Working with Love Dialog & Rating Dialog Data

Love Dialog and Rating Dialog data comes to Alchemer Dashboard as **pre-built datasets** (also called data models, or models). Unlike Digital Surveys and Prompts, you don't create a dataset from a source; Dashboard builds and maintains one Love Dialog dataset and one Rating Dialog dataset for you automatically, each containing data for all the Digital apps you can access. They're ready to chart the moment you open Dashboard.

Before you start: There's nothing to create or refresh for these datasets. If you have more than one app, all of your apps appear together in the same data model; add an **App Name** filter to your chart or dashboard to focus on one or more apps. For the full list of fields available in each model, see What Digital Data You Can Visualize in Dashboard.

To build any chart, click the **Create** button and select **Chart**. This opens the **Chart Builder**. Once in the Chart Builder, select your dataset by clicking the dataset selector, searching for the dataset, and clicking **Select**.

The panel on the left in the Chart Builder is the **data sidebar**; it lists your data fields grouped by type, and you add a field to a chart by checking it or typing its name into the search bar and clicking **Go**. For a full tour of how the data sidebar is organized, see **Understanding the Digital Data Sidebar** (link coming soon).

Build charts from Love Dialog data

The Love Dialog asks your customers a simple question, such as "Do you love this app?", with a Yes or No response. Depending on how it's set up, customers who answer Yes might be asked to leave a rating, while those who answer No might be asked for more feedback. In Dashboard you can chart how customers responded and how that trends over time.

To start, open the **Chart Builder** and select the **Love Dialog** model. The data sidebar groups the fields into **Love Dialog Details**, **Response** (which holds *Love Response (Loved / Not Loved)*), **Response Details**, **Universal Formulas**, **Formulas**, and **Sets**.

Explore individual responses

1. In the search bar, add `App Name`, `Response ID`, and `Love Response (Loved / Not Loved)`.
2. Click **Go**.

The result is a table with one row per response, showing the app, the response, and whether the customer loved the app, along with the action taken.

Working with more than one app: Because every app you can access shares the single Love Dialog model, they all appear together. To focus on one app, right-click an **App Name** value and choose **Only include**, or add a filter such as `App Name = 'Your App'`.

Count Yes and No engagement

The Love Dialog model includes pre-built **Universal Formulas** so you can count responses without building anything: *Count of 'Yes' button clicked*, *Count of 'No' button clicked*, *Count of 'Cancel' button clicked*, *Count of 'Dismiss' button clicked*, and *Count of seen*.

1. In the data sidebar, open **Universal Formulas** and check the counts you want to compare (for example, Yes, No, Cancel, and Dismiss).
2. Click **Go**.

The result is a single-row table with the total for each count, so you can quickly see, for example, how many customers clicked Yes versus No.

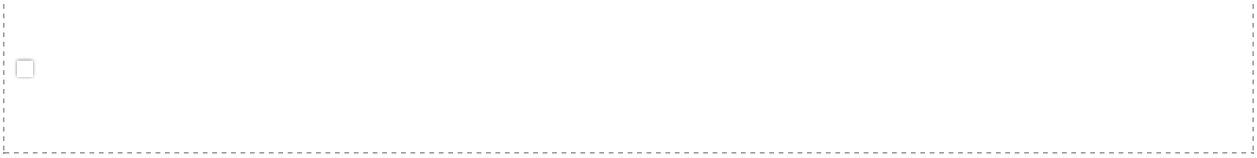
Tip: To limit the counts to a time period, type a date phrase such as `last 30 days` in the search bar and select `Response Date Submitted` if prompted, then click **Go** again.

Trend responses over time

1. In the search bar, add `Count of 'Yes' button clicked` and `Response Date Submitted`.
2. Click **Go**, then open the **Type** panel from the chart toolbar and choose a **Line** or **Column** chart.
3. Group the date by month by typing `monthly` in the search bar.

The result is a chart of Yes responses over time, so you can spot spikes and quiet periods.

Tip: For a single headline number, chart just `Count of 'Yes' button clicked` and switch the **Type** to **KPI**. When used to chart a metric over time, KPI charts include an AI performance analysis that flags whether a change in the value is expected or unusual and analyzes driving factors for the change.



Build charts from Rating Dialog data

There are two kinds of rating prompts, and both are captured in the pre-built **Rating Dialog** model:

- An **in-app store rating** that sends customers to the Apple App Store or Google Play to leave their rating there.
- The **Alchemer mobile rating dialog** shown inside your app, with **Rate**, **Remind**, and **Decline** buttons.

To start, open the **Chart Builder** and select the **Rating Dialog** model. The data sidebar groups the fields into **Rating Dialog Details** (including *Rating Dialog Title*, *Rate Text*, *Remind Text*, and *Decline Text*), **Response Details**, **Universal Formulas**, **Formulas**, and **Sets**. As with Love Dialog, all of your apps share the single model, so add an **App Name** filter to focus on one or more apps.

Explore the data

Add fields such as **App Name**, **Rating Dialog Title**, **Rating Platform**, and **Response Action** to the search bar and click **Go**. The resulting table shows each response, which rating platform it used, and the action the customer took.

App-store ratings: was the request shown?

For the in-app store rating, the customer completes the rating in the App Store or Google Play, so Dashboard can't see the rating itself. Instead, use the **Response Action** field to see whether the request to rate was *shown* or *not shown*.

1. In the search bar, type `count Response ID` and add `Response Action`.
2. Add a filter on `Rating Platform = InAppRatingDialog` for the in-app store rating, and narrow `Response Action` to `shown` and `not_shown`.
3. Optionally add a `Response Date Submitted` filter, such as the `last 30 days`.
4. Click **Go**, then open the **Type** panel and choose a **Column** chart.

The result is a column chart comparing how many times the request to rate was shown versus not shown.

Alchemer mobile rating dialog: button clicks

For the rating dialog shown inside your app, the model includes pre-built **Universal Formulas**: *Count of 'Rate' button clicked*, *Count of 'Remind' button clicked*, *Count of 'Decline' button clicked*, and *Count of 'Cancel' button clicked*.

1. In the data sidebar, open **Universal Formulas** and check `Count of 'Rate' button clicked`, `Count of 'Remind' button clicked`, `Count of 'Decline' button clicked`, and `Count of 'Cancel' button clicked`.
2. Add `Response Date Submitted` and group it by a time window, such as `year`, `month`, `week`, or `day`.
3. Click **Go** to see a table of counts per period, then open the **Type** panel and choose a **Stacked Column** chart.

The result is a stacked column chart showing how many customers clicked each button over time.

Pin your chart to a dashboard

Once your chart looks right, add it to a dashboard:

1. Click **Pin** in the chart toolbar.
2. Choose the dashboard you'd like to add it to.
3. If you don't have a dashboard yet, you'll be prompted to create one.

Your chart now appears on the dashboard and stays up to date as new responses arrive.

Related articles

- What Digital Data You Can Visualize in Dashboard - the fields available in the Love Dialog and Rating Dialog models
- **Understanding the Digital Data Sidebar** (link coming soon) - how fields are grouped, color-coded, and named
- Building Charts from Digital Survey and Prompt Data - chart your Survey and Prompt data
- Managing Sources - create a dataset from a Survey or Prompt (not needed for Love Dialog or Rating Dialog)
- Getting Started with Dashboard for Digital Customers - how Dashboard works for Digital

customers

Related Articles