

How to Use Targeting

Targeting helps you interact intelligently with customers, at the right place and right time. This page will get you started with targeting, along with sharing Alchemer's best practices for success.

Understanding Targeting

Targeting based on customer action is essential to success - this ensures you are asking for feedback once people have had a chance to experience your app or website, and are being shown content relevant to them. Through targeting, Alchemer Digital makes interactions more impactful by helping you personalize them based on customer behavior.

In this doc, you'll learn the WHO, WHERE, and HOW OFTEN/WHEN of targeting; why each point is important to your goals; and how to set up targeting within Alchemer Digital.

Using Targeting

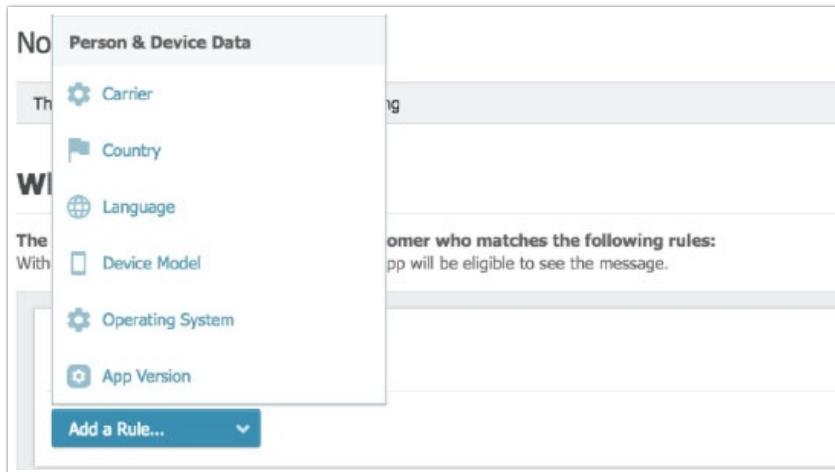
With Alchemer Digital, there are three points to consider with regards to targeting: WHO, WHERE, and HOW OFTEN or WHEN. Each of these attributes helps ensure you interact with your customers at the right place and time, and with the right frequency. You want to be careful to be contextual and relevant while also not over-prompting your customers with requests for feedback or too-frequent messages.

To understand the importance of these points better, think about your experience while shopping at your favorite retail store. In-store sales associates won't interrupt you in the middle of a conversation to ask if you need their assistance, and they won't ask you if you need a fitting room before you've picked out any items of interest. In the same way, targeting allows you to communicate with specific customers once they have engaged with your app or website at a time that will not detract from their experience.

WHO Targeting

The first decision you must make is WHO should be targeted. Alchemer Digital allows you to target based upon a number WHO attributes, including custom person and device data, actions people have taken within the app (or Events), and which interactions they have or have not seen in the past.

The first attribute, Person and Device Data, is defined as any attribute data that is collected within the app or browser and can be passed through to Alchemer Digital. Examples can be seen below:

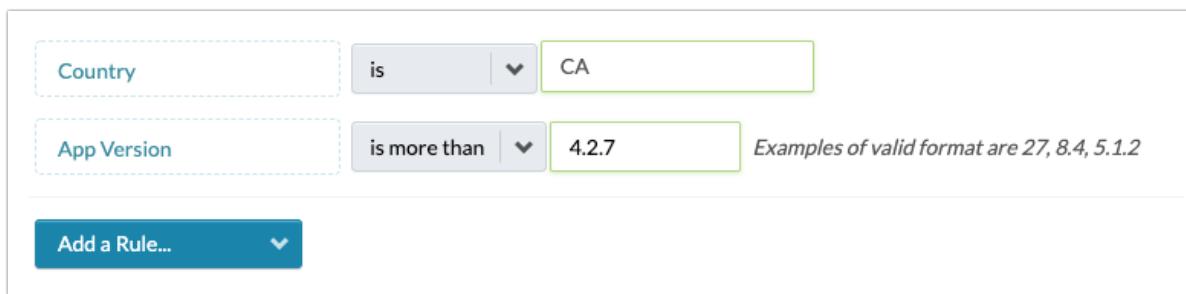


The screenshot shows a dropdown menu titled 'Person & Device Data' with the following options:

- Carrier
- Country
- Language
- Device Model
- Operating System
- App Version

Below the menu, there is a button labeled 'Add a Rule...'.

