

How to Use Response Targeting

Response Targeting allows you to target any new interactions to only display to customers that responded a specific way on a past Survey and/or Prompts (formerly Notes).

This article will detail how to use the feature.

You can find some common Response Targeting use cases [here](#).

Note: this feature is ONLY available in our Web SDK, Android 6.x SDK and iOS 6.x SDK.

How To Use

Within your WHO targeting segment, this targeting option is listed as “Has Responded to Interaction”. You are able to add this rule on the following interactions: Surveys, Prompts, Love Dialog, Ratings Dialog.

Once you have selected that rule, you can then choose the specific Survey and/or Prompt response(s) you want to base your new interaction off of.



Please note: you will not be able to select Surveys or Prompts which are already deleted.

Here is a summary of how to set up the targeting for both of these interactions.

Surveys:

After you select the specific Survey you are interested in targeting from, you can then select a specific question from within that Survey and the answer choice(s) your customers have made.

It is also possible to target based on free text responses.

Who

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

Has Responded to Interaction
Surveys
Customer Happiness
Add Details
X

How happy are you with this app?
answered
Unhappy
X

Has Responded to Interaction
Surveys
User Experience
Add Details
X

What's the one thing that is missing from our app that would get you to use it daily?
contains
report
X

Add a Rule...

Delete Segment

Add Segment

Prompts:

After you select the specific Prompt you are interested in targeting from, you can then target based on what specific button(s) they selected or didn't select on the Prompt.

Who

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

Has Responded to Interaction
Notes
Flash Sale
Add Details
X

Choose an Action...
Dismiss
Link: <https://www.google.com>
X

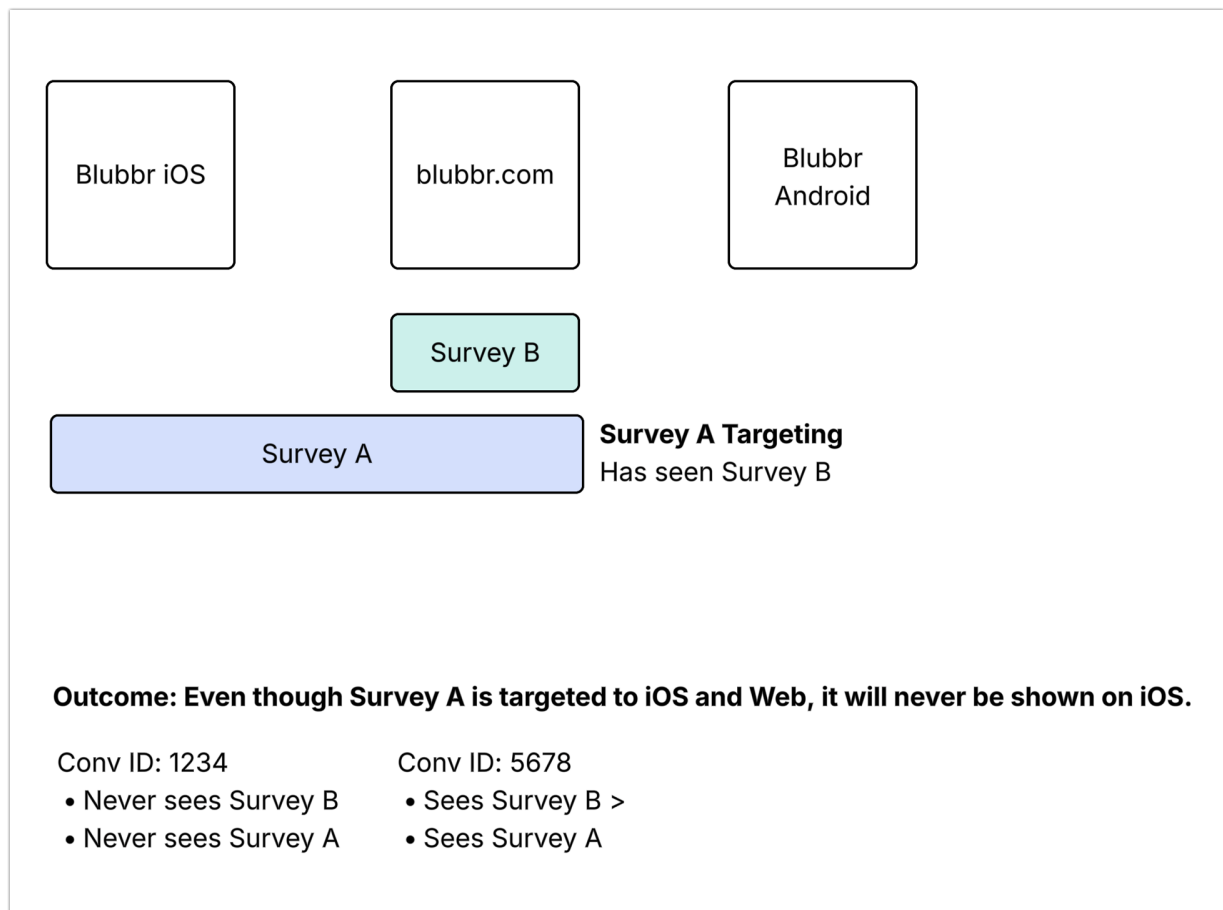
Add a Rule...

