

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

Your browser does not support HTML5 video.

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

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:

$\text{Total responses} \div \text{Total seen}$

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.

Gerald iOS

iOS - Witcher Org

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New Survey

Create from template...

Surveys let you question your customers in a quantitative, data driven way.

Showing surveys for Gerald iOS (iOS)

Filter

1

Name	Updated	(Where) Events	Responses	Response Rate	Status	Archive	Delete
survey app, app2, app3 linked	a few seconds ago	Love Dialog	0	Not yet available	Love Dialog Prompt		Delete
1	a few seconds ago	--	0	Not yet available	Active In 3 Apps	Archive	Delete

Inactive Surveys

Name	Updated	(Where) Events	Responses	Response Rate	Status	Archive	Delete
Survey for Ciri, Gerald, Tiss	a few seconds ago	--	0	Not yet available	Inactive In 3 Apps	Unarchive	Delete
Survey Ciri iOS	a few seconds ago	--	0	Not yet available	Inactive In 1 App	Unarchive	Delete

Collapse Inactive Surveys

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

Interactions

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Surveys New Survey Create from template...

Surveys let you question your customers in a quantitative, data driven way. Send me daily response summary emails

Showing surveys for Gerald iOS (iOS)

Search

Filter 1

Name	Updated	(Where) Events	Responses	Response Rate	Status	Archive	Delete
survey app, app2, app3 linked	a few seconds ago	Love Dialog	0	Not yet available	Love DialogPromot		Delete
1	a few seconds ago	--	0	Not yet available	Active In 3 Apps	Archive	Delete

Inactive Surveys

Name	Updated	(Where) Events	Responses	Response Rate	Status	Archive	Delete
Survey for Ciri, Gerald, Tiss	a few seconds ago	--	0	Not yet available	Inactive		
Survey Ciri iOS	a few seconds ago	--	0	Not yet available	Inactive In 1 App	Unarchive	Delete

Collapse Inactive Surveys

Currently Active In:

- Ciri iOS iOS
- Gerald iOS iOS
- Jaskier Web Web

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.

