



Gallup Access IT Guide Gallup Best Practices

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GALLUP®

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Introduction

Throughout the administration of a Gallup workplace or customer survey project, there are several technical aspects to consider.

- Gallup provides a web-based methodology for respondents taking a workplace or customer survey.
- Gallup may send employees or customers communications via email.

This document is intended to provide technical information for a successful survey and project administration. Your Gallup team can provide additional information or assistance.

Emails, Web-Based Surveys and Gallup Access

Quick Start Technology Guide

The following table identifies Gallup services for sending emails and messages, conducting surveys and delivering reports. Your technology team, contracted service providers or email security companies should use the domain names (or IP addresses) to adjust their application parameters to allow for the successful delivery of Gallup emails and access to Gallup internet web services.

Gallup utilizes the DMARC (Domain-based Message Authentication, Reporting and Conformance) standard when sending emails. DMARC leverages public DNS records to verify the authenticity and validity of sent emails, ensuring that emails are not manipulated or changed during transit. It allows recipients to trust that emails originate from reputable and valid senders, and is a widely adopted standard used by many organizations.

Gallup's DMARC rules require rejection for emails that fail authentication. Because some automatic forwarding systems alter emails, making Gallup-sent emails appear illegitimate and failing the DMARC check, those systems can cause Gallup-sent emails to be undelivered. Gallup recommends disabling automatic forwarding of its emails to ensure proper delivery. However, the interpretation of DMARC results by a client's system is beyond Gallup's control.

	PURPOSE	DOMAIN NAME	IP ADDRESS
(a)	Gallup Access Email: Messages, Survey Invites and Reminders * Recommend allowlisting by DNS name	mail.gallup.com delivery1.mail.gallup.com	54.240.32.208 54.240.32.209 54.240.32.210 54.240.32.211
(b)	Gallup Support Email Responses Via Zendesk® Support System * Recommend allowlisting by DNS name	mail.gallup.com	185.12.80.0/22 188.172.128.0/20 192.161.144.0/20 216.198.0.0/18 103.151.192.0/23

	PURPOSE	DOMAIN NAME	IP ADDRESS
(c)	<p>Gallup Access Portal</p> <p>* Recommend allowlisting by DNS name</p>	<p>api.gallup.com</p> <p>s.gallup.com</p> <p>gssstrengths.gallup.com</p> <p>gssstrengthscontent.gallup.com</p> <p>login.gallup.com</p> <p>logincontent.gallup.com</p> <p>my.gallup.com</p> <p>mycontent.gallup.com</p> <p>survey.gallup.com</p> <p>surveycontent.gallup.com</p> <p>content.gallup.com</p> <p>reportcontent.gallup.com</p> <p>reportdeliverables.gallup.com</p> <p>export.reportdeliverables.gallup.com</p> <p>content.reportdeliverables.gallup.com</p>	
(d)	<p>Gallup Email Response From Digital River</p> <p>* Recommend allowlisting by DNS name</p>	<p>mail.gallup.com</p>	
(e)	<p>Gallup Email Communications Via Eloqua</p> <p>* Recommend allowlisting by IP address</p>	<p>e.gallup.com</p>	<p>129.145.21.152</p>
(f)	<p>Communications vis Swoogo.</p> <p>* Recommend allowlisting by DNS name</p>	<p>noreply@swoogo.com</p>	

Additional Information About Emails Sent From Gallup

The following technical components are associated with Gallup-initiated emails.

- Enterprise email systems have a broad range of capability to receive large numbers of emails. Gallup relies on the Mail eXchange “MX” record to route messages to the client’s designated host.
- The maximum send rate per minute can be reduced.
- Some email invitations will be “undeliverable,” and Gallup’s system does not perform retries to attempt delivery.
- Gallup maintains an “undeliverable” folder and will share the information with designated client team members.

