Alchemer Digital Multi-Target Interactions

Managing Surveys and Prompts with Multi-Target Interactions

The Multi-Target Interactions feature helps you efficiently create, manage, and track surveys and prompts across multiple apps, all from one place. Whether you're targeting iOS, Android, Web, or a mix of platforms, this guide will walk you through everything you need to know to configure, launch, and report on your interactions at scale.

This guide is your go-to resource for getting the most out of Multi-Target Interactions and delivering consistent feedback experiences across your app ecosystem.

Why do I need Multi-Target interactions?

Deploy to multiple apps if:

- You plan to keep the content consistent for each app
- You want reporting to be aggregated in a single summary

Deploy to a single app if:

You plan to use a Workflow Initiator button with your Prompt.

This guide is your go-to resource for getting the most out of Multi-Target Interactions and delivering consistent feedback experiences across your app ecosystem.

Finding Interactions

Interactions covered in this feature are surveys and prompts

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You'll now see surveys and prompts listed for any apps you have access to, making it easier to manage interactions across your teams.

The list of interactions reflects your app permissions; apps you don't have access to won't appear in the list.

In addition to previous capabilities, you can:

- Use the search bar to find interactions by survey and/or prompt.
- Filter by platform to narrow your results.

Understanding response count and response rate

Two important metrics help you measure survey performance: response count and response rate.

Response count

Response count is the total number of submissions from all apps where the survey was shown.

For example:

• App A: 15 responses

• App B: 25 responses

• Total response count = 40

Response rate

Response rate is calculated as:

Total responses ÷ Total seen

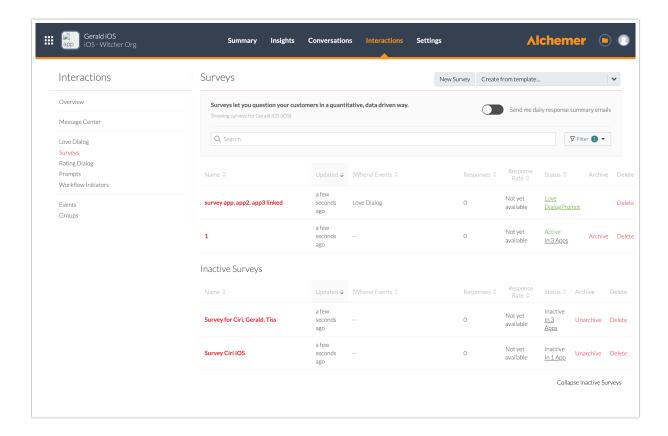
This gives you insight into how engaged your users are.

Using the same example:

- App A: 15 responses out of 100 seen
- App B: 25 responses out of 50 seen
- Total seen = 150
- Response rate = 40 / 150 = 27%

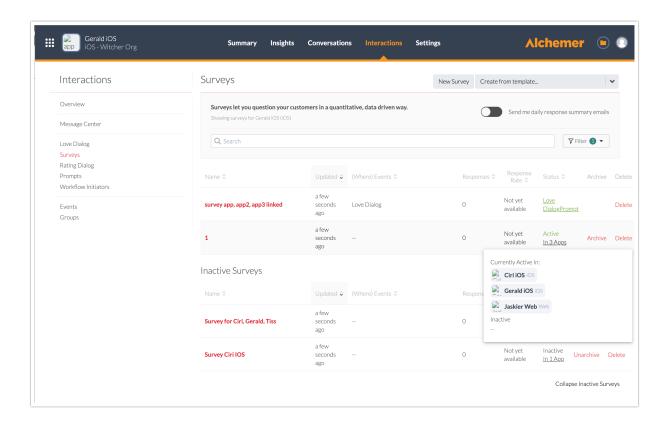
This metric helps you measure participation and optimize for higher engagement over time.

Response counts and response rates reflect data across all targeted applications.



The Status column shows whether an interaction is active (launched), inactive (paused), or completed for each app.

- If a survey is active in at least one app, it appears as Active
- Surveys that are inactive in all apps appear in the Inactive section



App Selection & Building the Interaction

Use the **Apps tab** to select which applications your survey or prompt will target. The application you're currently in is already selected for you.