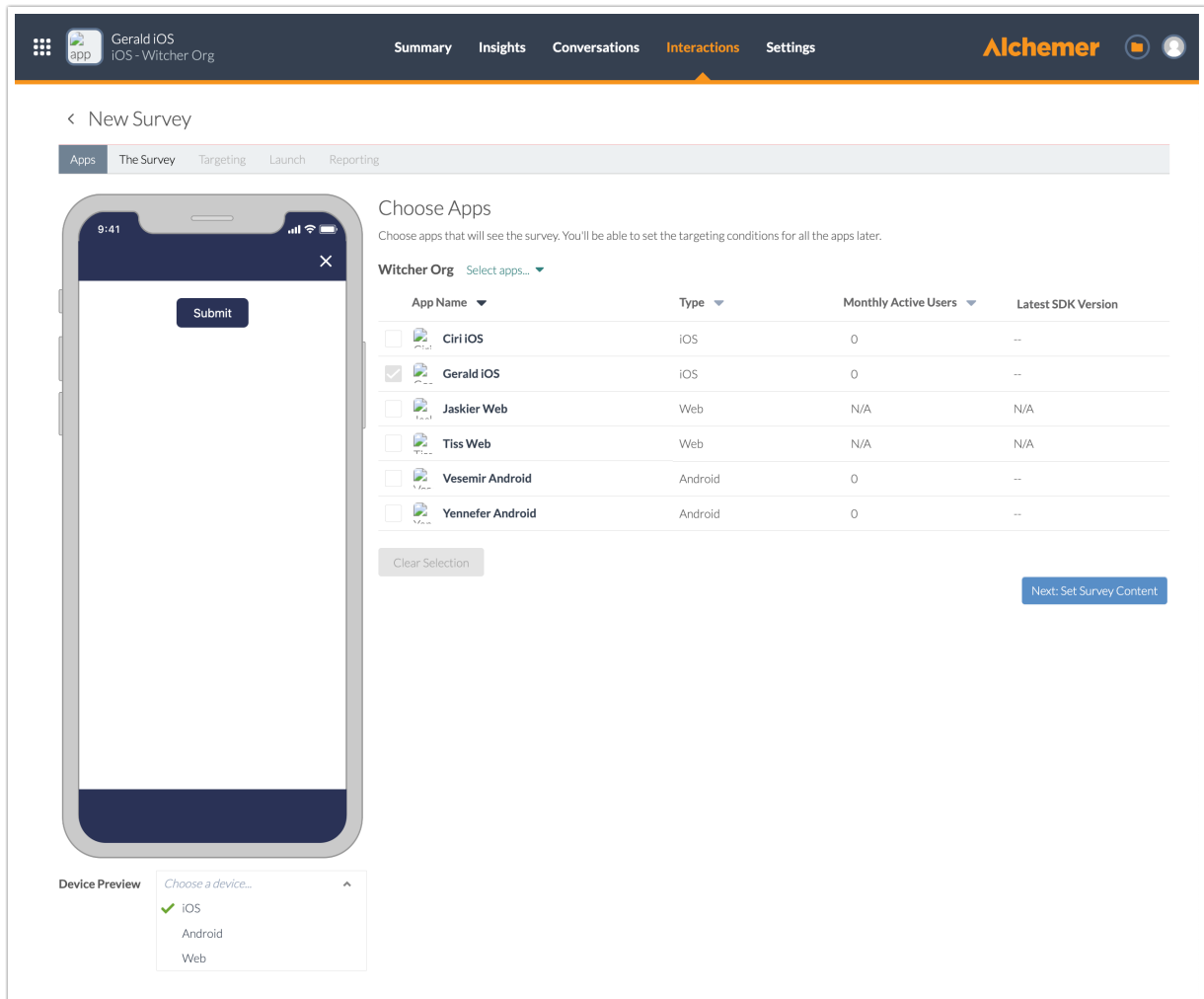
App limitations with Multi-Target Interactions

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

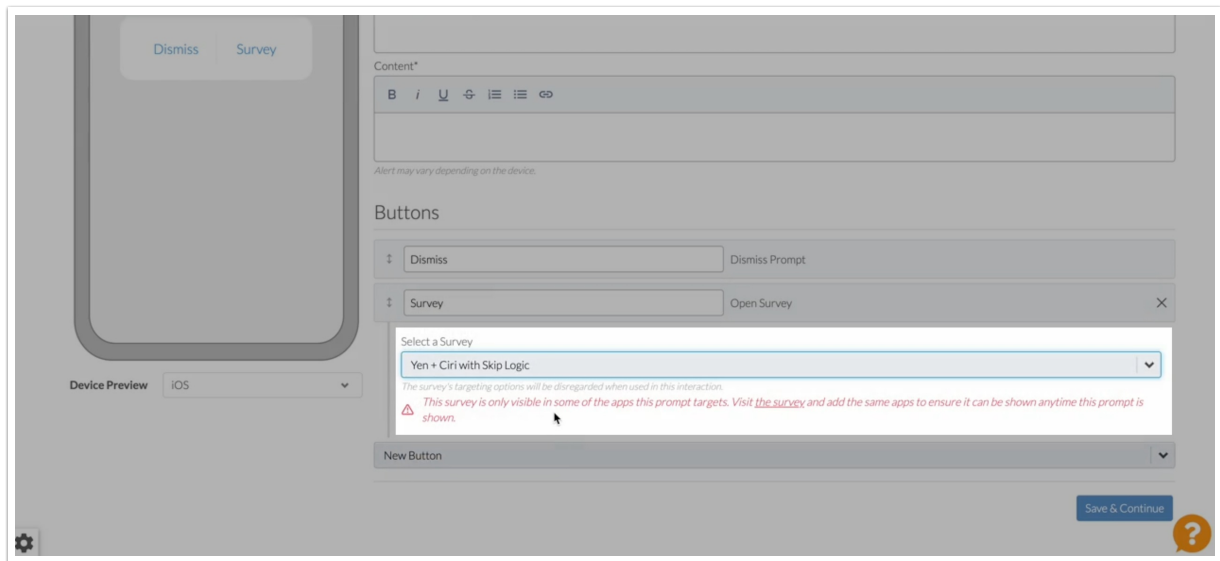
Because prompts can now span multiple applications and platforms, the available button types and content options will adjust based on your selections. This section outlines how platform-specific behaviors, app compatibility, and button limits affect how you design and deploy prompts across iOS, Android,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

