

CASE STUDY

**Eureka Surveys Migrates to Lucid’s On-Time-Supply (OTS) API, Gains Faster Access to Survey Opportunities and User-Level Data**



**Challenge**

Eureka Surveys is an online survey panel that was founded in 2019. As a panel community, one of Eureka Surveys’ main objectives is ensuring a positive experience for survey panelists. “Respondent experience and having a great product is our bread and butter and overall differentiator in the industry,” explained Tommy Fang, Co-founder at Eureka Surveys.

Eureka Surveys is a particularly tech-forward survey panel, using algorithms and programmatic technology to operate their panel and measure other key metrics. So, it was important for them to find a survey provider whose tech stack aligned with theirs.

**Solution**

“We found Lucid and loved the mission of the company and the number of surveys they were able to offer us,” said Fang. “And we’ve loved working with them since then.” Initially, Eureka Surveys began using Lucid’s Marketplace Supply Link to send panelists to surveys – this enabled them to access Marketplace survey opportunities with a simple entry link instead of an API integration.

After having positive results with Link, they quickly decided to invest in a Marketplace Supply API integration. “Investing in tech is the way we grow,

**Lucid Marketplace Metrics**

**437M+**  
Unique respondents to date

**135B+**  
Questions answered on our platform

**110+**  
Countries

**260+**  
Suppliers

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so we always try to adopt any technology that can help us get better surveys for users and a better respondent experience,” said Fang.

They also learned about Lucid’s On-time Supply (OTS) API, which was still in beta at the time. OTS pushes new survey opportunities to Marketplace suppliers in real-time, which helps suppliers get survey opportunities quickly. Eureka Surveys became one of the first Marketplace suppliers to use the new OTS API.

“When we learned about the speed of the API and that opportunities would automatically be pushed without having to pull surveys from the old system, we were very interested,” Fang explained. “We’re primarily on mobile, so speed is especially important to us since we can send opportunities through push notifications.” That way, respondents can quickly engage with surveys as soon as they become available.

### **Benefits**

In addition to the speed offered by OTS, Eureka Surveys appreciates the data it provides to them. “The data through the OTS Opportunities endpoint is really clean, so instead of having to pull from multiple endpoints, it’s all centralized, which we like,” said Fang.

“We have our internal metrics that we’re tracking per survey, but with OTS, we can see Marketplace-wide metrics, such as how long a survey is, how long

it takes users to get terminated for that survey, how many completes the survey has had, and so on.”

OTS Outcomes, a second OTS endpoint, is helpful for tracking reconciliations. For Eureka Surveys, the process for tracking reconciliations used to be manual. Now, with OTS, it’s done programmatically. The data provided by OTS Outcomes has even helped to train Eureka Surveys’ fraud algorithms.

Fang explained further: “Now we can say, ‘Hey this class of user has a high fraud rate,’ and then remove them from the panel automatically instead of manually. Being able to adjust everything programmatically helps with quality a lot.”

### **Result**

As a tech-focused survey panel, Eureka Surveys appreciates how Lucid’s APIs are helping to optimize their system’s functionality. “We don’t have a person working manually on all this stuff. It’s all done in code and programmatic. There’s too much data for a human to process.”

“It trains our system to get smarter and smarter over time,” Fang explained. Eureka Surveys’ system runs itself and learns from all these data points and continues to improve.

“We’re a small team and we try to automate as much as possible, so the more data we can get from Lucid, the better. And OTS sends us a lot of useful data.”

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