

Data Annotations

Alchemer Mobile Date Annotations are designed to keep track of changes within your app and are set-up to monitor spikes or drops in your Love Percentage.

To set up an Annotation, navigate to Settings → Date Annotations on the left sidebar.

Some possible uses for these:

- Track when a change was made to your Love Dialog targeting.
- Record a major app redesign release.
- Snapshot a buggy release or app issue.
- Mark brick & mortar or external occasions such as holidays, world events, or anything that could impact your app business, traffic or sentiment.
- Monitor any campaigns or promotions you've launched in app

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