

# 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 next to it, showing 'Select Interaction Type...' with options 'Notes' and 'Surveys'. Below the rule configuration, there is an 'Add a Rule...' button and a 'Delete Segment' button. At the bottom, 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.

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

×

How happy are you with this app?

answered

Unhappy

×

Has Responded to Interaction

Surveys

User Experience

Add Details

×

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

contains

report

×

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

×

Choose an Action...

Dismiss

Link: <https://www.google.com>

×

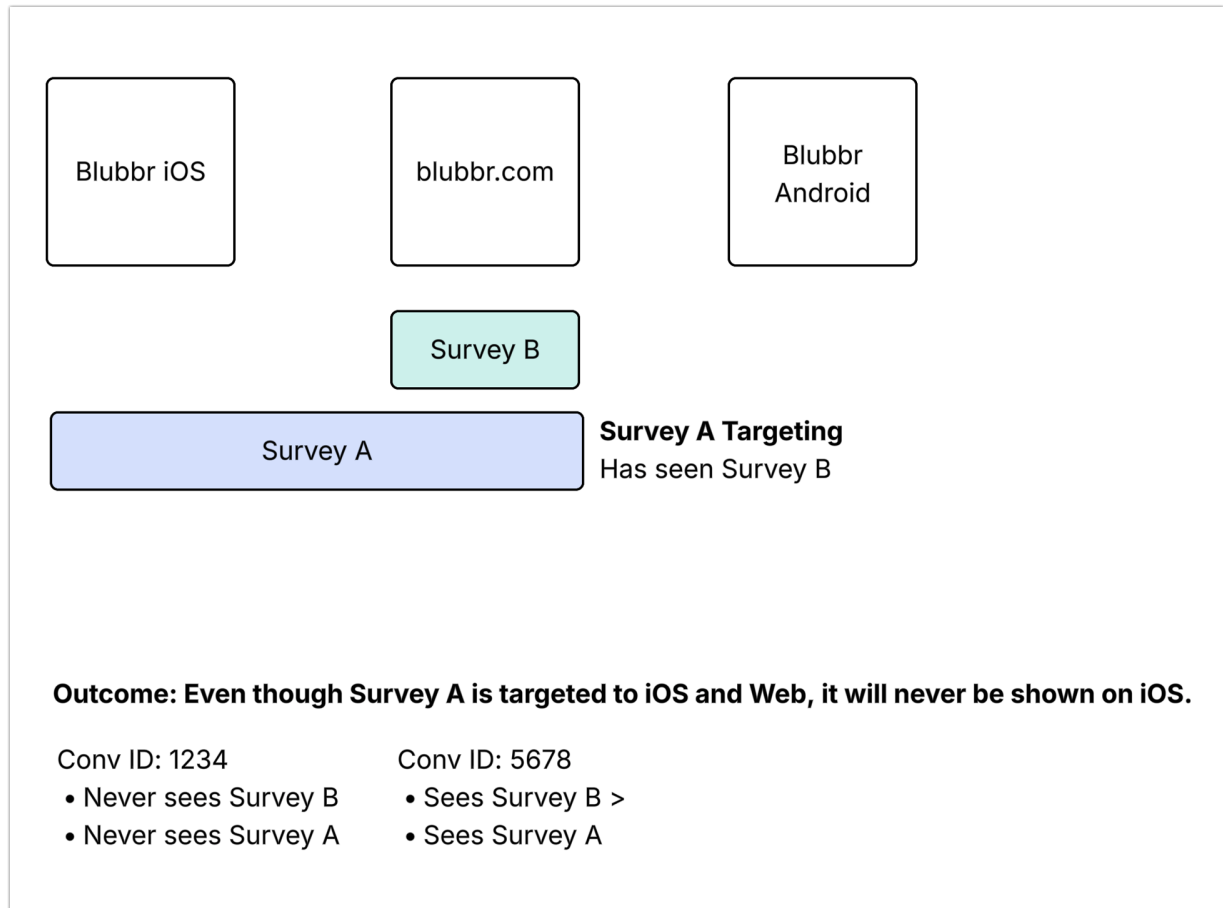
Add a Rule...

Delete Segment

Add Segment

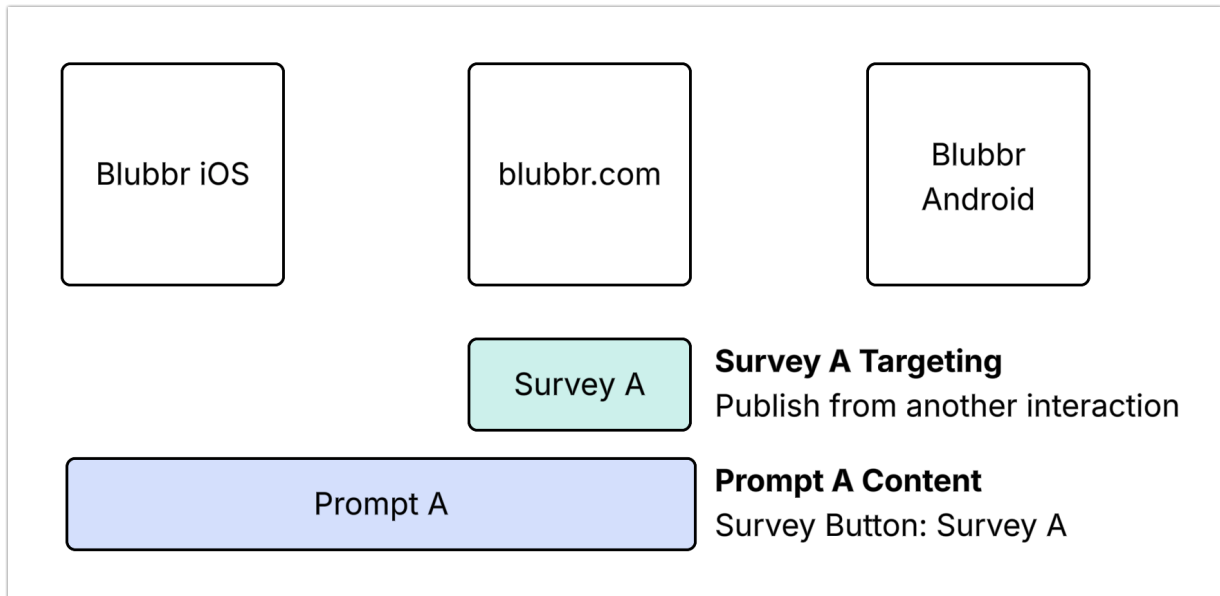
# Interaction Response Targeting

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.

## Targeting across Web and Mobile SDKs

When using both the **Web SDK** and **Mobile SDK**, it's important to understand that each SDK operates independently when evaluating targeting criteria.

- **No cross-SDK targeting overlap:**  
Targeting is evaluated **locally by each SDK**, using only the data available in its own environment (e.g., browser storage for Web, local storage for Mobile).
- **Example scenario:**  
You cannot target a **web survey** to someone who previously responded to a **mobile survey**, and vice versa. Each SDK has no awareness of user activity on the other.
- **Interaction targeting limitations:**  
Even if you create a multi-target interaction across Web and Mobile, using a condition like **"Has Seen Interaction"** for a Mobile survey will only apply to **Mobile SDK users**.

This separation ensures accurate targeting within each platform but requires thoughtful configuration if you're managing feedback across both Web and Mobile experiences.

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

## Related Articles