

# Random Sampling – Use Cases

The Random Sampling feature requires Alchemer Mobile customers to be on iOS SDK v5.3.4/Android SDK v5.7.0 or higher.

Random Sampling allows you to specify and target an interaction to only a sample percentage of eligible customers (e.g. “I only want 5% of all my customers that meet the targeting criteria to be able to see this survey”).

It is a good way to get a varied and random subset of feedback. Below is example that highlight these use cases.

If you are looking to learn more about how to use this feature please refer to [this article](#).

## Ways To Use

### Getting a Random Subset of Feedback

Although it's really important to get feedback from customers, sometimes you only want to have a varied and random subset of feedback.

For example, if you are planning to send four surveys on different topics to the same customer group (targeting segments) within a single month. Instead of having them respond to all four surveys, you can instead set each survey to be seen by only a random 25 percent of the eligible sample size, and exclude any that have already seen one of the other surveys via the “Has Seen Interaction” targeting rule.

## 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.

Country	is	United States of America	×
App Version	is more than	14.4.1	×
Random Sampling: Percent of customers	is	25 %	×
Has Seen Interaction	Improvement Survey	<a href="#">Add Details</a>	×
Count	is	0	×

[Add a Rule...](#) [Delete Segment](#)

[Add Segment](#)

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[Add a Rule...](#) [Delete Segment](#)

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## A/B Testing

Oftentimes companies can message new features or present promotion offers for their customers via Prompts (formerly Notes), and you might want to test out how customers respond to different variations of that promotion.

For example, if you have made two Prompts that are different variations that you want to test. You can make the targeting criteria for them to be the same, and then set each Prompt to be seen by only a random 50 percent of the eligible sample size, and exclude them from seeing the other variation of the Prompt via the “Has Seen Interaction” targeting rule.

## Who

The Note will only be sent once to each customer who matches the following rules:  
Without segments or rules, everyone using your app will be eligible to see the message.

Random Sampling:  
Percent of customers

 is  % ×

Has Seen Interaction

 ▼ Add Details ×

Count

▼ is ▼  ×

▼ Delete Segment

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