Remember that your technology team might not have attended the team briefings and might like to know the following details:

- estimated volume of initial email invitation to all identified employees
- estimated volume of reminder invitation emails (based on average experience)
- estimated time of day when an email will arrive in an employee’s inbox
- estimated time of day (Central Time Zone) when emails will be sent
- time and date for each of the email invitations
- date survey period will end
- example of typical email invitation content
- source of employee name and email address (client provided)

Practical Suggestions and Considerations Associated With Gallup-Initiated Emails, Web-Based Survey Administration and the Use of Gallup Access

- 1) If you have a strict policy on internet usage, Gallup can provide a specific web survey URL “target” to adjust the systems. To accommodate this need, ask the Gallup team to prepare and activate the official survey URL but create a “come back later” screen.
- 2) You can use the Q¹² demo site URLs for testing purposes.
- 3) Antispam applications use many techniques to stop unwanted email. Gallup can adjust the send rate (emails per minute) to accommodate a client’s requirements.
- 4) Consider inviting appropriate client IT department personnel to the kick-off meeting. Their participation gives them an opportunity to hear the overall plan. Your policy for email and internet usage provides the framework by which IT personnel manage their systems.
- 5) The appendix has a checklist that helps Gallup and client teams communicate the technical aspects of the administration.

A Special Note About Pop-Up Blockers

Pop-up blockers will not affect a Gallup web survey. Gallup web surveys do not initiate a pop-up window.

HRIS System Integration

For security reasons, Gallup exchanges data using various secure file transfer protocols. Your Gallup project team will help you determine which data should be exchanged during your project planning activities.

Additional IP Address and DNS Name Details

GALLUP PURPOSE	DNS NAME (a.k.a., Domain Name)	IP ADDRESS
<p>1 ACTION: Outbound email invitations and reminders to participate in a survey from Gallup.</p> <p>Gallup sends email invitations and reminders to all identified employees who have an email address and can complete the survey via the internet.</p> <p>To guard against spam filters that could render these invitations useless, Gallup advises the client to make adjustments that will accommodate these large-volume emails. The Gallup team associated with the project can estimate the number of emails expected for invitations and reminders.</p> <p>* Recommend allowlisting by IP address</p>	<p>Domain name: mail.gallup.com</p> <p>Sending server: delivery1.mail.gallup.com</p> <p>a32-208.smtp-out.amazonses.com a32-209.smtp-out.amazonses.com a32-210.smtp-out.amazonses.com a32-211.smtp-out.amazonses.com</p>	<p>54.240.32.208 54.240.32.209 54.240.32.210 54.240.32.211</p>
<p>2 ACTION: Client users visiting the Gallup web survey or reporting sites.</p> <p>This is the principle web survey and reporting site Gallup hosts.</p> <p>* Recommend allowlisting by DNS name</p>	<p>Report site name: my.gallup.com s.gallup.com login.gallup.com survey.gallup.com api.gallup.com surveycontent.gallup.com gssstrengths.gallup.com mycontent.gallup.com content.gallup.com logincontent.gallup.com reportcontent.gallup.com reportdeliverables.gallup.com attachments.gallup.com export.reportdeliverables.gallup.com content.reportdeliverables.gallup.com</p>	

GALLUP PURPOSE	DNS NAME (a.k.a., Domain Name)	IP ADDRESS
<p>3 ACTION: Client registering web platform and store checkout.</p> <p>This is the Gallup-hosted site for purchasing digital and physical products.</p> <p>* Recommend allowlisting by DNS name</p>	<p>store.gallup.com</p> <p>buy.gallup.com</p> <p>storecontent.gallup.com</p>	
<p>4 ACTION: These are secure sites client users and Gallup use to exchange files.</p> <p>A client will typically have only ONE specific address for secure file transfer. These sites generally do not encounter issues and may not need to be allowlisted.</p> <p>* Recommend allowlisting by IP address</p>	<p>host1.gallup.com</p> <p>host2.gallup.com</p> <p>host3.gallup.com</p> <p>host4.gallup.com</p> <p>host5.gallup.com</p> <p>host6.gallup.com</p> <p>host5.gallup.com.cn</p> <p>host10.gallup.com</p> <p>secure.gallup.co.uk</p>	<p>198.175.141.123</p> <p>198.175.141.124</p> <p>198.175.141.125</p> <p>198.175.141.126</p> <p>198.175.141.127</p> <p>198.175.141.128</p> <p>139.217.228.68</p> <p>119.46.68.214</p> <p>40.115.121.135</p>

