

How to Use Custom Data

There are two types of information that you can send Alchemer Mobile with your integration: Events and Custom Data.

Events are things like page views or button taps that are captured within your app.

Custom Data is any other kind of information that you can match to a customer and send to Alchemer Mobile. This guide will help you understand how to make the most of Custom Data.

How Is Customer Data Used?

Custom Data is flexible. It can be used to send any data that you can match to a customer profile. That data can then be used in targeting and is shown in many types of reporting.

Targeting with Custom Data

For example, if you have a shopping app and know a customer's rewards club membership, you could send that status to Alchemer Mobile as Custom Data. Then, you could target a Note or a Survey only to customers with a specific rewards club status.

Who

Build segments of your customers who should see the Love Dialog:
Without segments or rules, everyone using your app will be eligible to see the Love Dialog.

Person Custom Data: Rewards Club Membership is Gold

Add a Rule... 1 rules out of 1 total rules Delete Segment

Viewing Custom Data in Reporting

Alternatively, say you show a Survey to *all* of your customers that complete a purchase. You could then look at Survey reporting to see what rewards club membership your customers had in line with their response to that Survey.

A	B	C	D	E	F	G	H	I
date	app_version	Favorite Type of Pie	os_name	os_version	locale_language	email	name	Rewards Club Membership
2022-06-24 23:3	1.2.3	Lemon or Lime	iOS	15.5	en			Silver
2022-06-24 23:2	1.2.3	Apple	iOS	15.5	en			Gold
2022-06-24 23:3	1.2.3	Peach	iOS	15.5	en			Bronze
2022-06-24 23:3	1.2.3	Apple	iOS	15.5	en			Gold
2022-06-24 23:3	1.2.3	Pecan	iOS	15.5	en			Bronze
2022-06-24 23:3	1.2.3	Peach	iOS	15.5	en			Silver

Suggested Fields

Custom Data is very flexible and it will be different for every app. That said, there are some common threads true across all apps. To determine which Custom Data to send, ask yourself, "is there any account information outside of general app usage that I'd like to use for targeting or to see in reporting?"

We strongly encourage you to send some kind of Customer ID, and to specify it using our named [Customer ID](#) field. In addition to being very helpful in making them most out of Alchemer Mobile's reporting and targeting, it is foundational to [Fan Signals](#).

And remember, if you have privacy concerns around Customer ID, you can obfuscate it so that no sensitive data is ever sent to Alchemer Mobile.

Other examples of Custom Data fields could be:

- Plan Name
- Subscription Type
- Subscription Start Date
- Subscription End Date
- Total Purchases
- Total Dollars Spent
- Rewards Club Membership
- Location of Last Purchase
- Favorite Store
- Location information, like zip code, state, or country
- Customer Since
- Frequent Flyer Number

Sending Custom Data

You can send two types of Custom Data: *Person Custom Data* and *Device Custom Data*. In most cases, the two types are interchangeable and can be set up in whichever way makes sense for your app. The one place that this matters is with Customer ID, which *must* be added as Person Custom Data. Please see [here](#) for details.

Custom Data can be sent as numbers (including decimals), booleans, or strings.

Who

The Note will only be sent once to each customer who matches the following rules:
Without segments or rules, everyone using your app will be eligible to see the message.

Person Custom Data: level	is at least	▼	10
Person Custom Data: paid	is	▼	True
Person Custom Data: city	contains	▼	Seattle

3 rules out of 3 total rules.

[Add Segment](#)

Generally, it's best to send the Custom Data fields as soon as it is gathered from the customer and update it whenever it changes. Often, this will be shortly after the app launches or a customer logs in, though it could be at any point during the customer lifecycle.

Once a Custom Data field has been sent, you'll be able to see it in the bottom section of the *Who* targeting dropdown for any Interaction type within a few minutes.

Custom Data Management

Looking to clean up the custom data you've imported over the years? In order to simplify your targeting efforts, Alchemer Mobile offers the ability to archive (or unarchive) both Person Custom Data and Device Custom Data.

To manage your custom data, navigate to Settings in the top nav and select "Custom Data Management."

From here, you can select items to archive (or unarchive), as well as add descriptions to clarify what each attribute means.

Summary Insights Conversations Interactions **Settings**

Custom Data Management

Manage all of your person custom data and device custom data that's sent to Apptentive. Hide any unnecessary custom data attributes in targeting. Customer ID and Person Custom Data on pages and dropdown lists. To better understand custom data visit our [Learn site](#) or reach out to our [Customer Success Team](#).

Q Search attributes... Archive Show

Displayed ^

	DESCRIPTION	TYPE
<input type="checkbox"/> PERSON CUSTOM DATA		
<input checked="" type="checkbox"/> custom_data.		boolean
<input type="checkbox"/> custom_data.Bool		boolean
<input type="checkbox"/> custom_data.BoolKey		boolean
<input type="checkbox"/> custom_data.Boolean		boolean
<input type="checkbox"/> custom_data.Int		number
<input checked="" type="checkbox"/> custom_data.LegacyTestPBool		boolean
<input checked="" type="checkbox"/> custom_data.LegacyTestPNum		number
<input checked="" type="checkbox"/> custom_data.LegacyTestPStr		string

Development Documentation

You can find all of our developer resources here:

- Native
 - [Legacy iOS SDK](#)
 - [New iOS SDK](#)
 - [Legacy Android SDK](#)
 - [New Android SDK](#)
- Plugins and Integrations
 - [React Native](#)
 - [Flutter](#)
 - [Cordova](#)
 - [Xamarin: iOS | Android](#)
 - [mParticle: iOS | Android](#)

Related Articles