review content into categories that are scored separately. E.g., A customer gives a 4-star on a review that raves about the polite doctor but complains about parking. The algorithm may score 100 to sentiment in “Staff” (positive) and 0 to sentiment in “Parking” (negative).
Current Period Average (Sentiment by Category)	The average category sentiment for the current time period
Current Period Breakdown (Sentiment by Category)	The total volume of reviews and surveys that include this category, broken down by positive (green), negative (red), and neutral (yellow)

Reputation

Term	Definition or Use Case
Change from Prev. Period (Sentiment by Category)	The category sentiment change compared to the previous time period
Current Period Trend (Sentiment by Category)	The category sentiment trend from the current time period's reviews and surveys that include this category. The dotted line represents 50.
Feedback Volume	Proportional volume of top five feedback sources. Hover your mouse over a source to view the percentage of total.
Mentions - Current Period (Sentiment by Category)	This is the total number of reviews and/or surveys with this specific category tag. Each review/survey may have multiple category tags, so this number may not correspond 1:1 with total volume of reviews and/or surveys received during the time period.
Prev. Period Trend (Sentiment by Category)	The category sentiment trend from the previous time period's reviews and surveys that include this category. The dotted line represents 50.
Sentiment	Average star rating from reviews and surveys (with a rating question included). Percentage of sentiment is broken into Positive, Neutral, and Negative.
Sentiment by Location	View how groups of locations impact the business’s overall star rating. For example, if you select State in the Group By filter, you can estimate the influence each state and its corresponding locations has on the overall star rating for the business.
Sentiment Map	View audience feedback across various categories from reviews/surveys. The size of the box indicates the volume of feedback associated with each category.
Sentiment by Source	View trends in sentiment by feedback source, broken down by positives (green bars), neutrals (yellow bars), negatives (red bars), and sources with no rating (gray bars). Consider using this chart to compare feedback from surveys against third-party review sources to better understand the questions you should be asking in your surveys to gauge accurate sentiment. You may also use it as a control mechanism against “gaming” the system whenever incentives are offered with first-party feedback (surveys).

Inbox

Manage all conversations across multiple sources in one centralized inbox to help generate leads, drive efficiency, and consolidate conversations.

Term	Definition or Use Case
Assigned to Me	Filter regarding which messages you are assigned to respond to
Unassigned	Filter shows which messages have yet to be assigned
All Conversations	Total of all conversations created in the selected period. View the percent change and value of the previous period.
Average Time to Respond	The average time it takes to respond to customer messages in the selected period. View the percent change and value of the previous period.
Average Time to Close	The average time it takes to close customer messages in the selected period. View the percent change and value of the previous period.
Response Rate	The percentage of customer's messages that have been responded to in the selected period. View the percent change and value of the previous period.

Rep Connect

Quickly and easily configure and manage automated integrations between third-party software tools and the Reputation platform.

Term	Definition or Use Case
Edit	Adjust an active integration. Make your updates, perform a test run to ensure all configurations are correct, and save the configuration. The changes will apply the next time the integration runs.
Delete	If the integration has never been executed before, this will delete the integration and remove it from “Active Integrations.” If the integration has been executed before, this will simply disable the integration and it will still appear under “Active Integrations.” This allows for preservation of the history of the integration executions.
Run Now	Run integration before the next scheduled run date. This will queue the integration to be executed immediately regardless of the scheduled execution configured.
View	This allows you to view (read-only) the integration configuration preventing any accidental changes
View History	On the Integration History page, view how many times the integration has run, the execution start time, and status of each run. Click the ellipsis and choose View Details to review all details of the integration including the number of records succeeded, the number of records that failed (if any), and any error messages. Download the source file to help in resolving any issues that may have caused records to fail.

Reputation

Reputation Score

Monitor a score that calculates your business's performance across a variety of important online areas in visibility, engagement, and sentiment.