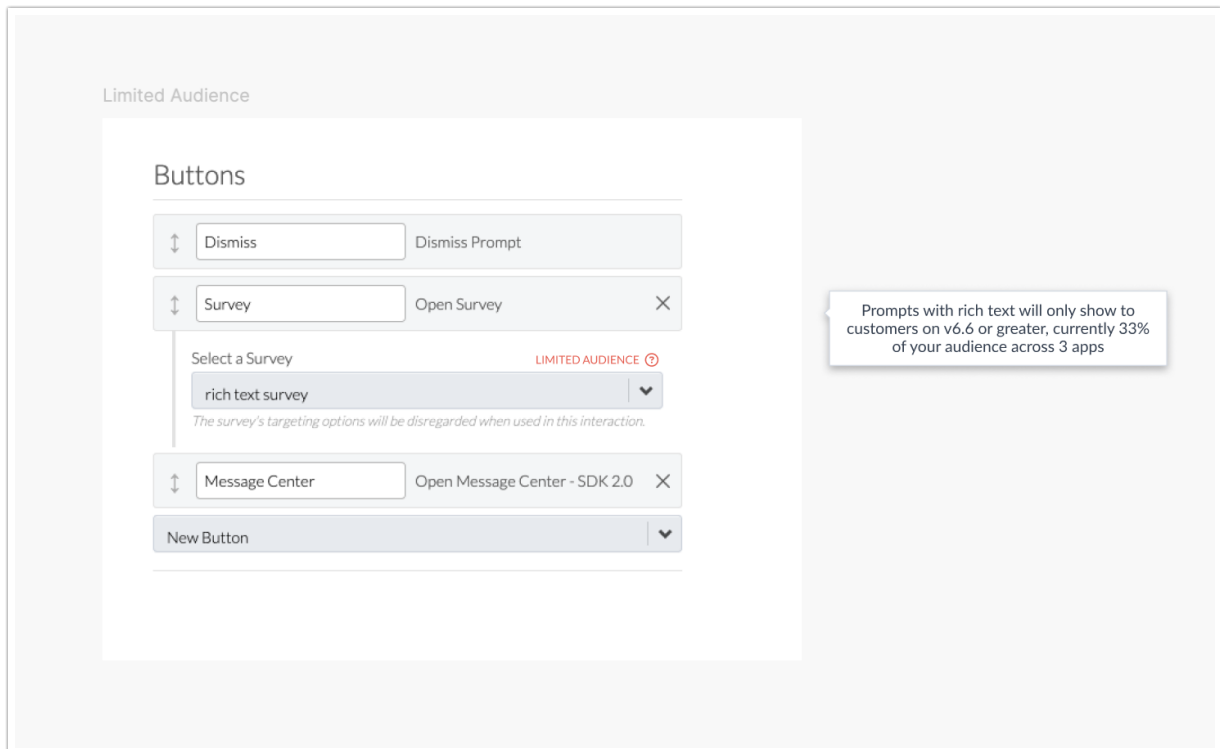
The indicator is **hidden** when **80% or more of users** have compatible app versions that support

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

- 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.

Let's say you target five apps:

App	Type	Monthly Active Users (MAU)	Users on Target SDK Version	LA % (per app)
-----	------	----------------------------	-----------------------------	----------------

App	Type	Monthly Active Users (MAU)	Users on Target SDK Version	LA % (per app)
A	Web	4,000	4	— <i>(Web apps are excluded)</i>
B	Mobile	1,000	300	30%
C	Mobile	400	300	75%
D	Mobile	1,000	600	60%
E	Mobile	0	0	0%

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

Mobile-only total MAU = **2,400**

Mobile users on the target SDK = **1,200**

Combined 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

Your browser does not support HTML5 video.