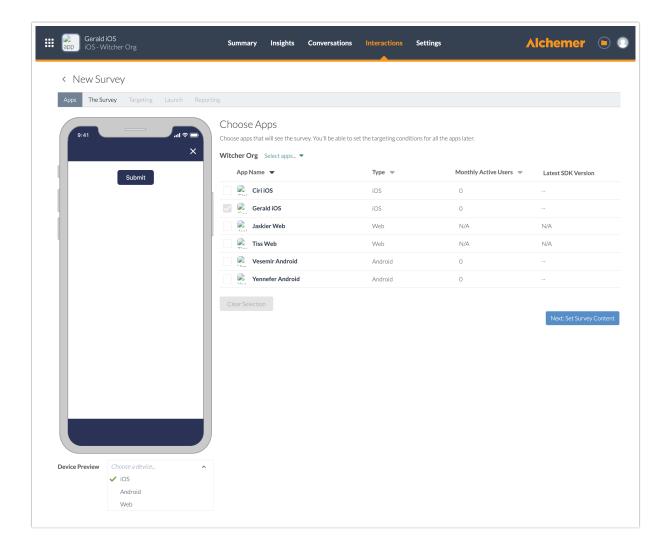
App limitations with Multi-Target Interactions

Note: Multi-Target Interactions support up to **40 applications** in a single interaction. If your organization manages more than 40 apps, you'll need to create additional interactions to include them. This ensures performance remains stable and reporting stays accurate across all apps.

Helpful features include:

- Select all apps or filter by platform.
- View each app's Monthly Active Users (MAU) and latest SDK version (when available).
- A device preview shows the view for each platform.

At least one app must be selected to launch an interaction.



Prompt Content

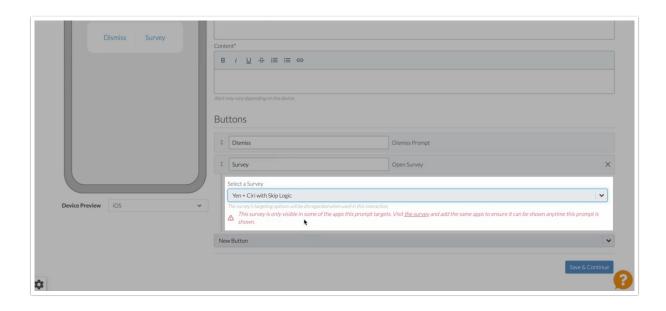
Because prompts can now span multiple applications and platforms, the available button types and content options will adjust based on your selections. This section outlines how platform-specific behaviors, app compatibility, and button limits affect how you design and deploy prompts across iOS, Android, and Web environments.

You can add up to four buttons total, regardless of the platforms selected.

Open Survey Button

- App targeting matters when publishing surveys from other interactions :
 - To publish a survey as a Prompt Button, it must target at least one of the same apps as the original prompt. For full visibility, the survey should target all the same apps as the prompt.
 - To publish a survey as part of a Love Dialog, it must include the same app targeted by the Love Dialog.

• If the selected survey targets fewer apps than the prompt, you'll see an informational alert explaining that not all users will see the survey button.



Trigger Workflow Initiator Button

• Prompts with a **Workflow Initiator** button must be targeted to a **single app**. This ensures the workflow triggers correctly when shown.

Open Message Center Button

- Message Center button only appears in mobile apps:
 If you add a Message Center button to a prompt that's targeted to both mobile (iOS/Android) and web, the button will only display in the mobile app experience. This button serves as a direct shortcut to the in-app Message Center.
 - Web users will not see the Message Center button.
 - This ensures a seamless experience for mobile users without introducing a non-functional element on web platforms.
 - Use the **device preview** to see how the prompt will appear to end users across different devices.