Term	Definition or Use Case
Listing Accuracy	Ensuring accuracy between the business's information and what is seen on Google and other search sites, such as Facebook, Bing, etc.
Review Length	Length measures how long and how much context was included in the review
Review Recency	This refers to the consistency and recency of reviews, as the more recent reviews are weighted more heavily in the Review Sentiment
Review Response	Rate at which you are responding to reviews. Increasing your response rate to 100% of the negative reviews and at least 20% of positive reviews will improve your online reputation.
Review Sentiment	Overall sentiment and tone of your reviews over all important sources, i.e., positive or negative. Surveys are not included.
Review Spread	Google and Facebook are most important, but you must also have review presence on a variety of sites. This metric refers to your reviews across a variety of popular review sites.
Review Volume	This measures the total number of reviews across important online review sites. A location needs to have a minimum quantity of reviews on each relevant review site to score highly on volume.
Search Impression	Measures how high your business shows up in search
Social Engagement	This metric measures engagement on Facebook, Instagram, Twitter, and LinkedIn based on views, fans, likes, and engaged users. Only locations with connected social media accounts will be counted in this metric. If you have no data in this component, it will not impact the overall score.
Brand Health*	Overall social sentiment, weighted by post reach and post recency from all the brands' social media content and comments. Primary sources considered are Twitter, Reddit, Instagram, and Facebook.
Brand Reach*	Measures the reach and mentions in posts across social media content, as well as post recency. Primary sources considered are Twitter, Reddit, Instagram, and Facebook.

***Only available for automotive dealers at this time.**

Requesting

Create templates to request reviews for all major social sites and send requests via email and text message to maximize response rates.

Term	Definition or Use Case
Bulk Upload/Bulk Request	This page allows you to send a review request email or SMS text message to several customers at one or more locations at once. Messages are based on pre-defined templates that are customizable within the platform.
Clicked	**SMS:** The number of unique clicks on the tracked link in SMS requests. This is the link embedded in the SMS message, not the survey or review site options page that opens next. **Email:** The number of unique clicks on a tracked link in email requests. This can be a survey link or third-party review site links, whichever is embedded in the email.
CTR	**SMS:** The ratio of unique clicks to delivered **Email:** The ratio of unique clicks to unique opened
Delivered	**SMS:** The number of SMS requests successfully delivered to the phone numbers provided **Email:** The number of email requests successfully delivered to the email addresses provided
Leaderboard	The Leaderboard page allows you to rank locations (1=highest) to determine top performers by number of requests sent. Within the web application, you can view statistics for requests sent, resulting clicks, number of total reviews and surveys, attributed reviews and surveys, and average star rating.
Opened	**SMS:** The number of SMS requests Delivered. There is no way to track if an SMS was opened, so the assumption is that if the message was delivered, it was also opened. **Email:** The unique number of email requests that were opened by the recipient

Term	Definition or Use Case
Received	The number of requests invoked on behalf of your account (i.e., the number of requests "received" by the Reputation Generation Engine)
Sent	The number of requests sent to the designated recipients (i.e., the number of requests "sent" from the Reputation Generation Engine). The Details option also shows the number of requests not sent. The percentage indicates the ratio of received to sent. A request might not be sent if the request includes an address/phone number with failed validation or that has already been solicited within your account's survey protection threshold.

Reviews

Understand your brand's perception with the ability to monitor, request, and respond to customer reviews in one platform.

Term	Definition or Use Case
Feedback Publisher	Easily broadcast positive customer feedback on the company's website and across social platforms such as Facebook, Twitter, and Google
Macros	Macros are templated responses available in the Review Response window to help responders differentiate responses and respond to reviews more efficiently and consistently
Monitor	Track feedback based on volume, sentiment, and source
Review Booster	Additional Reputation tool that turns customer survey responses into ratings and reviews on Google, TripAdvisor, and more
Review Requester	Additional Reputation tool used to create templates that request reviews for all major social sites. Sends requests via email and text message to maximize response rates.

Social Listening

Monitor brand keywords and analyze industry trends within your customer base to boost your brand perception.