And here is a sample targeting segment, targeting to devices in Canada and on a specific app version or later:



The screenshot shows two targeting rules:

- Country is CA
- App Version is more than 4.2.7

A tooltip 'Examples of valid format are 27, 8.4, 5.1.2' is displayed next to the app version rule. Below the rules, there is a button labeled 'Add a Rule...'.

Device and Person Custom Data are attributes of either your customer, or app or website settings that you can opt to pass through to Alchemer Digital. Custom data is an excellent way to get hyper-specific and target your audience based on their profile information or other specifics collected as part of their app or website experience.

Examples of Person Custom Data are customer rewards level or zip code; examples of Device Customer Data are push notifications turned on or items favorited.

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.

Add Some Rules
Begin building your segment with a rule.

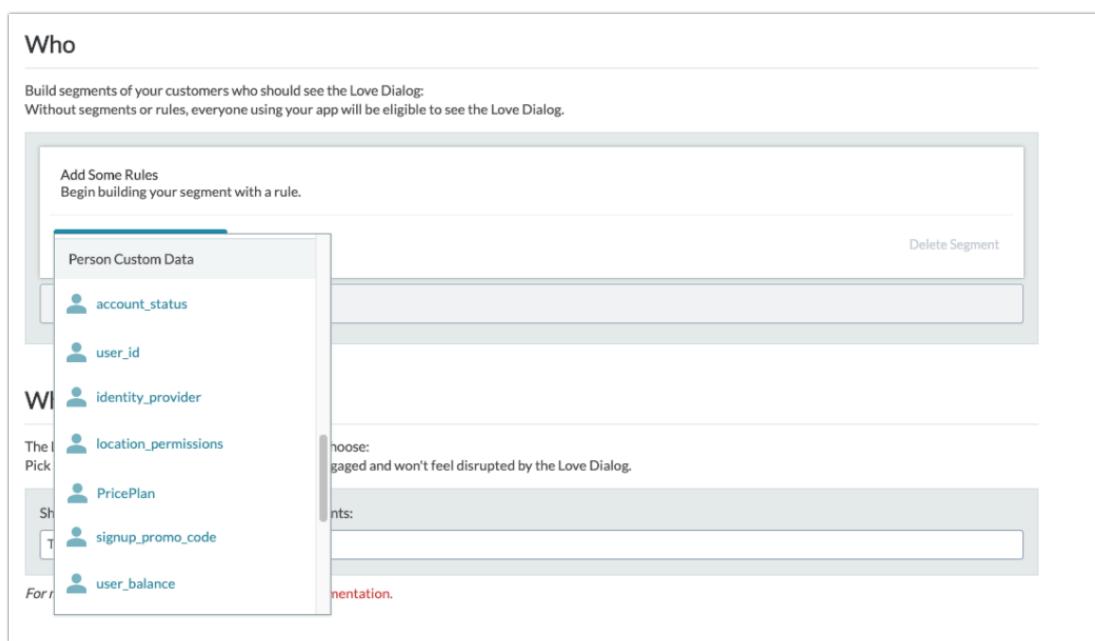
Person Custom Data

account_status
user_id
identity_provider
location_permissions
PricePlan
signup_promo_code
user_balance

Choose:
gaged and won't feel disrupted by the Love Dialog.

nts:
nentation.

Delete Segment



And here is a sample targeting segment, targeting to people in the “Gold” PricePlan and with an “active” AccountStatus:



Custom Person: PricePlan is Gold

Custom Person: AccountStatus is active

Another targeting attribute, Events, refer to specific times and places within the app that allow you to see how customers are utilizing the app. When integrating Events, you want to think holistically about your app or website experience and tag actions that people can take, as well as completed events such as purchase_complete or back and close buttons.

Events are the core of Alchemer Digital targeting, and having a robust list of 20 - 50 meaningful Events is essential in ensuring that you can make the most of your Alchemer Digital integration. To read more about Events, check out our [Events Guide](#).

The screenshot shows the targeting rules configuration screen. It displays two separate rules stacked vertically. Each rule consists of a condition, an operator, and a value.