Limited Audience

As a reminder, the **Limited Audience** indicator helps you understand when a feature may not be fully visible to all users. This label appears when the following features are used:

- Skip Logic
- Images in Prompts
- Rich Text in Surveys and Prompts
- Workflow Initiator

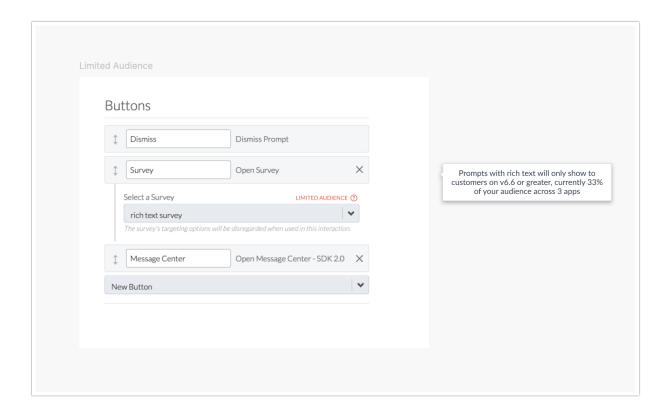
The indicator is hidden when 80% or more of users have compatible app versions that support

these features.

The Limited Audience indicator now appears next to prompt actions when applicable, replacing previous survey-specific warnings to provide a clearer, more consistent view of audience limitations across your interactions.

Indicator Colors:

- Yellow Soft warning: One or more apps have some users who will not see the interaction.
- Red Strong warning: One or more apps have 0% of users who will see the interaction.



How Limited Audience Is Calculated

Let's say you target five apps:

- Based on the Monthly Active Users (MAU) for each app.
- Web apps are always counted as 100% compatible and are excluded from the calculation.
- Only mobile apps (iOS and Android) are included.
- Apps with 0 MAU are not considered in the calculation.

• Example: how Limited Audience is calculated When targeting a survey or prompt to multiple apps, the Limited Audience percentage helps you understand what portion of your audience can actually receive the interaction—based on whether users are on the required SDK version.

App Type Monthly Active Users (MAU)	Users on Target SDK Version	LA % (per app)
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A	Арр	Туре	Monthly Active Users (MAU)	Users on Target SDK Version	LA % (per app)
A	Д	Web	4,000	4	— (Web apps are excluded)
E	В	Mobile	1,000	300	30%
(С	Mobile	400	300	75%
[D	Mobile	1,000	600	60%
E	E	Mobile	0	0	0%

Here's how the Combined Limited Audience % is calculated:

Mobile-only total MAU = 2,400Mobile users on the target SDK = 1,200Combined LA % = 1,200 / 2,400 = 50%

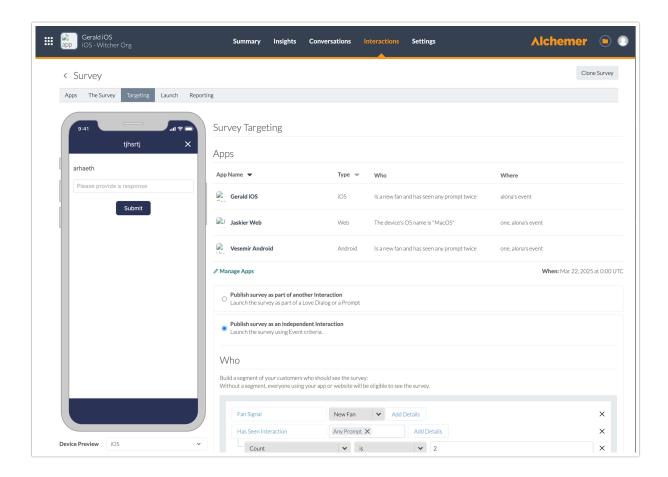
Web apps are excluded from LA calculation.

In this case, the indicator would be yellow, signaling that some users will not see the interaction.

Configuring Targeting

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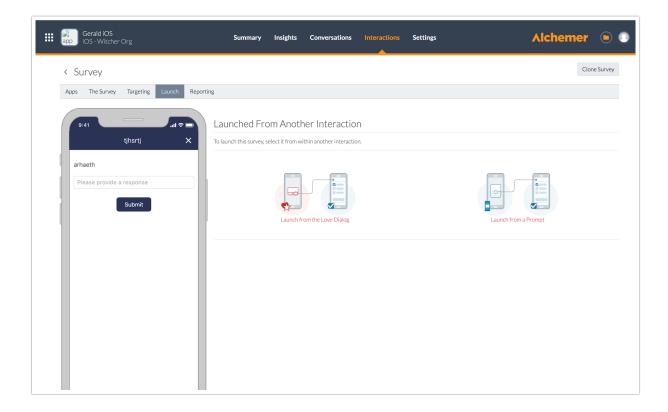
A new section "Apps" displays a summary of your targeting configuration per application. This helps you understand how rules and triggers apply across apps.



