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.

Monitor charts the number of insights over time. Each line (a "series") has its own filters, such as a keyword, label, topic, or customer segment, so you can compare themes on one axis. Each bar counts the insights matching a series' filters in that time bucket. A series with no filters counts all insights and is labeled **All insights**. The chart saves automatically as you work.

Build a monitor

Open **Monitor** to create a new series to monitor or review one you have already set up. When you build a series, use the Filter icon and 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.
- Narrow further by insight type, or by persona, account, opportunity, product, lead, case, and conversation attributes.

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

Set the time window and granularity

Set a time window (**Recent period** for the last N days, weeks, months, or years, or **Exact dates**) and a granularity, then filter each series by keyword, labels, topic, or persona, CRM, and conversation attributes. If you set no window, all insights are included. You can chart up to 10 series. The time window and granularity apply to every series. Automatic granularity depends on the time range:

Time range	Automatic granularity
Up to 14 days	Daily
Up to 90 days	Weekly
Up to two years	Monthly
Longer	Annual

When volumes are low, weekly or monthly buckets give smoother lines. A few well-chosen filters per series are easier to read than many.

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.

Series controls

Control	Effect
Colored bar on the left of the card	Shows or hides the series.
Arrow icon	Switches a dashed trend line on or off. It is a straight line fitted to the series' values.
Copy icon	Duplicates the series, useful for comparing one segment against another with otherwise identical filters.
Click a bar or point	Opens Insights filtered to that series and time bucket.

Start from a topic

On a topic page, the chart-icon button on the Timeline opens Monitor with a series already filtered to that topic. Add other series to compare. Monitor filters individual topics, not whole topic sets, so add one series per topic you want to chart. See Topics.

Saving and sharing

After your first change, Monitor saves the chart and the page address becomes a unique link that you can bookmark. Charts are private: only the person who created a chart can open its link. To share a result, send a screenshot or share the filters so a colleague can recreate it.

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.

Troubleshooting

If the chart is empty, no insights match the filters in the chosen window. Widen the dates or remove a filter.

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