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

Gerald iOS
iOS - Witcher Org

[Summary](#)
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[Conversations](#)
[Interactions](#)
[Settings](#)

Survey

Clone Survey

Apps

The Survey

Targeting

Launch

Reporting

9:41

tjhsrtj

×

arhaeth

Please provide a response

Submit

Survey Targeting

Apps

App Name	Type	Who	Where
Gerald iOS	iOS	Is a new fan and has seen any prompt twice	alona's event
Jaskier Web	Web	The device's OS name is "MacOS"	one, alona's event
Vesemir Android	Android	Is a new fan and has seen any prompt twice	one, alona's event

Manage Apps

When: Mar 22, 2025 at 0:00 UTC

☐ Publish survey as part of another Interaction
Launch the survey as part of a Love Dialog or a Prompt

☒ Publish survey as an independent Interaction
Launch the survey using Event criteria.

Who

Build a segment of your customers who should see the survey:
Without a segment, everyone using your app or website will be eligible to see the survey.

Fan Signal

New Fan

Add Details

×

Has Seen Interaction

Any Prompt

Add Details

×

Count

is

2

×

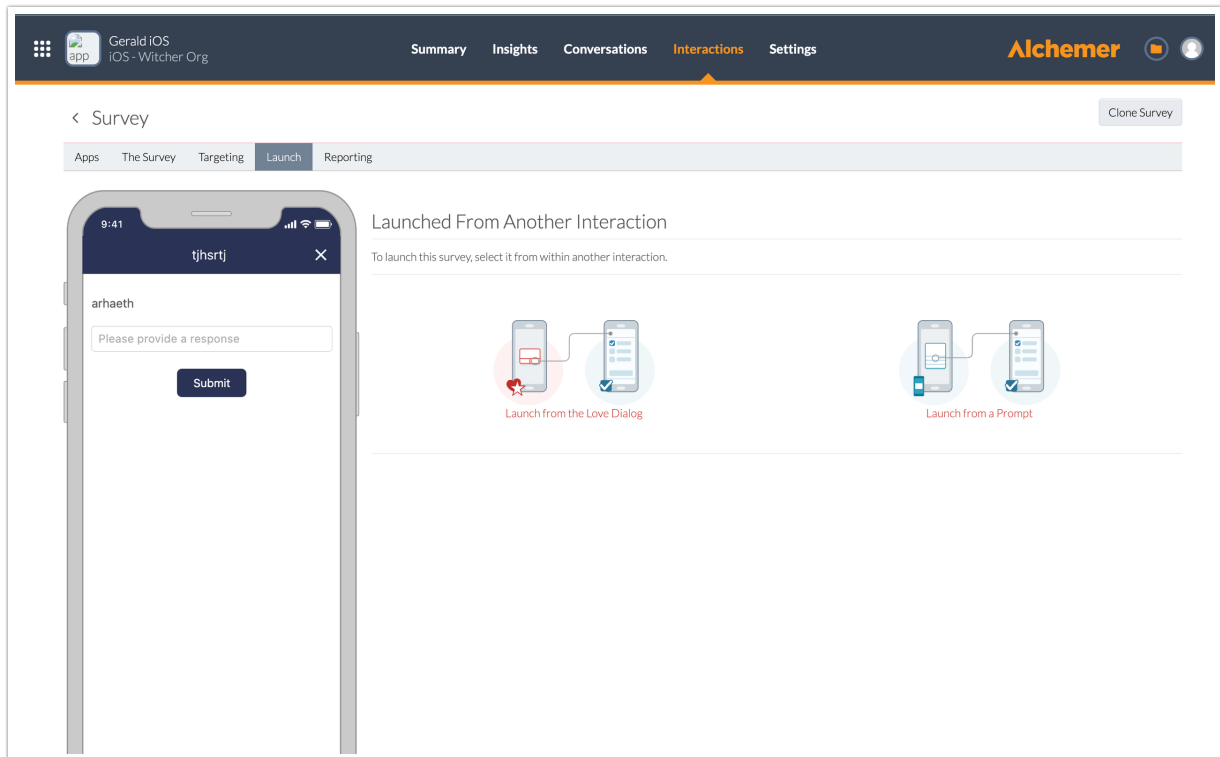
Device Preview

iOS

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.