GALLUP PURPOSE	DNS NAME (a.k.a., Domain Name)	Subnet IP Address	Subnet Mask
<p>5 ACTION: Email sent from Gallup to client users.</p> <p>Gallup team members communicate with client team members using standard corporate email systems.</p> <p>Corporate email is typically not allowlisted. Gallup's Exchange mail is routed through Proofpoint Email Protection and segmented through numerous IP addresses.</p> <p>* Recommend allowlisting by DNS name</p>	<p>@gallup.com</p> <p>@gallup.co.uk</p> <p>@gallup.de</p>	<p>67.231.145.59</p> <p>67.231.152.226</p>	<p>255.255.240.0</p> <p>255.255.240.0</p>
	<p>@gallup.com.cn</p>		<p>42.159.33.192/27</p> <p>42.159.36.0/24</p> <p>42.159.161.192/27</p> <p>42.159.164.0/24</p> <p>139.219.16.0/27</p> <p>139.219.17.0/24</p> <p>139.219.24.0/22</p> <p>139.219.145.0/27</p> <p>139.219.146.0/24</p> <p>139.219.156.0/22</p>

GALLUP PURPOSE	DNS NAME (a.k.a., Domain Name)	IP ADDRESS
<p>6 ACTION: Bulk email sent from Gallup to client users</p> <p>Gallup sends emails to its users for:</p> <ul style="list-style-type: none"> • product updates • newsletters • marketing material (subscription required) <p>* Recommend allowlisting by IP address</p>	<p>e.gallup.com</p>	<p>129.145.21.152</p>

Password Policy Options

Gallup offers the following password policy options for signing into Gallup Access.

PASSWORD POLICY OPTION	MINIMUM LENGTH	HISTORY LIMIT	EXPIRATION	COMPLEXITY RULES	FAILED ATTEMPTS ALLOWED
Single Sign On (SSO) * Recommended	** See below	** See below	** See below	** See below	** See below
Default	6 characters	None	None	At least 3	3
Strict	15 characters	Can't re-use last 10 passwords	180 days	At least 3	6

** For SSO, Gallup will integrate with the client's user authentication/identity management service, and the client's access policies would then be utilized. If using this option, Gallup will provide additional SSO integration guidelines.

The password complexity rules are as follows:

- uppercase English letters (A-Z)
- lowercase English letters (a-z)
- numbers (0-9)
- special characters (_ ~ ! @ # \$ % ^ & * () - + = ? { } [])

Appendix: Checklist for Web-Based Q¹²® Surveys

Please contact your Gallup team if you have questions about this information.

1) For the purposes of the Q¹² employee survey, are you intending to use:

- Employees' personal PCs.....
- Shared PCs (to be used by more than one employee).....
- A mixture of personal and shared PCs.....

2) What browser type and version do you intend to use for the purposes of the survey?

Type _____

Version _____

3) Do you have any firewalls or proxy servers in operation that might block employee access to Gallup's Q¹² URL?

- Yes.....
- No.....

Please test the Gallup URL to determine whether you can reach the survey system. If you receive the note below, you have successfully reached the system. If not, please adjust the network parameters to allow access.

"The survey you have reached is not currently accepting responses. If you think you have reached this page in error, please contact the party that requested you to complete the survey."

4) Do you use a Microsoft Office 365-hosted email environment?

- Yes.....
- No.....

If "yes," please create an Exchange transport rule so Gallup's personalized Q¹² invitation emails do not end up in employee Clutter folders.

5) Do all employees have individual email accounts?

- Yes.....
- No.....

If the answer is no, what email access do they have, if any? _____

6) Do you or a contracted service provider/email security company have any antispam or email filters in place that might block Gallup's personalized Q¹² invitation emails?

Yes.....

No.....

If the answer is yes, then share this guide with your client's technical team or contracted service provider/ email security company to help them identify and select the domain names appropriate for the project. All domain names and corresponding IP addresses are identified in this guide.

7) Does your email system support the receipt of HTML-formatted emails?

Yes.....

No.....

8) Will email messages and/or the web survey be translated?

Yes.....

No.....

9) If translations are required, is special character encoding needed?

Yes.....

No.....

10) Please indicate any other information that might be relevant.