- Rule 1:** Condition: Has Seen Event, Operator: Count in installed version, Value: is at least 3.
- Rule 2:** Condition: Has Seen Event, Operator: Count in installed version, Value: is at least 1.

At the bottom left is a blue button labeled "Add a Rule..." with a dropdown arrow. At the top right is a red "Add Details" button.

When targeting Events, you will have the following options:

- Count in installed version - resets on each app update and is recommended to use when you want to ensure someone has taken an action more recently. This targeting option is only applicable to apps as web browsers do not have this setting.
- Count - this is version agnostic and will collect over the entire lifecycle of a person using your app or website.
- Time since last seen - this allows you to set time-based targeting of more or less than a certain number of minutes, hours or days.

The final attribute, Has Seen Interaction, refers to whether or not customers have been exposed to a particular interaction or interaction type in the past. Previous interactions are tracked within Alchemer Digital and include overarching types like all Prompts (formerly Notes), or a specific Prompt campaign, allowing for more flexibility with targeting.

The screenshot shows the "Who" targeting segment configuration screen. It includes a header, a note about building segments, and a main configuration area.

Header: Who

Note: 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.

Configuration Area:

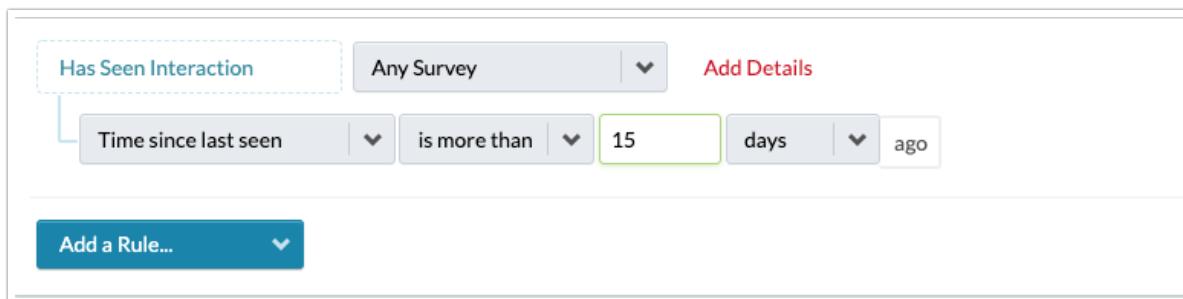
- Has Seen Interaction:** A dropdown menu is open, showing options like "Select Interaction...", "Any Survey", "Surveys", and "Customer Happiness".
- Count:** A dropdown menu is open, showing options like "Select Interaction..." and "Any Note".
- Add a Rule...**: A button with a dropdown arrow.
- Add Segment**: A button.

Where:

The Love Dialog can appear at any Event. Pick points where your customers will be disrupted by the Love Dialog.

Here is a sample targeting segment, showing an interaction to someone who has not seen a

Survey for at least the last 15 days:

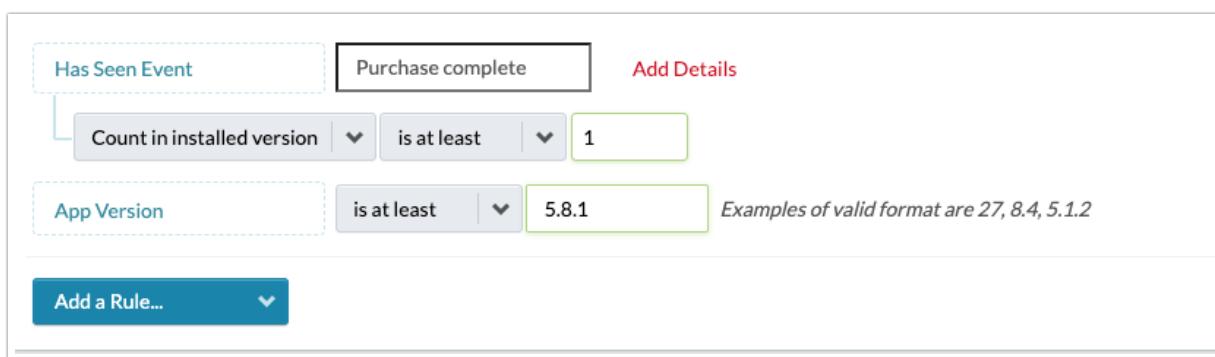


Has Seen Interaction Any Survey Add Details

Time since last seen is more than 15 days ago

Add a Rule...