Publish survey/prompt as part of another interaction

If you're publishing this survey as part of another interaction:

- The Apps section will automatically update to reflect the selected option.
- The **Prompt link** opens the prompts list, allowing you to easily connect a survey to an existing prompt or create a new one.



When linking a survey to a Love Dialog, the connection is app-specific. Even if the survey targets multiple apps, you'll need to add it to the Love Dialog in **each app** individually.

Targeting options across platforms

When targeting apps across multiple platforms (iOS, Android, and Web), the **Who** targeting criteria will display all available options. However, some criteria only apply to specific platforms.

To tailor your targeting logic based on platform, use the **Platform** targeting criteria to set rules specific to iOS, Android, or Web.

[] For a full breakdown of which targeting options apply to each platform, see How to Use Targeting

Custom data targeting

The **Who** targeting criteria includes custom data available across all apps you've targeted. When using a custom data key to segment your audience, make sure to verify which apps actually support that data point.

If the same custom data key is used across multiple apps, it will appear as a single item in the targeting criteria—streamlining setup but requiring careful validation.

Interaction response targeting

When using interaction response targeting across multiple apps, the best practice is to ensure that

all interactions are targeted to the same set of apps . This helps maintain consistency and ensures the targeting logic works as expected.

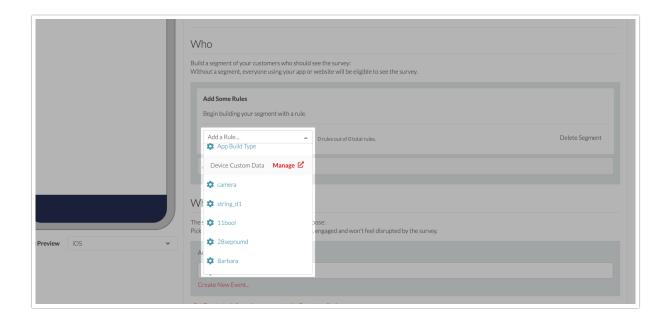
Learn how to set up and apply response-based targeting How to Use Response Targeting

Publish survey/prompt as an independent interaction

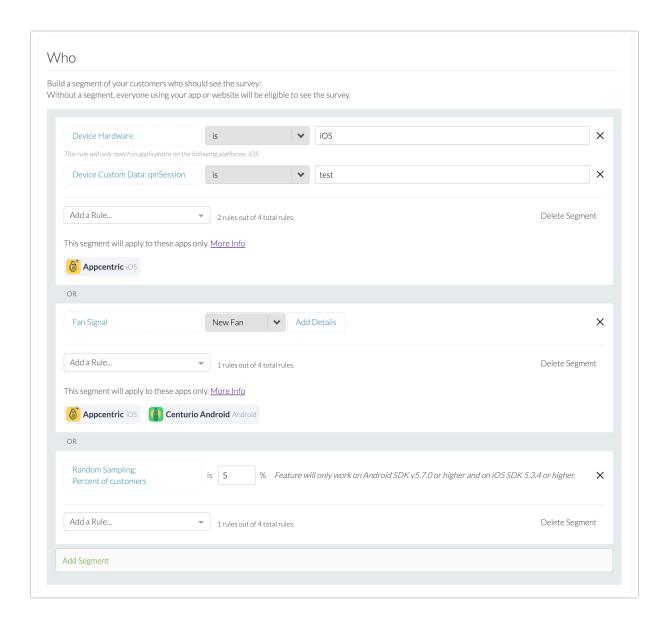
When publishing independently, the Who (rules) and Where (events) sections will include options across all selected apps.

Who

- The Rules dropdown shows all available audience rules across selected applications.
- Dropdown also includes the custom and person data from each app if available.



