

# 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 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

# Targeting Multiple Applications

When you want to use the same survey or prompt across multiple applications, make sure to set up targeting properly by selecting all the apps that will display the survey or prompt. This ensures the right users see the right survey experience.

## Step 1: Select your apps

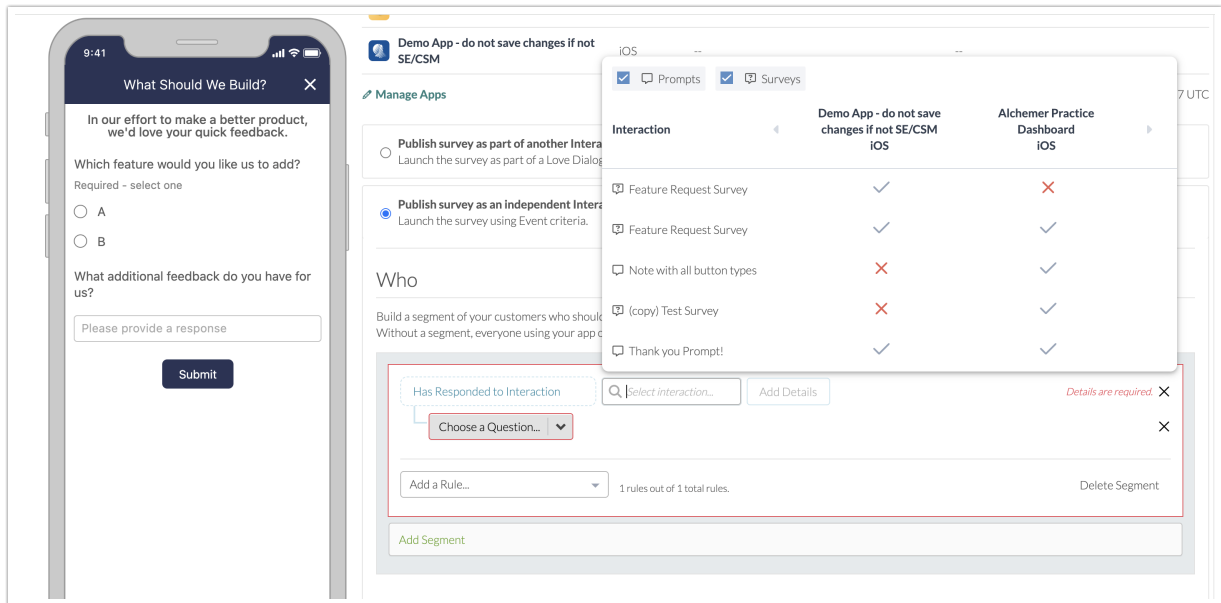
From the **Apps** tab, choose the apps that will display the survey. In the example below, two apps are selected.

The screenshot displays the 'Manage Apps' section of a survey tool. On the left, a mobile app preview shows a survey titled 'What Should We Build?' with a question about product features. The main area is titled 'Manage Apps' and includes a 'Select apps...' dropdown. Below this is a table with the following columns: App Name, Type, Monthly Active Users, and Latest SDK Version. Three apps are listed, with the second and third rows selected (indicated by checkmarks in the first column). The selected apps are a 'Web' app and an 'iOS' app. A 'Clear Selection' button is located below the table, and an 'Apply Changes' button is at the bottom right.

App Name	Type	Monthly Active Users	Latest SDK Version
<input type="checkbox"/>	iOS	0	--
<input checked="" type="checkbox"/>	Web	N/A	N/A
<input checked="" type="checkbox"/>	iOS	0	--

## Step 2: Confirm targeting per app

Verify that each application has a clear targeting rule applied. If the app has a check mark, it will receive the survey or prompt.



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