The different WHO targeting attributes can be used together to set different customer segments based upon AND and OR logic. For instance, you may want to choose to surface a Prompt offering a discount code to customers who are on your latest App Version AND who have completed a purchase, OR to surface it to customers who are on your latest App Version AND have seen a specific Interaction you've created (see example screenshot below). Both are possible utilizing Alchemer's targeting capabilities.

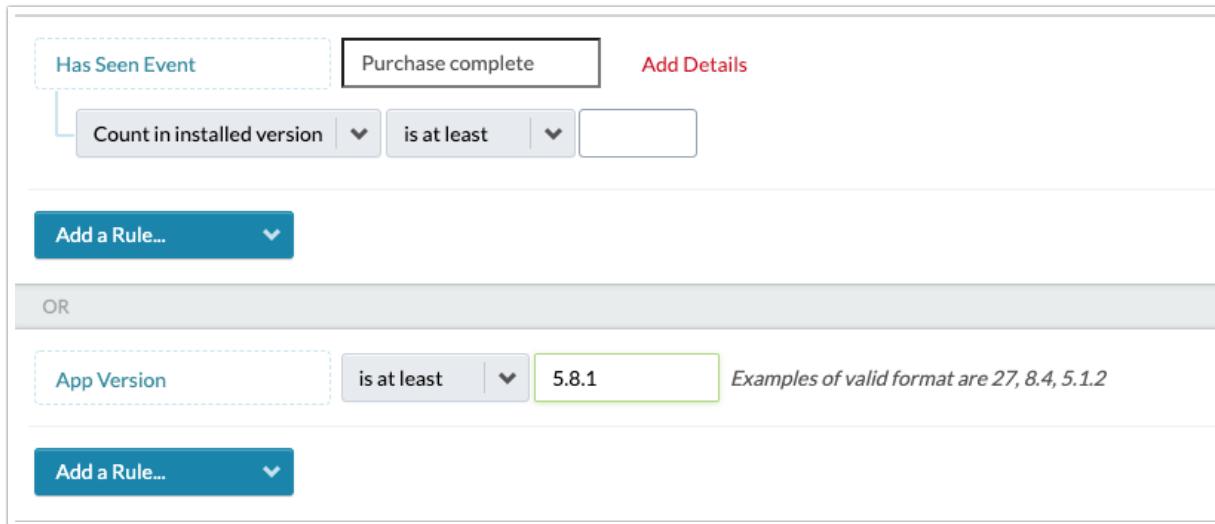


Has Seen Event Purchase complete Add Details

Count in installed version is at least 1

App Version is at least 5.8.1 Examples of valid format are 27, 8.4, 5.1.2

Add a Rule...



Has Seen Event Purchase complete Add Details

Count in installed version is at least 1

OR

App Version is at least 5.8.1 Examples of valid format are 27, 8.4, 5.1.2

Add a Rule...

Best Practice: Create multiple, specific WHO segments that align with your interaction goals. If

you have a Survey asking for feedback on a feature, target it to people who have used that feature a few times. Run a Prompt encouraging an app update to people only on older versions of your app. And show the Love and Rating Dialogs to people who have had time to experience your app, and have utilized key features. This will give you richer feedback and allow you to interact with your customers in a more meaningful way.

Upload Targeting Criteria

Upload Targeting Criteria allows you to manually add, paste, or upload a list for you to quickly build targeting criteria from. Use the Upload Targeting Criteria to geo-target customers by zip code/city/country, target companies by Store ID, target a segment by Customer ID, or think outside the box and create a list with your own custom metadata!

A few important things to know before getting started:

- This feature is available on iOS and Android SDK V3.4 and above
- This feature is available on all versions of the Web SDK
- Lists are currently limited to 1,000 values per interaction
- Any data used for targeting criteria must first be passed into Alchemer Digital as custom data
- If exporting a list from Excel on a Windows machine, use the .txt file type instead of .csv as the 'Microsoft Excel CSV' format is slightly different than standard .csv files and may cause issues when trying to upload your list

How to Use

Within the WHO targeting segment of any interaction, select “Add a list to build targeting rules”.