Term	Definition or Use Case
Auto-Pause (Monitor Setting)	Set a date or volume threshold to auto-pause the monitor
Brand Monitoring	After implementing social listening, you'll gain a precise understanding of customer sentiment towards your brand's behavior online. For example, you can not only know how customers regard your brand in a crisis but also if your posts, responses, PR and actions are meeting the issue with an adequate response.
Collections (Monitor Setting)	Edit which collection(s) a monitor is contained in
Competitive Insight	Social listening can easily enable you to check out competitors' campaigns and see what their customers like or dislike about them. Monitoring the successes and failures of your competition ensures that you aren't measuring your business's own performance in a silo. Analyzing the number of times your competitors mentioned online, the sentiments of their mentions, and audience demographic will provide the insights that allow you to optimize your own campaigns to produce even better results.
Crisis Management	Social listening allows you to follow what's happening in real time and the sentiment around it. That might be a product launch or a conference. But more importantly, you can get ahead of a crisis before it happens. These tools will enable you to improve reaction time and deploy service recovery measures. Those actions may include showing empathy to a disgruntled customer or delivering the necessary post-mortem communication after the crisis has been solved.
Topic Matching (Monitor Setting)	Fine tune what information is pulled into each monitor (ignore shared posts, only track verified accounts, only track posts with media, and include comments with matching posts)

Reputation

Social Suite

Manage all social channels, oversee campaign content, and analyze social media engagement.

Term	Definition or Use Case
Ad Metrics	View Ad Metrics to monitor spend, reach, results, and cost per result for individual boosted Facebook posts or Reputation created social ads. Track total campaign spending as well as leads generated and offline conversions for custom social ads.
Ad Type	Segment results by the type of ads run. Options include post engagement, link clicks, local awareness, video views, lead generation, product catalog, reach, and page likes.
Boost	Take further action on the most successful Facebook posts by boosting them (pay to increase their visibility and reach a wider audience than those who already subscribe to your page)
Calendar	Use the Calendar to manage pending, scheduled, published, rejected, and failed posts (monthly or weekly). Visualize your workflow and identify potential gaps in your social media strategy.
Campaigns	Campaigns help your team publish relevant content pieces at optimal times. Create campaigns, add specific locations, choose automated or manual scheduling, and allow locations to opt into the campaign. Track metrics at the campaign level to measure success.
Clicks (Metric)	Number of times users clicked on links in your posts
Comments	Number of people who comment on your post
Cross-channel	Refers to all platforms: direct messages, social media comments, SMS messages, and Google inquiries
Edited/Retried (Post Status)	Failed posts that have been updated to resolve the issue(s) that caused the failure and posting has been retried
Engagement	Number of actions people have taken on your page(s) and posts. Engagement includes actions such as liking your page, reacting to a post, checking in to your location, and clicking a link.

Term	Definition or Use Case
Failed (Post Status)	Posts that have failed to post on the selected site(s) at the scheduled time
Favorites	Specific to Twitter; Number of favorites generated by the post
Followers	Total number of users that have followed your page. Users cannot follow your page multiple times.
Impressions	Number of times all users saw the post. Users can see your post multiple times.
Leads	Number of lead forms submitted. Only applicable to Lead Generation ad type.
Library	The Library page allows you to add curated content for your locations to publish as well as assets that social posters can use in post creation
Likes	Number of users that have liked your pages or posts. Each user can only like your page or post once.
Live Streams	This page allows you to monitor, like, and reply to comments on your channel posts. You can filter the Reply View to show only posts or only replies, as well as filter by source. In Stream View, you can filter by sentiment (positive, negative, neutral) and/or by tag (URL, questions). You can also view boosted Facebook posts and minimize streams to hide them from your view.
Metrics	The Metrics page provides channel-based metrics for connected Facebook, Twitter, and Instagram content and post history, as well as metrics for Campaigns. View summary, graphical, and tabular metrics for content based on the top-line filter(s) chosen and by time or by location. Drill into individual post metrics to sort by Most Likes, Most Comments, Most Engagement, Most Clicks, and more, and take further actions for the most successful posts with boosting.
New Followers	Number of new users that have followed your pages. Each user can only follow your page once.
Offline Conversion	Number of sales converted from an ad or boosted post. For example, when running ads with the goal of link clicks, how many users who clicked on your ad made a purchase.
Pending Approval (Post Status)	Posts that are awaiting approval