Delete Segment

Add Segment

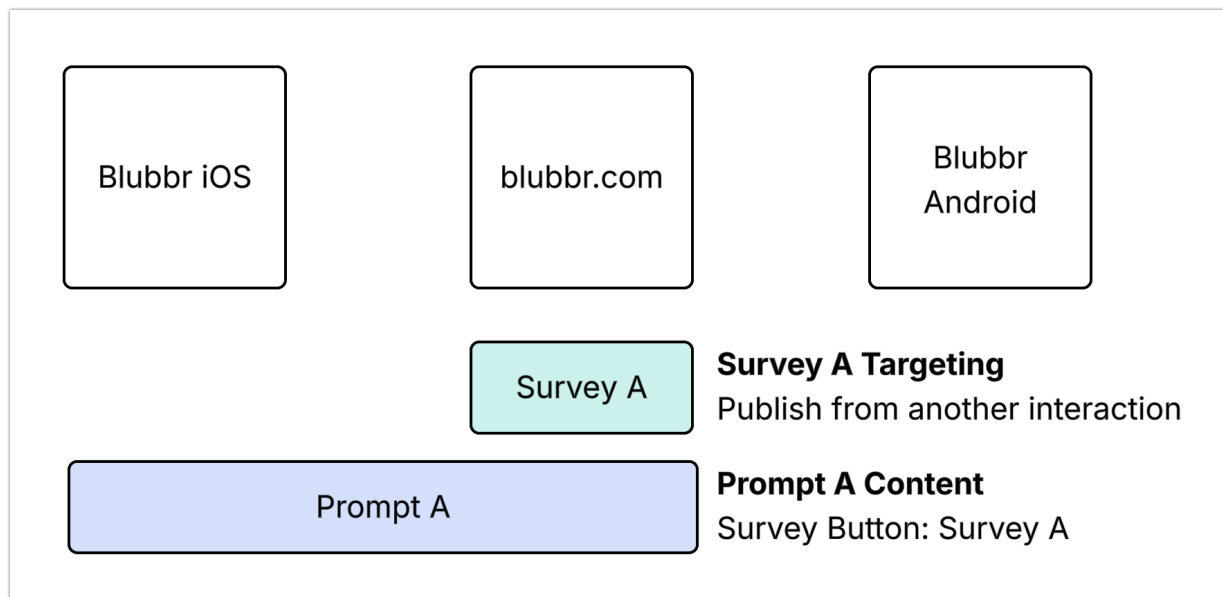
Interaction Response Targeting

Interaction response targeting across multiple apps works best if all interactions involved are targeted to all apps involved.



Publishing from Another Interaction

A survey will be available to be published as a prompt button if it is targeted to at least one of the same apps. To ensure the survey can be seen on all apps where customers see the prompt, make sure the survey's app selection has at least the same set of apps as the prompt's.



A survey will be available to be published as part of a Love Dialog if its app selection includes the Love Dialog's app.

For some example use cases on how to use this feature - please check out [this article](#).

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