

Event Intelligence in Reporting

Digital Event Intelligence adds an **Events Summary** section to your Survey, Prompt, and Interaction reports. It shows which event (what you set as the interaction's **WHERE** display location - which allows you to decide on which screen the interaction will actually appear within your app) , generated the most launches, along with how people responded after each interaction was displayed. This helps you see which moments in your app drive the most engagement.

Because event data was not captured before this feature existed, Events Summary does not include historical data from before your app updated to a supported SDK version (version 7.2 or after).

Where you'll find Events Summary

For any Survey, Prompt, or Interaction, the **Events Summary** section appears at the top of the reporting page, above the rest of your interaction's results.



Availability and requirements

- Events Summary is **event-based**, so it is available only for interactions that use **Independent Targeting** (completely separate interactions). It does not apply to interactions that use the **Linked to Interaction** option.
- Event data is captured on **mobile SDK version 7.2.0 and later**. Interactions shown through earlier mobile SDK versions are not included in Events Summary.
- For **Web SDK customers**, event data is recorded automatically after the release, with no changes needed on your side.

Before data appears

Like the rest of reporting, the Events Summary section is available once the interaction has collected at least one response. Until then, you'll see the standard **"No data available yet"** screen.

Once responses have been collected, there are two possibilities:

1. **No interactions from mobile SDK v7.2+ have been recorded yet.** You'll see the **"No Event Summary Data Available"** state. The **Learn More** button links to this help documentation.
2. **Interactions from SDK v7.2+ have been recorded.** You'll see the Events Summary table described below.



Reading the Events Summary table

When event data is available, the table lists one row per event, with the following columns:

Column	What it shows
Event	The name of the event that displayed the interaction.
Views	The number of times the interaction was displayed for that event.
Responses / Actions	For Surveys, the number of responses collected. For Prompts, the number of actions taken (dismissals plus interactions).
Response Rate	The share of total responses or actions attributed to that event, shown as a percentage.

Events are sorted in descending order by their percentage of total responses, so the events driving the most engagement appear first.

How metrics are calculated

Surveys

Metric	How it's calculated
Views	Count of Survey launch events for the event label.
Responses	Count of Survey submit events for the event label.
% of Total Responses	Responses for the event label divided by total Survey responses, multiplied by 100. This is the share of all Survey responses attributed to that event within the selected reporting scope.

Prompts

Metric	How it's calculated
Views	Count of Prompt launch events for the event label.
Actions	The sum of dismiss events and interaction events for the event label.

% of Total Responses	Dismiss plus interaction count for the event label divided by the total dismiss plus interaction count across all event labels, multiplied by 100. This is the share of all Prompt actions attributed to that event within the selected reporting scope.
----------------------	--

Why Events Summary counts may differ from your total responses

The total number of respondents and the response rate shown for the interaction overall will not always match the counts in the Events Summary section. This is expected. Your overall interaction metrics include responses from all SDK versions, including versions earlier than 7.2. Event-based reporting only includes responses collected through mobile SDK version 7.2 or later, so the numbers in Events Summary may be lower than your overall interaction response count.

Which events appear

All event labels associated with the interaction throughout its lifetime may appear in the Events Summary table. For example, if an event was previously used in the interaction's WHERE targeting conditions but later removed, its statistics still appear as long as historical data exists for that event. This is because event metrics are calculated from all available data for the interaction, not from its current targeting configuration.

Filters

Event reporting respects the same reporting filters as the rest of your report:

- **Date Range.** Metrics are recalculated for the selected reporting period, and only data within that range is included.
- **Application.** When an interaction is configured for multiple applications, the application you select in the reporting dropdown determines which event metrics are shown, so you see only the data relevant to the chosen application.

□

Event data in the Survey export

The event that displayed the interaction is also included in the **Survey export file**. When this information is available for a response, the event appears in a separate **Where event** column for that response.

□

Accessing event data through the Public API

Event data is also available through two Public API endpoints. Like other Public API requests, they follow a "what you see is what you get" principle, returning data in the same format you see in reporting. When calling these endpoints, provide the `survey_id` or `prompt_id` for your interaction.

Related Articles