Term	Definition or Use Case
Posts	Create posts from the asset library or by adding images, videos, or links on-the-fly. Publish to multiple channels for more than one location. Schedule publishing immediately or at a particular day/time. View post details to see status, sites, creators, approvers, and more.
Potential Reach	Number of unique users who had content from your pages appear on their screens
Published (Post Status)	Posts that have successfully published to selected sites
Saves	Specific to Facebook and Instagram; Number of times your post has been saved
Scheduled (Post Status)	Posts that are scheduled to post on selected sites. This includes posts scheduled from Campaigns.
Shares	Number of times your post has been shared by Facebook users. Users can share each post multiple times.
Spend	Amount of ad spend used during the specified date range. View as a total amount or per campaign in the chart below.
Reach	Number of unique users that saw content from your pages appear on their screen
Rejected (Post Status)	Posts that have not been approved. Rejections may have comments.
Replies	Specific to Twitter; Number of replies generated by the post
Results	Number of engagements on your ads or posts based on the ad type/call to action
Retweets	Specific to Twitter; Number of times the retweet button is pushed to share your content
Total Posts	Number of posts that have been published to your pages

Surveys

Create a custom survey experience, operationalize survey responses, and gather feedback quickly by delivering surveys through customers' preferred channels.

Term	Definition or Use Case
Automatic Source Selection	Check the Automatic Source Selection box to allow the platform to choose the review sites to include. Check the box next to specific sites to excluded from the automatic source selection. Uncheck the Automatic Source Selection box to select the source(s) that can show on the Thank You page. Check the box next to specific sites to included.
Completed	Stat: Number of finished, submitted surveys
Conversational Survey	Conversational surveys are designed for quick back-and-forth interaction via SMS to get in-the-moment insight. Create new conversational surveys from the All Surveys tab. The survey builder allows you to specify the questions, pathing, and conditional visibility. When you're ready, you can test the survey flow on your own mobile device.
Custom Scores	Custom survey scores allow you to restructure survey responses to generate your own scoring mechanism within results. Computations for custom scores are written using Groovy DSL scripts.
Kiosk Survey	This type of survey is designed to get real-time results at physical locations. For example, when dining at a restaurant and paying on a handheld device, you may be prompted with questions regarding the food and service. This is an example of a kiosk survey.
NPS	Average NPS score from submissions*
Operator	Scripting Variable; Operators define the logical notation to use, such as > < =
Options	Edit, Create Survey Link, Copy, Delete
Pathing	Determine where to go based on response

Reputation

Term	Definition or Use Case
Preview	View what the survey looks like
Rating	Average star rating from submissions*
Results	View Summary, Scores, and Details from survey submissions
Review Requester	Additional Reputation tool used to create templates that request reviews for all major social sites. Sends requests via email and text message to maximize response rates.
Scripting Variables	When you set visibility to “Conditionally Hidden” or “Conditionally Shown,” you must specify the condition in the form of an expression, which must contain at least the Variable, Operator, and Value
Sent	Stat; Number of email and/or SMS requests sent from the designated template. Choose the template(s) to associate with each survey under the Request settings when designing a survey.
Simple Survey	Simple survey flows use the default request templates for “Star” or “Smiley” designs. These templates do not allow for any customization to the survey and are designed for easy, out-of-the-box feedback requests (first-party) with follow-up review requesting (third-party).
Started	Stat; Number of times a survey is opened in a browser. This includes previewing a survey.
Status	Design, Testing, Active, Closed
Title	Visible within the platform
Type	Type of survey: Regular, Conversational, Kiosk
Value	Value refers to the input for the selected variable
Variable	Scripting Variable; Variables are code references to questions. Click the Open Scripting Variables and Values button to locate the variable you want to use.
Visibility	Determine whether to show/hide the question based on conditions (scripting variables). Can also set visibility based on static preference. "Hidden" (or Conditional Visibility) is often used to pass concealed respondent data into the results, such as name and email.

***A rating or NPS question must be identified in the Survey Review**