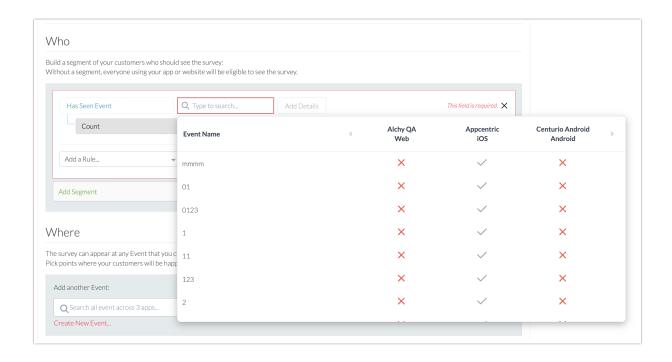
If a rule applies to **all apps**, the app list is hidden. Otherwise, the apps that each rule applies to will be shown.

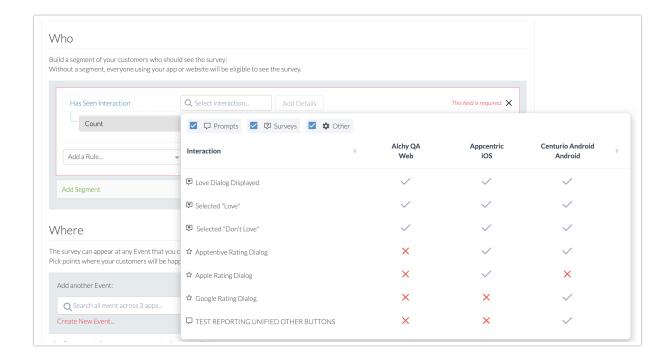


Has Seen Event rule has an updated dropdown with the status of the event for each app.

Dropdown indicators:

- [] Indicates the event does **not** exist in the app or is archived.
- [] Indicates the event **exists** in the app.





Platform Rule

Use the Platform rule within a segment to target users on specific platforms (iOS, Android, or Web), allowing for more precise control across your apps.

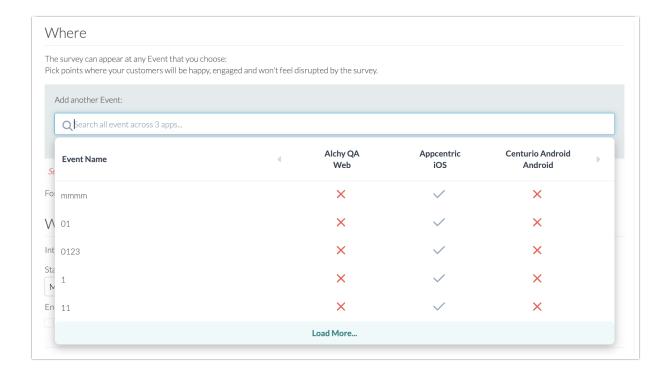
Where

The Events dropdown now helps you identify which events are available in each selected app.

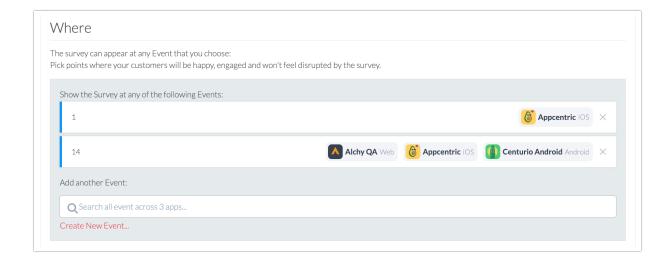
- By default, 5 events are shown; you can expand the list to see more.
- Use the arrows to browse event data across different apps.

Dropdown indicators:

- [] Indicates the event does **not** exist in the app or is archived.
- [] Indicates the event exists in the app.



Apps listed under each event indicate where the event exists and will trigger the interaction.



When you create a new event within an interaction, it will automatically be added to **all apps** targeted by that interaction.

If you want to add an event to a **specific app only**, go to that app's **Events** page and create the event there directly.

Edit targeting of a live survey

You can now edit the targeting of a survey even after it has started collecting responses.

Important Behavior:

- Once the survey has at least **one response**, the **Apps** and **Survey Tabs** fields become **locked** and cannot be changed.
- However, the Targeting tab remains editable, including:
 - Updating targeting rules (e.g., user behavior, platform).
 - Switching between independent interaction or part of another interaction.

