



How to Interpret Lucid Marketplace Metrics

Marketplace Metric	Definition	Target	Improvement Tips	Benefit
Supplier Earnings Per Click (EPC)	The average earnings per entrant into a survey. Higher EPCs are preferred.	\$0.20+	• Close out all studies in the Lucid Marketplace when they are finished fielding on the client side. • Includes all quotas in the Lucid Marketplace, especially demographic quotas. • Use standard qualifications to improve targeting. • Test Links and redirects. • Offer a fair market value CPI.	Marketplace suppliers use this metric to rank survey opportunities on the platform. Therefore, a higher EPC will result in increased feasibility.
Client Side Overquota	The percentage of respondents who are redirected from the client survey as an overquota. You want this number to be as low as possible.	< 20%	• The best way to decrease this number is to include all demographic quotas in Fulcrum and make sure they are synced with the quotas in your survey platform.	Fewer overquotas will increase supplier efficiency, which in turn increases your EPC.
Client Side Conversion	The percentage of respondents who complete the study after exiting the Lucid Marketplace and entering the client-side study.	≥ 10%	• Build quotas into the Lucid Marketplace to avoid client side overquotas. • Test the study for a complete and a termination to check for any setup errors. • Check that client side redirects are functioning properly. • Ensure that the study is mobile optimized. If not, include the standard qualification MS_is_Mobile and set the condition to False to screen out mobile users.	A higher overall conversion rate increases your EPC.
Drop-Off Rate	The percentage of respondents who did not return to the Lucid Marketplace after entering the client-side survey. You want this number to be as low as possible.	< 20%	• To decrease the drop-off rate, test your studies to ensure all redirects and survey links are functioning properly. • Reduce the survey length by eliminating duplicate questions or passing demographic targeting criteria into the client-side study.	A lower drop-off rate leads to a higher overall conversion rate, which increases your EPC.
Negative Reconciliation	The percentage of data reconciled to terminate within your account.	< 5%	• Ensure proper survey setup has been completed by following our survey launch checklist. • Implement our require security settings to prevent fraudulent completes. • Confirm that respondents have been reconciled for applicable reasons, listed here.	A lower reconciliation rate helps improve your overall account health, ensuring maximum feasibility.



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Security Settings	The settings available at the account and survey level. Find out more about Marketplace's account-level and survey-level security settings on our support site.	n/a	Implement our required survey settings to control for quality and prevent fraudulent completes.	Setting up the proper security will increase your overall conversion rate, which will increase your EPC.
Mobile Conversion	The specific conversion rate for respondents on a mobile device. You want this number to be as high as possible.	n/a	If the study is not mobile optimized, be sure to include the MS_is_Mobile qualification and set the condition to "false." This allows suppliers to target respondents who are not on a mobile device.	A higher mobile conversion rate leads to a higher overall conversion rate, which will increase your EPC.
Qualification Term Rate	The percentage of respondents who termed on a qualification either on your side or on your client's side. You want this number to be as low as possible.	n/a	- Include as many standard qualifications in the Marketplace pre-screener as possible. You can find a list of all standard qualifications on our support site. - Suppliers have profiled respondents on these qualifications. When included in a study, suppliers will programmatically read the qualifications and will send respondents who match the targeted profile.	Better targeted respondents mean a higher conversion rate, which will increase your EPC.
Surveys with No Completes	The number of live studies that you currently have in the Lucid Marketplace that do not have any completes.	n/a	- Check the entrants versus the completes. If a study has entrants but not completes, test the study to ensure the redirects and client-side study are functioning properly. - Confirm that the project is still open on the client side. If it is closed, be sure to close the project in Marketplace so that respondents are not sent to a dead survey. - Check out our support site article "Troubleshooting a Study" for more tips.	Closing out studies in a timely fashion on the Lucid Marketplace and verifying that links are working will ensure that all of your survey entrants are sent into a live study enabling a high conversion rate, which in turn increases your EPC.