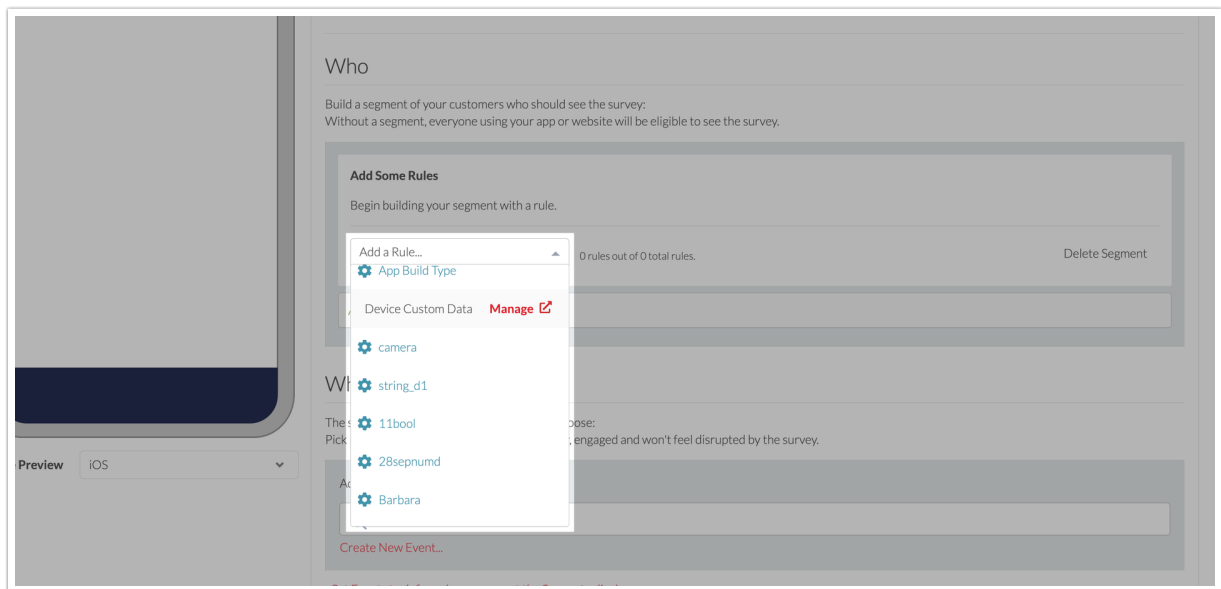
□ Learn how to set up and apply response-based targeting [How to Use Response Targeting](#)

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.

Who

Build a segment of your customers who should see the survey:
Without a segment, everyone using your app or website will be eligible to see the survey.

Device Hardware

is

iOS

×

This rule will only match in applications on the following platforms: iOS

Device Custom Data: qmSession

is

test

×

Add a Rule...

2 rules out of 4 total rules.

Delete Segment

This segment will apply to these apps only. [More Info](#)

Appcentric iOS

OR

Fan Signal

New Fan

▼

Add Details

×

Add a Rule...

1 rules out of 4 total rules.

Delete Segment

This segment will apply to these apps only. [More Info](#)

Appcentric iOS

Centurio Android Android

OR

Random Sampling:
Percent of customers

is

5

%

Feature will only work on Android SDK v5.7.0 or higher and on iOS SDK 5.3.4 or higher.

×

Add a Rule...

1 rules out of 4 total rules.

Delete Segment

Add Segment

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.

Who

Build a segment of your customers who should see the survey:
Without a segment, everyone using your app or website will be eligible to see the survey.