Appendix: Emails, Web-Based Surveys and Gallup Access for Frankfurt

The following table identifies Frankfurt-specific Gallup services for sending emails and messages, conducting surveys and delivering reports.

	PURPOSE	DOMAIN NAME	IP ADDRESS
(a)	Gallup Email Sending Services * Recommend allowlisting by DNS name	gallup.de gallup.co.uk	67.231.145.59 67.231.152.226
(b)	Gallup Access Email: Messages, Survey Invites and Reminders * Recommend allowlisting by DNS name	mail.gallup.de delivery1.mail.gallup.de	54.240.54.194 54.240.54.195 54.240.54.196
(c)	Gallup Support Email Responses Via Zendesk® Support System *Recommend allowlisting by DNS name	mail.gallup.de	185.12.80.0/22 188.172.128.0/20 192.161.144.0/20 216.198.0.0/18 103.151.192.0/23

Appendix: Additional IP Address and DNS Name Details for Frankfurt

The following table identifies additional IP address and DNS name details specific to Frankfurt.

GALLUP PURPOSE	DNS NAME (a.k.a., Domain Name)	IP ADDRESS
<p>1 ACTION: Outbound email invitations and reminders to participate in a survey from Gallup.</p> <p>Gallup sends email invitations and reminders to all identified employees who have an email address and can complete the survey via the internet.</p> <p>To guard against spam filters that could render these invitations useless, Gallup advises the client to make adjustments that will accommodate these large-volume emails. The Gallup team associated with the project can estimate the number of emails expected for invitations and reminders.</p> <p>* Recommend allowlisting by IP address</p>	<p>Domain name: mail.gallup.de</p> <p>Sending server: delivery1.mail.gallup.de</p>	<p>54.240.54.194</p> <p>54.240.54.195</p> <p>54.240.54.196</p>
<p>2 ACTION: Client users visiting the Gallup web survey or reporting sites.</p> <p>This is the principle web survey and reporting site Gallup hosts.</p> <p>* Recommend allowlisting by DNS name</p>	<p>api.gallup.de</p> <p>s.gallup.de</p> <p>gssstrengths.gallup.de</p> <p>gssstrengthscontent.gallup.de</p> <p>login.gallup.de</p> <p>logincontent.gallup.de</p> <p>my.gallup.de</p> <p>mycontent.gallup.de</p> <p>survey.gallup.de</p> <p>surveycontent.gallup.de</p> <p>reportcontent.gallup.de</p> <p>reportdeliverables.gallup.de</p> <p>export.reportdeliverables.gallup.de</p> <p>content.reportdeliverables.gallup.de</p>	

GALLUP PURPOSE		DNS NAME (a.k.a., Domain Name)	Subnet IP Address	Subnet Mask
3	<p>ACTION: Email sent from Gallup to client users.</p> <p>Gallup team members communicate with client team members using standard corporate email systems. Project activities may also use this email to communicate with client users that have access to Gallup Access.</p> <p>Corporate email is typically not allowlisted. Gallup's Exchange mail is routed through Proofpoint Email Protection and segmented through numerous IP addresses.</p> <p>* Recommend allowlisting by DNS name</p>	<p>@gallup.com</p> <p>@gallup.co.uk</p> <p>@gallup.de</p> <p>@gallup.es</p> <p>@gallup.pl</p>	<p>67.231.145.59</p> <p>67.231.152.226</p>	<p>255.255.240.0</p> <p>255.255.240.0</p>
		@gallup.com.cn		<p>42.159.33.192/27</p> <p>42.159.36.0/24</p> <p>42.159.161.192/27</p> <p>42.159.164.0/24</p> <p>139.219.16.0/27</p> <p>139.219.17.0/24</p> <p>139.219.24.0/22</p> <p>139.219.145.0/27</p> <p>139.219.146.0/24</p> <p>139.219.156.0/22</p>

GALLUP PURPOSE		DNS NAME (a.k.a., Domain Name)	IP ADDRESS
4	<p>ACTION: These are secure sites client users and Gallup use to exchange files.</p> <p>A client will typically have only ONE specific address for secure file transfer. These sites generally do not encounter issues and may not need to be allowlisted.</p> <p>* Recommend allowlisting by IP address</p>	secure.gallup.co.uk	40.115.121.135

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