

Technologies for Selling Your Assessments

Profit from your online quizzes and tests

Helping test publishers sell tests to individuals or institutions

Background

Textbook companies, professional associations, awarding bodies and other test publishers can streamline individual and bulk sales of online quizzes and tests saved in a Questionmark Perception repository.

Easy cataloging and selling

"Technologies for Selling your Tests" builds upon Questionmark comprehensive assessment management system to provide a customisable, web-based catalog system that enables content owners to select assessments in their Perception repository and "sell" access via an ecommerce transaction or via a "bulk" purchase:

- For individual or "retail" transactions, web pages can link directly to each catalog item, launching a simple, secure shopping cart mechanism for customers to purchase access to the desired test.
- For bulk or "wholesale" transactions, the catalog enables content owners to provide a purchasing organisation limited, secure assessment administration and reporting rights to the desired assessments.

Benefits

- Easily catalog, sell and deliver tests Secure content and results
- Self-registration and automated scheduling
- Online payment processing for your customers to purchase assessments
- Customisable: can be branded to your organisation
- Easy-to-maintain assessment catalog system
- Customisable email templates for automated communication of schedules and login details
- Freedom from dealing with hardware and infrastructure
- Software that is always up to date

How it works: "Retail"

Test Publisher

- Create assessments using Questionmark authoring tools
- Log in to your catalog system
- Choose assessments to put in your catalog
- Set up access rules, cost per test and email templates
- Link to your catalog item from your web site
- View transaction logs for all your assessments

Test Taker

- Click on a link to purchase your assessment
- Purchase via simple, secure shopping cart
- Receive a confirmation email
- Log in and take your assessment
- Receive feedback and/or score as determined by the publisher

How it works: "Wholesale"

Test Publisher

- Create assessments using Questionmark authoring tools
- Log in to your catalog system
- Choose assessments to put in your catalog

Test Purchaser

- View the catalog and select assessments
- Schedule assessments
- Issue certificates and reports after participants have completed an assessment

More information

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