Has Seen Event

This field is required. ✕

Count

Where

The survey can appear at any Event that you choose. Pick points where your customers will be happy.

Add another Event:

Event Name	Alchy QA Web	Appcentric iOS	Centurio Android Android
mmmm	✕	✓	✕
01	✕	✓	✕
0123	✕	✓	✕
1	✕	✓	✕
11	✕	✓	✕
123	✕	✓	✕
2	✕	✓	✕

Who

Build a segment of your customers who should see the survey:
Without a segment, everyone using your app or website will be eligible to see the survey.

Has Seen Interaction

This field is required. ✕

Count

Where

The survey can appear at any Event that you choose. Pick points where your customers will be happy.

Add another Event:

Interaction	Alchy QA Web	Appcentric iOS	Centurio Android Android
<input checked="" type="checkbox"/> Prompts			
<input checked="" type="checkbox"/> Surveys			
<input checked="" type="checkbox"/> Other			
<input checked="" type="checkbox"/> Love Dialog Displayed	✓	✓	✓
<input checked="" type="checkbox"/> Selected "Love"	✓	✓	✓
<input checked="" type="checkbox"/> Selected "Don't Love"	✓	✓	✓
☆ Apptentive Rating Dialog	✕	✓	✓
☆ Apple Rating Dialog	✕	✓	✕
☆ Google Rating Dialog	✕	✕	✓
<input type="checkbox"/> TEST REPORTING UNIFIED OTHER BUTTONS	✕	✕	✓

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.

Where

The survey can appear at any Event that you choose:
Pick points where your customers will be happy, engaged and won't feel disrupted by the survey.

Add another Event:

Event Name	Alchy QA Web	Appcentric iOS	Centurio Android Android
mmmm	✗	✓	✗
01	✗	✓	✗
0123	✗	✓	✗
1	✗	✓	✗
11	✗	✓	✗

Load More...

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

Where

The survey can appear at any Event that you choose:
Pick points where your customers will be happy, engaged and won't feel disrupted by the survey.

Show the Survey at any of the following Events:

1

Appcentric iOS ✕

14

Alchy QA Web Appcentric iOS Centurio Android Android ✕

Add another Event:

Create New Event...

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.

