

What Digital Data You Can Visualize in Dashboard

This reference lists the Alchemer Digital interaction types you can visualize in Alchemer Dashboard and the kinds of data available for each.

Survey and Prompt data becomes available when you create a dataset from the source. Love Dialog and Rating Dialog come as pre-built models that are ready to use.

Interaction types and what's available

Interaction type	How it gets into Dashboard	What you can visualize
Digital Survey	Create a dataset from the source	Setup and metadata, the survey's own questions and answers, each response and the action taken, device and platform context, and a count of times seen.
Prompt	Create a dataset from the source	Setup and metadata, the prompt's configured buttons and actions, each response and the action taken, device and platform context, and counts of times seen and button clicks.
Love Dialog	Pre-built model (ready to use)	Setup, the Love response (Loved / Not Loved) and the action taken, device and platform context, and counts of times seen and button clicks.
Rating Dialog	Pre-built model (ready to use)	Setup, each response and the action taken, device and platform context, and counts of times seen and button clicks.

Across these interaction types you can generally visualize counts and metadata, plus interaction-level details such as **seen counts, responses, button clicks, and the specific actions customers took**. The parts that vary by interaction are a survey's questions and a prompt's configured buttons; the metadata and response fields are consistent across interactions. The sections below list the fields available for each interaction.

Field breakdown by interaction type

Digital Survey

- **Setup & metadata:** Survey Title, Survey Description, Survey ID, app (App ID and App Name), created/updated dates, Start Time, End Time, Active Flag, and Max Responses Allowed.
- **Survey questions & answers:** each question and its answer options appear as their own fields. These are specific to each survey and differ from survey to survey (for example, "What area of the app can be improved? - Checkout").
- **Responses & actions:** each response with its ID, submission date, and local timestamp, plus the Response Action and Trigger Events (the events that caused the survey to display), and the specific action taken (shown, launched, answered a question, submitted, dismissed, canceled, closed, cancel partial, or continue partial).
- **Device & platform context:** OS name and version, device manufacturer, carrier, and browser type.
- **Pre-built counts:** times the survey was seen.

Prompt

- **Setup & metadata:** created/updated dates, App ID, and Prompt ID.
- **Response actions (specific to each prompt):** the buttons and links configured on the prompt, such as link id/title/url, response action id/title/type/url, and any linked survey id/title. These differ from prompt to prompt depending on how the prompt is built.
- **Responses & actions:** each response with its ID, submission date, and local timestamp, plus the specific action taken (shown, link, survey, Alchemer survey, launch, dismiss, or cancel).
- **Device & platform context:** OS name and version, device manufacturer, carrier, and browser type.
- **Pre-built counts:** times the prompt was seen, and counts of clicks on Dismiss, link, survey, and Alchemer survey.

Love Dialog

- **Setup & metadata:** Love Dialog title, display type (the Prompt Type field), Love Dialog ID, app (App ID and App Name), and created/updated dates.
- **Responses & actions:** the Love response (Loved / Not Loved); each response with its ID, submission date, and local timestamp; and the specific action taken (shown, Yes, No, dismissed, or canceled).
- **Device & platform context:** OS name and version, device manufacturer, carrier, and browser type.
- **Pre-built counts:** times the dialog was seen, and counts of Yes, No, Dismiss, and Cancel button clicks.

Rating Dialog

- **Setup & metadata:** title, description, Rate/Remind/Decline button text, Rating Dialog ID, app (App ID and App Name), and created/updated dates.
- **Responses & actions:** each response with its ID, submission date, and local timestamp, plus the specific action taken (shown, requested, rated, reminded, declined, canceled, launched, or unable to rate).
- **Device & platform context:** OS name and version, device manufacturer, carrier, browser type, and rating platform.
- **Pre-built counts:** times the dialog was seen, and counts of Rate, Remind, Decline, and Cancel button clicks.

In addition to the fields above, each model includes empty **Formulas**, **Sets**, and **Parameters** areas where you can build your own calculations, groupings, and filters.

Love Dialog and Rating Dialog scope

Love Dialog and Rating Dialog data is provided as pre-built models: one Love Dialog model and one Rating Dialog model per user. Each model contains data for **all** the Digital apps you can access; you can easily add a filter to select only some of your apps. See [Working with Love Dialog & Rating Dialog Data](#) for details.

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