Next, select the field you want to target. You can select any Person & Device Data, Person Custom Data, or Device Custom Data to target.

Target the specific list using the ‘is’ comparison to target customers who are exact matches to the uploaded list and configured rules. Use ‘contains’, ‘begins with’, or ‘ends with’ for matching the list to specified partial matches of the selected target field.

You can manually enter a list for targeting by typing in target values, or by pasting in the target value list. Target values must be separated by commas or a line break.

To upload a list from a .csv or .txt file, select ‘Add value from a file’ and upload the list from your computer. When uploading from a .txt file, each target value should be separated by commas or a line break.

From a .csv, the file must be a single column of data. If the .csv file includes a header, the header will be treated as a target value.

You can also provide target values with special characters by using escape characters or by wrapping the target value with quotes.

For example, these are valid inputs that include special characters: “Valid with \"quotes\" inside”, “valid with, a few, commas inside”.

Once the target values are added, they will display in the input field under the rule with a count of how many unique rules and duplicates there are. If duplicates are detected, they will be removed.

Once the interaction is live, it will only be shown to customers who match the criteria and values you provided for the targeting list.

Limits

You will only be allowed to input a total of 1,000 targeting criteria rules per interaction. This includes all values added in a target list, in addition to other targeting rules configured.

Example: a list of 1000 target values and an additional rule for has seen the account page puts the total targeting criteria over the maximum 1000 rules. An error message is displayed, and you must remove any additional rules to meet the maximum of 1000.

The 1,000 target rules maximum includes all target rules. If an additional segment is created to target 'or' values, they are included in the 1,000 maximum rules and an error message will be displayed preventing any additional rules from being added.

Example: Two segments are created targeting appVersion OR appCodeName. The two lists add up to over 1,000 targeting rules. An error message is displayed for each segment and no additional rules can be added.

If a list of over 1,000 values is uploaded or pasted into the target value field, an error message will be displayed.

WHERE Targeting

Once you determine WHO should be eligible for a particular interaction, you need to choose the place at which customers will see the interaction, which is a WHERE event.

A WHERE event should never disrupt the customer from using the app or website for their intended purpose. For instance, if you want to send a Love Dialog to someone who just successfully completed a purchase, you want to ensure the prompt does not interfere with the customer receiving the purchase confirmation number. In this case, a WHERE event such as purchase_complete_back_button would be a great option.

As is the case with WHO segments, you can also choose multiple events at which to surface a WHERE interaction. Once the WHO criteria is met, the customer will receive the interaction the next time they hit any of the applicable WHERE events.

Best Practice: Select more than one WHERE event to capture customers along different parts of their journey, and be sure to choose non-interruptive moments like back and close buttons, or after an action is completed.

HOW OFTEN and WHEN Targeting

The final piece of targeting to consider is when—and how often—your interaction appears. The available options depend on the type of interaction you're using.

Timing options

Surveys and Prompts allow you to:

- Set a specific start and end date and time
- Display the same interaction to the same person more than once

Frequency options and best practices

Displaying an interaction multiple times can be useful when done thoughtfully.

Prompts work well when shown repeatedly for:

- Time-based alerts
- Situation-based messages that may occur throughout a person's app usage

Surveys can also be shown more than once to:

- Track changes in sentiment
- Understand how experiences evolve over time

That said, it's important to avoid interrupting the in-app experience too often. Use the **Display at most X times per X time period per person** setting to control how frequently someone sees an interaction.

For long-running surveys, a setting like **once per month** is a good option. This helps you gather meaningful feedback without overwhelming your users.

Limit how often any individual will see the survey

This feature operates by dividing the specified time unit (Day, Week, Month, Year, etc.) by the designated value. This division establishes time blocks, and a 'timer' is then activated to prevent the survey from reappearing within the duration of one of these blocks.

For example, if you've configured the survey to 'Display at most [6] times per [Day] per person,' the Day, representing a 24-hour period, is divided into 6 equal sections, resulting in 4-hour blocks.