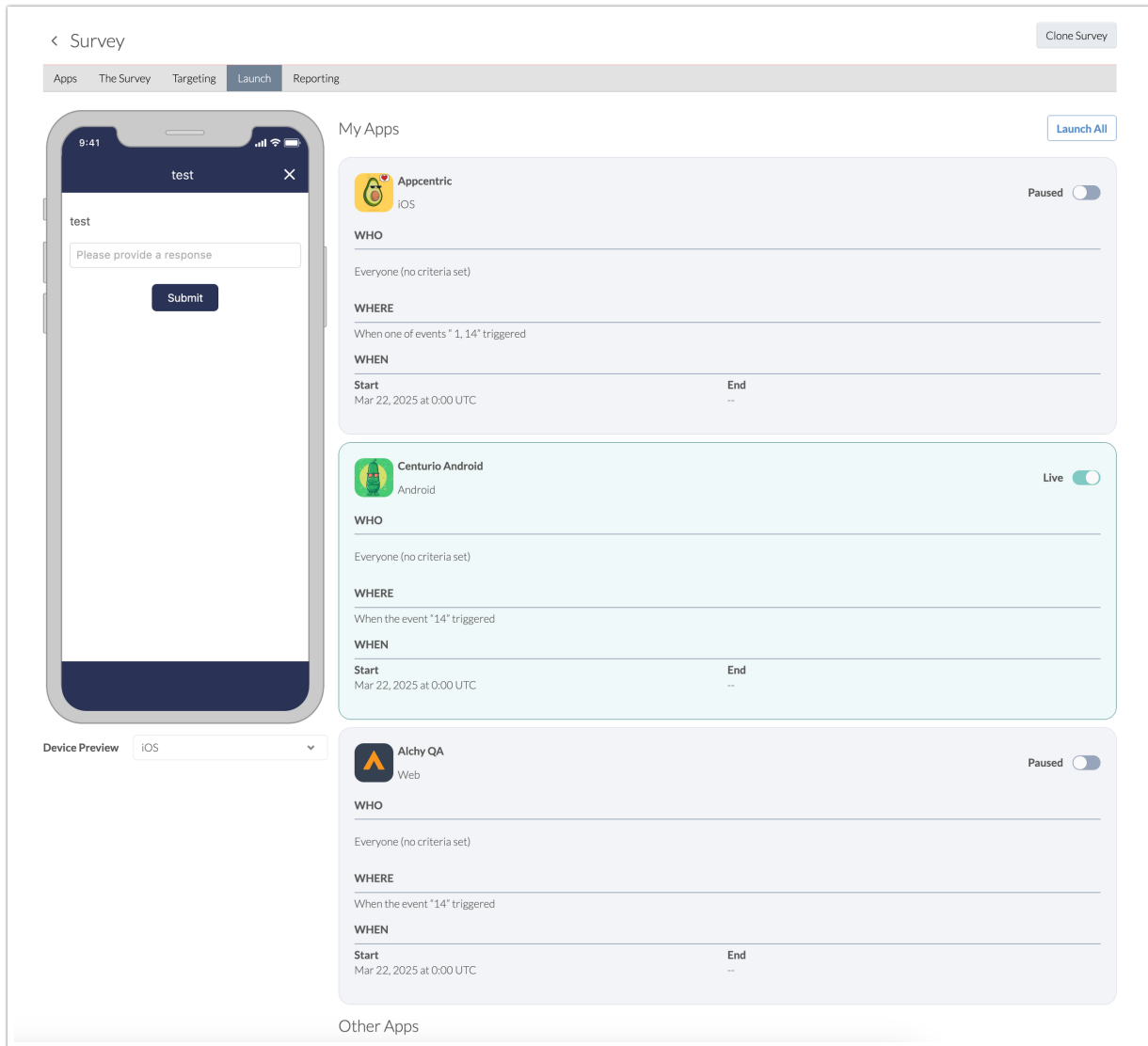
□ For full details and best practices, see [How to Use Random Sampling](#)

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.

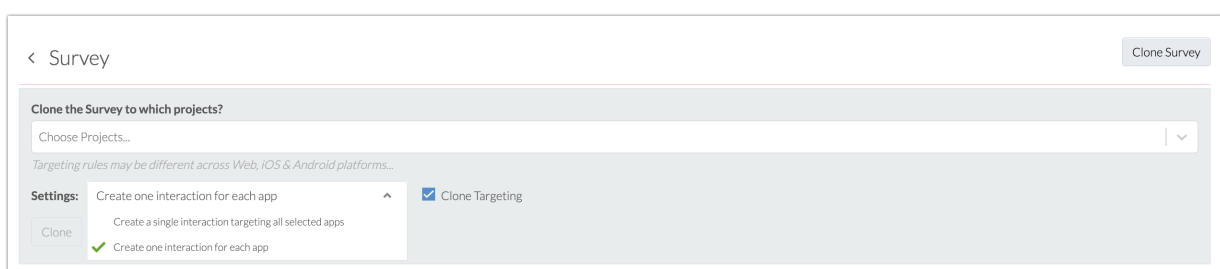


Cloning

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	<input type="checkbox"/> Yes	Feature will work on supported apps
One or more apps do not support the feature	<input type="checkbox"/> Yes	Limited Audience warning shown to indicate reduced reach
One or more apps have 0 MAU	<input type="checkbox"/> Yes	Treated as supported; no warning based on 0 MAU

