

Fan Signals Video Walkthrough

Fan Signals are a collection of features that help you capture, analyze and act on the *feelings* of your consumers, building critical **emotion data** over time. These signals enable customer segmentation tied to categories of emotion to help you predict churn, boost revenue, and retain customers throughout their mobile journey. Fan Signals are derived from recurring Love Dialog interactions, with consumers being characterized as either **Fan** or **Risk**.

This page is intended provide a short video walkthrough of Fan Signals in Reporting, Insights and Targeting. A more in-depth overview can be found [here](#).

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