Consequently, once the survey is initially presented, it cannot reappear for the same person until a 4-hour interval has elapsed since the initial invocation of the survey for that user.

Limit how often any individual will see this survey. ⓘ

Display at most times per per person

Allow multiple responses from the same person

Love and Rating Dialogs are shown, at most, once per device per app version. You can set additional parameters around the number of app launches a customer has performed in the

installed app version and the number of days since they first utilized that version, as well as the amount of time that has passed since they last saw a Rating Dialog.

Best Practice: You should show the Love and Rating Dialogs to customers once per version, to capture sentiment over time, and ensure a consistent rating. Use the “Never show more than once per x days” to separate out those interactions by 90-120 days, which allows you to get a consistent pulse while not over-prompting your customers.

Targeting Options Across Platforms

When targeting apps across multiple platform types (iOS, Android, and Web), all possible options will be listed in the Who targeting criteria. However, some targeting criteria will only be available for specific platforms.

Mobile platforms only

Specific platform only

IOS	Android	
<p>Fan Signals</p> <ul style="list-style-type: none">• New Fan• Shifted to Fan• Repeat Fan• New Risk• Shifted to Risk• Repeat Risk	<p>Fan Signals</p> <ul style="list-style-type: none">• New Fan• Shifted to Fan• Repeat Fan• New Risk• Shifted to Risk• Repeat Risk	
<p>Events</p> <ul style="list-style-type: none">• Has seen event	<p>Events</p> <ul style="list-style-type: none">• Has seen events	<p>Events</p> <ul style="list-style-type: none">• Has seen events
<p>Interactions</p> <ul style="list-style-type: none">• Has seen interaction• Has responded to interaction	<p>Interactions</p> <ul style="list-style-type: none">• Has seen interaction• Has responded to interaction	<p>Interactions</p> <ul style="list-style-type: none">• Has seen interaction• Has Responded to Interaction
<p>Random sampling</p> <ul style="list-style-type: none">• Percent of customers	<p>Random sampling</p> <ul style="list-style-type: none">• Percent of customers	<p>Random sampling</p> <ul style="list-style-type: none">• Percent of customers
Person custom data	Person custom data	Person custom data

Person and device data <ul style="list-style-type: none"> • Platform • Carrier • Country • Language • Device • OS Version • App Version • App Build Type 	Person and device data <ul style="list-style-type: none"> • Platform • Carrier • Country • Language • Device Model • OS Version • App Version Code • App Version Name • App Build Type 	Person and device data <ul style="list-style-type: none"> • Platform • Language • User Agent • OS Name • App Build Type
Device custom data	Device custom data	Device custom data
Person custom data	Person custom data	Person custom data

You can set up variations in targeting rules based on platform by using the new Platform targeting criteria.

This example shows targeting customers who have responded to the same survey across iOS and Web. However, for Web in particular, the goal is to get more feedback from customers who enjoyed using the “Customization” feature.

Who

Build a segment of your customers who should see the survey:
Without a segment, everyone using your app or website will be eligible to see the survey.

Platform is Web

Has Responded to Interaction Post Confirmation Sur... Add Details

What part of your experience did you like the most? answered Customization

Random Sampling: Percent of customers is 25 % Feature will only work on Android SDK v5.7.0 or higher and on iOS SDK 5.3.4 or higher.

Add a Rule... 3 rules out of 6 total rules. Delete Segment

This segment will apply to these apps only. [More Info](#)

App B Web

OR

Platform is iOS

Has Responded to Interaction Post Confirmation Sur... Add Details

Were you satisfied with your experience? responded

Random Sampling: Percent of customers is 10 % Feature will only work on Android SDK v5.7.0 or higher and on iOS SDK 5.3.4 or higher.

Add a Rule... 3 rules out of 6 total rules. Delete Segment

This segment will apply to these apps only. [More Info](#)

App A iOS

[Add Segment](#)

Custom Data Targeting

The Who targeting criteria contain custom data available across all targeted apps. When using a custom data key to segment your audience, be sure to check which apps support this data point. Custom data keys that are named the same across all apps will be shown as a single line item in the targeting criteria.

Video Overview: Using Targeting

Related Articles