Responses will continue to be collected after targeting changes are made

Changing random sampling on a live interaction

If you adjust the **random sampling percentage** on an active interaction, the new percentage will apply going forward—but it will still include users who were already considered part of the audience under the previous sampling setting.

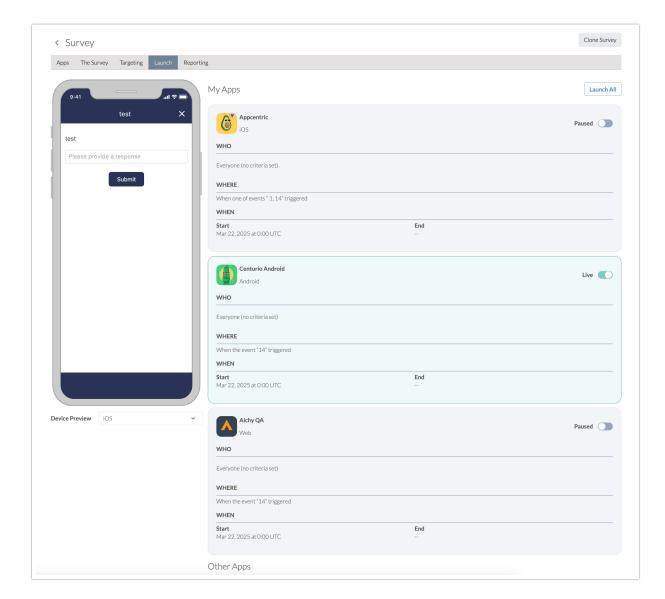
[] For full details and best practices, see How to Use Random Sampling

3. Launching the Prompt/Survey

The launch page shows a targeting summary for each application.

You can:

- Launch interactions individually for each app.
- Use the Launch All button to publish to all apps at once.



Cloning

Cloning functionality has been enhanced. You can:

- Clone a survey or prompt so that one copy is created in each app selected.
- Create a single interaction targeting multiple apps at once.

This improvement makes it easier for you to scale interactions efficiently.



Cloning options when creating interactions:

- One interaction per app: Best when managing apps independently or across orgs.
- Single interaction for all apps: Best for consistent messaging across apps in the same org.
- If multiple orgs are selected, one interaction is created **per org**, targeting the selected apps within each.

Tips For Improving Interaction Visibility

You can still launch interactions even if some apps don't support certain features. The **Limited Audience** warning will let you know if some users won't see the full experience due to SDK limitations.

If the end-user's app is not updated to the required SDK version, they will not see the interaction on their device.

Behavior by App Type

Condition	Can you use the feature?	What to expect
At least one app supports the feature	[] Yes	Feature will work on supported apps
One or more apps do not support the feature	∆ Yes	Limited Audience warning shown to indicate reduced reach
One or more apps have 0 MAU	[] Yes	Treated as supported; no warning based on 0 MAU

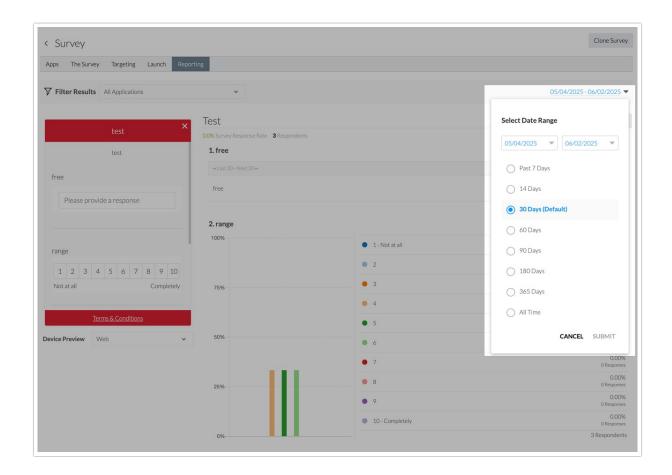
Prompt and survey reporting

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Reports show responses and user actions aggregated across all apps in unified charts. You can use the app filter to view data for a specific application, and return to **aggregated reporting** by selecting **All Applications**.

You can also:

- Filter by app to view data for a specific application.
- Filter by date range in survey reports using the date picker.



