

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.

The screenshot shows the 'Who' targeting segment configuration interface. At the top, it says 'Who' and '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.' Below this, there is a rule configuration area. A rule is currently selected: 'Has Responded to Interaction'. A dropdown menu is open, showing 'Select Interaction Type...' with options for 'Notes' and 'Surveys'. Below the rule configuration, there is an 'Add a Rule...' button and a 'Delete Segment' button. At the bottom of the configuration area, there is a green 'Add Segment' button.

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.

The screenshot shows the 'Who' segment builder interface. At the top, it says 'Who' and '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.' Below this, there are two rules defined:

- Rule 1: 'Has Responded to Interaction' (Surveys) - Customer Happiness - Add Details. The condition is 'How happy are you with this app?' answered 'Unhappy'.
- Rule 2: 'Has Responded to Interaction' (Surveys) - User Experience - Add Details. The condition is 'What's the one thing that is missing from our app that would get you to use it daily?' contains 'report'.

At the bottom, there is an 'Add a Rule...' button, a 'Delete Segment' button, and an 'Add Segment' button.

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.

The screenshot shows the 'Who' segment builder interface. At the top, it says 'Who' and '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.' Below this, there is one rule defined:

- Rule 1: 'Has Responded to Interaction' (Notes) - Flash Sale - Add Details. The condition is 'Choose an Action...' with the link 'https://www.google.com'.

At the bottom, there is an 'Add a Rule...' button, a 'Delete Segment' button, and an 'Add Segment' button.

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

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