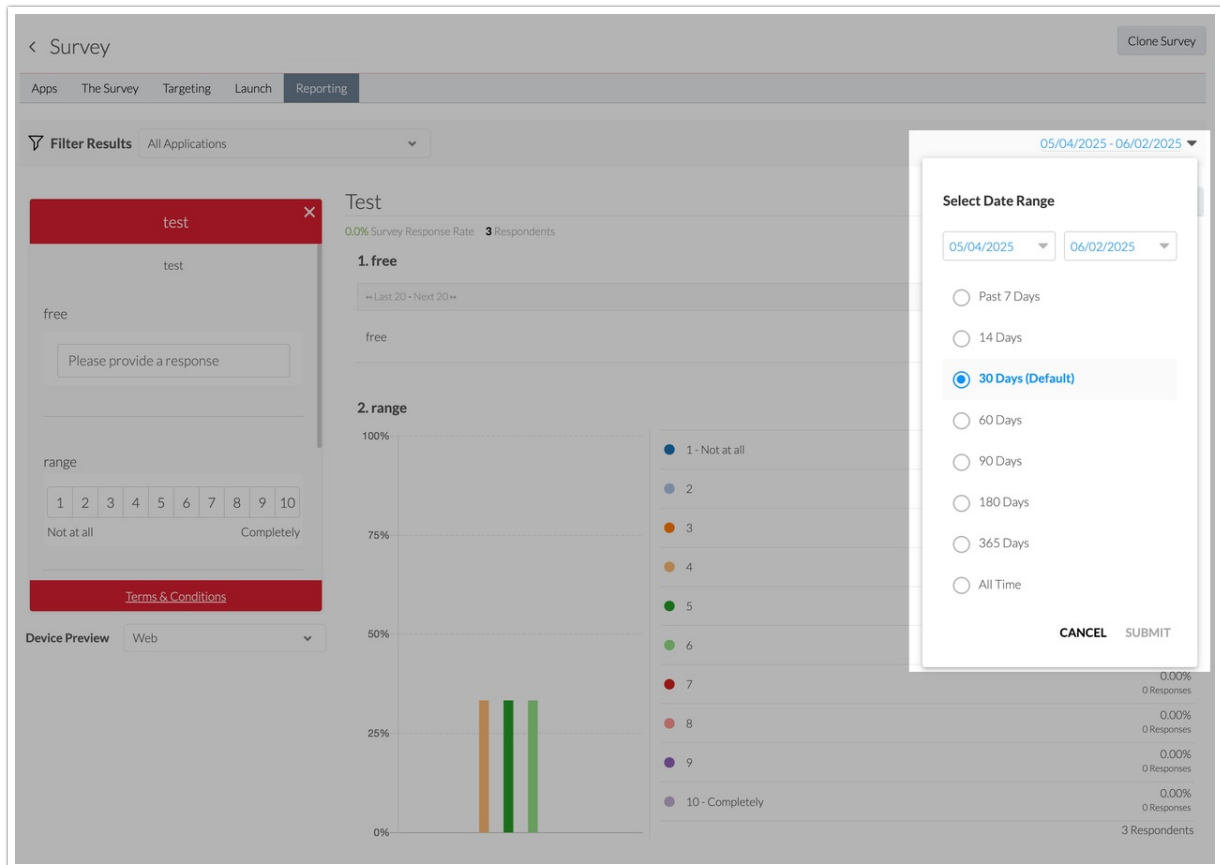
Prompt and survey reporting

Your browser does not support HTML5 video.

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.



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

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	app_id	date	app_version	free	range	How likely is	os_name	os_version	os_api_level	manufacture	model	locale_count	locale_langu	carrier	email	name	conversation_id
2	6752ee60251ac115f61313	2025-06-02 0.12.1				4	9 MacOS	10.15.7					en				683e1080d109930
3	6752ee60251ac115f61313	2025-06-02 0.12.1				5	6 MacOS	10.15.7					en				683e04e5e8f2d10
4	6752ee60251ac115f61313	2025-06-02 0.12.1	free			6	7 MacOS	10.15.7					en				683e0e345e8f2d10
5	683e04e5e8f2d10c1c18714	2025-06-02 0.12.1				4	9 MacOS	10.15.7					en				683e1080d109930
6	683e04e5e8f2d10c1c18714	2025-06-02 0.12.1				5	6 MacOS	10.15.7					en				683e04e5e8f2d10
7																	
8																	

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](#)

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