Existing surveys created before MTI won't be auto-combined. To benefit from MTI aggregation, create a new multi-app survey, then pause old versions.

Survey Export

There are two main export options:

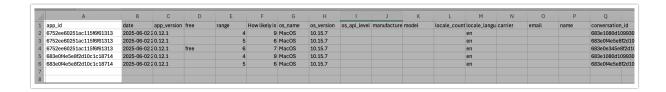
1. Export Responses from All Applications

- If no app filter is applied or multiple apps are selected, you can export one CSV file without custom data.
- The file includes responses from all apps the survey targets.

2. Export Responses from a Single Application

• If a single app is selected in the filter, the export will include a CSV file with custom data specific to that app.

Note: The exported files include an app_id column to identify the source app



Download Center

The Survey Export section now includes:

- An updated Applications column showing the app(s) each file was exported from.
- A Platform column indicating the platform (iOS, Android, Web) of each app included in the export.

Managing translations across apps

Translations are managed **per app.** You'll need to upload them separately through each app's dashboard, even if the interaction targets multiple apps.

[] For step-by-step instructions, see Alchemer Digital Translations

FAQ

ABOUT MULTI-TARGET INTERACTIONS

Q: What are multi-target interactions?

Multi-target interactions (MTI) are not a new type of interaction. It is the new capability to deploy certain interactions (surveys, prompts) to multiple applications at once.

Q: How do I access multi-target interactions (MTI)?

MTI will be added to your account automatically—no SDK updates or changes are required.

PERMISSIONS

Q: Does the survey list show all apps in my organization?

It only shows apps you have permission to access. Role-based permissions and app membership still apply. The billing contact can see all interactions across all apps in the organization.

Q: Does the cloning dropdown show all apps in my organization?

It only shows apps you have permission to access. Role-based permissions and app membership still apply. The billing contact can see all interactions across all apps in the

TARGETING

Q: Can I apply different targeting rules for each app within the same survey, or do all apps share the same logic?

It depends on how you set the rules:

- Shared events across apps: If an event name is the same in multiple apps, the rule automatically applies to all of them. This saves time—just keep event names consistent when possible.
- Platform-specific rules: To target only iOS, Android, or Web, use the new platform filter in the rule-builder dropdown.

Q: If multiple teams create interactions, how do you avoid over-prompting customers and survey fatigue?

Within the targeting page, you can set rules so that if a customer sees one interaction, they're automatically excluded from others for a set time.

CLONING

Q: When should I clone or edit an existing interaction?

Multi-target interactions greatly reduce the need to clone interactions, but there are still scenarios when you would choose to do so. Use the table below to determine if you should clone or edit an existing interaction:

Clone an existing interaction to:	(NEW) Edit an existing interaction to:
Edit survey content	
 Start a similar project without past responses 	 Deploy across multiple apps—just add apps to an existing prompt
 Copy complex targeting rules Move an interaction from Test to Production 	Add, edit, or delete targeting rules and segments for live surveys

Choose one interaction if:	Choose multiple interactions if:
 You want to create a single interaction targeted to multiple apps (Most common option) 	 You want to set up duplicate interactions across your apps that are separately managed (same functionality as cloning prior to MTI)

REPORTING & EXPORTS

Q: How has reporting changed with the release of MTI?

- Results for a survey or prompt deployed across multiple apps are aggregated.
- You no longer need to switch between apps, find the version of your survey for that app, and stitch together results outside the platform.
- New date filter available

Q: How have exports changed with the release of MTI?

- Results are also aggregated in the same export.
- Note: To export results with custom data, you still have to export once per app, but all exports can be triggered from the same reporting screen (just change the app filter).
- New date filter available

Q: If I have two of the same surveys on two different applications before the release of MTI, will the results from those surveys automatically be combined?

No, we will not automatically combine responses from previously created surveys. Going forward, to see results of the same survey across multiple apps together, we suggest creating a new copy of your survey and selecting all the apps in which you'd like to show the survey during the setup process. Once your new survey is active, you can pause previous versions of this survey across all the relevant applications.

LOVE DIALOG

Q: When I link a survey to the Love Dialog, will it be linked to all Love Dialogs for the apps that the survey is applied to?

No, you need to link each Love Dialog on each app to one survey.

Related Articles