

Monitor & Trend Analysis

The Monitor tool in Alchemer Voice lets you track how themes, topics, and keyword mentions move over time. Instead of relying on a single snapshot, you can watch a trend develop, compare it against others, and surface the shifts that matter to your business.

Build a monitor

Open **Monitor** to create a new monitor or review one you have already set up. When you build a monitor, choose what it should track:

- **Topic set:** Follow an existing set of topics as a single group.
- **Label:** Track conversations tagged with a specific label.
- **Search term:** Track mentions of a specific keyword or phrase.
- **Filters:** Narrow further by insight type, or by persona, account, opportunity, product, lead, case, and conversation attributes.

Once the monitor is defined, adjust the **date range** to focus on the period you want to analyze.

Compare multiple trends

To see how different signals relate to one another, click the + control below your monitor to add another topic set, label, or search term as a new trend line on the same chart. Plotting several trends together makes it easier to spot correlations and divergences across the period you are reviewing.

Work with the results

- **Check exact numbers:** Click or hover over a bar to see the count for that period.
- **Save a monitor for reuse:** Bookmark or copy the monitor URL so you can return to the same view for recurring analysis.

Best practices

- Track the themes that matter most to the business, such as customer pain points and feature requests.
- Share notable trends with your team by sharing the monitor's URL.
- Bring monitors into recurring conversations.

Tips

- Pair a monitor with a workflow to send regular trend updates by email automatically: build a workflow with a schedule-based trigger (for example, weekly), add a Get insights step scoped to the same topic set or label, then add a Send email step to deliver the update.
- Keep monitor configurations simple. Overly complex filters can be confusing, especially for

people who are new to the tool.

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