How to Use Random Sampling

Random Sampling allows you to target an interaction to a percentage of eligible customers. For example, you might choose to display a survey to only 5% of users who meet your targeting criteria.

This helps you:

- Reduce survey fatigue
- Control response volume
- Collect a representative sample of your audience

How to use random sampling

Random Sampling is configured within the **Who** targeting section of your interaction.

To apply random sampling:

1. Navigate to your interaction's **Who** targeting.
2. Add the **Random Sampling** rule.
3. Enter the percentage of eligible users who should see the interaction.

You can:

- Apply different sampling percentages to different segments
- Use the same percentage across all segments to control overall audience size

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How random sampling works

Alchemer Digital assigns a random number between 1 and 100 to each user interaction based on the conversation ID.

This number is then compared to your defined sampling percentage:

- If the assigned number is **less than or equal to** your sampling percentage, the user is included
- If the number is **greater than** your sampling percentage, the user is excluded

Because this process is random, results will vary in smaller samples. As your sample size increases, the distribution becomes more accurate.

> For example, a 50% sample may not result in exactly 50 out of 100 users, but it will trend closer to 50% over a larger population.

Changing random sampling on a live interaction

When you update the sampling percentage, previously assigned users are re-evaluated using their original random number.

Example

- **Sampling ID:** `id1`
- Initial sampling percentage: 20%
- Assigned random number: 15

Since 15 < 20, the user is included and sees the interaction.

If the sampling percentage is updated to 10%:

- The assigned number (15) does not change
- Since 15 > 10, the user is no longer eligible
- Previously collected responses are retained

If the sampling percentage is later increased to 25%:

- The same number (15) is evaluated again
- Since 15 < 25, the user becomes eligible again

Sampling across segments

Random sampling is applied at the **interaction level**, not per segment.

If multiple segments use random sampling:

- The same randomly assigned number is used across all segments
- A user will either qualify or not qualify consistently across those segments

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Testing random sampling (debug builds)

To make testing more predictable, apps built by your mobile developers for debugging purposes (**debug builds**) use a fixed sampling behavior.

- Debug builds always assign a **50% random sampling threshold** for all interactions
- Production builds (such as those released to the App Store or Google Play) use true randomization for each user and interaction

Testing recommendations

- To confirm users **are included** in the sample:
  Set your sampling percentage **above 50%**
- To confirm users **are excluded** from the sample:
  Set your sampling percentage **below 50%**

This approach allows you to validate other targeting criteria without relying on unpredictable randomization.

Key considerations

- Random sampling helps ensure a balanced and manageable response set
- Sampling behavior is consistent per user based on their assigned random number
- Debug builds behave differently from production apps for testing purposes

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