

Digital Apps Interaction Summary: Summary Tab

The **Summary** tab of the Digital Apps Interaction Summary dashboard gives you a full picture of your Alchemer Digital apps, from how customers feel to how often they come back. It's organized into six sections, and each one answers a different question.

For filters, permissions, data freshness, and how to read a KPI tile, see [Digital Apps Interaction Summary Dashboard Overview](#).

Section	Date range	The question it answers
Sentiment Summary	Follows the filter	How do customers feel about my apps right now?
Overall Distribution	Full history	How have customers responded over all time?
Sentiment Details	Follows the filter	How is sentiment changing over time?
Rating Dialog	Follows the filter	How are customers responding when I ask for a rating?
Customer Interactions	Follows the filter	How are customers engaging with my surveys, messages, and prompts?
Usage and Retention	Full history	How many people use my apps, and do they keep coming back?

Note: Because two sections use full history and the rest follow the Date Range Selector, totals can differ from one section to the next. That's expected.

Sentiment Summary

Start here for a quick read on how customers feel about your apps.



Metric	What it means
Net Fan Score	A single measure of customer sentiment based on your Fan Signals data. The tile shows the value for the most recent date with data. Learn more in Net Fan Score .

Metric	What it means
Love Percent	The share of Love Dialog responses where customers tapped Love.
App Store Rating - iOS	Your app's star rating in the App Store.
Google Play Rating - Android	Your app's star rating in Google Play.

How to read it together: Net Fan Score and Love Percent show how customers feel inside your app. The store ratings show what customers say publicly. When they move in different directions, look at Sentiment Details to see when the change started.

Why it matters: These four numbers give you a fast health check you can share with your team in seconds.

Note: Store ratings are lifetime averages, so they don't change with the date filter. A store rating tile shows 0 when no store listing is linked to the app.

Overall Distribution

This section shows how customers have responded across your full history. An on-screen note reminds you that these totals don't change with the date filter.

Chart	What it shows
Love Dialog	How many customers tapped Love, tapped Don't Love, or didn't respond (Non-Respondents).
Rating Dialog	How many customers chose Rated, Remind Me, or No Thanks.
App Store (iOS)	How your App Store ratings split across 5 stars to 1 star.
Google Play (Android)	How your Google Play ratings split across 5 stars to 1 star.

How to read it together: Each donut shows counts and percentages with a total. Compare the Love Dialog split with the star ratings to see whether in-app sentiment and public ratings tell the same story.

Why it matters: Full-history totals give you a stable baseline to compare recent periods against.

Note: Google Play star counts are estimates.

Sentiment Details

This section shows how Love Dialog responses and store ratings change over time. Use the **Day** and **Week** toggle on each chart to change the view.



Metric or chart	What it means
Total Responses - Love Dialog	All Love Dialog activity in the date range.
Tapped Love	Customers who tapped Love.
Don't Love	Customers who tapped Don't Love.
Non-Respondents	Customers who saw the Love Dialog but didn't answer.
Other (launches & dismissed)	Love Dialog launches and dismissals that aren't counted as a Love or Don't Love answer.
Love Percent Over Time	How your Love Percent moves day by day or week by week.
Love Dialog Interactions	Tapped Love, Don't Love, and Non-Respondents over time.
App Rating and Android Rating	Your current App Store and Google Play ratings.
Store Rating Over Time	App Store Rating and Google Play Rating over time.
Star Distribution 5-1 iOS and Star Distribution 5-1 Android	How ratings split across 5 to 1 stars on each store.



How to read it together: If Love Percent drops, check Love Dialog Interactions to see whether Don't Love answers rose or fewer customers answered at all. Then check Store Rating Over Time to see whether the change reached your public ratings.

Why it matters: Spotting a change in sentiment early gives you time to act before it shows up in reviews.

Note: If a store listing has no data, its chart shows "Cannot display the chart. No data found for this query. Try changing your filters."

Rating Dialog

This section shows how customers respond when your app asks them to rate it.

Metric or chart	What it means
Dialogs Shown	How many times the Rating Dialog appeared.
Rated	Customers who chose to rate and were sent to the store.

Metric or chart	What it means
Remind Me	Customers who asked to be reminded later.
No Thanks	Customers who declined to rate.
Dialog Shown Over Time	How often the Rating Dialog appeared, day by day or week by week.
Dialog Outcomes	No Thanks, Rated, and Remind Me over time.



How to read it together: Compare Dialogs Shown with Dialog Outcomes. A rise in Rated after a change to your targeting is a good sign that you're asking the right customers at the right time.

Why it matters: Asking happy customers for a rating is one of the most direct ways to lift your store ratings.

Note: **Rated** means the customer was sent to the store. It shows intent, not a confirmed review. **Remind Me** and **No Thanks** can be zero, including when your app uses the platform's native rating prompt.

Customer Interactions

This section shows how customers engage with your surveys, messages, and prompts.

Metric or chart	What it means
Displayed (surveys)	How many times your surveys appeared.
Respondents	How many customers responded to a survey.
Avg Rate	The average survey response rate.
Messages Count	How many messages customers sent you.
Survey Displayed Over Time and Message From Customer	Survey displays and customer messages, day by day or week by week.
Displayed (prompts)	How many times your prompts appeared.
Engaged	The percentage of displayed prompts that customers engaged with.
Dismissed	The percentage of displayed prompts that customers dismissed.
Prompts	Engaged and Dismissed over time.



How to read it together: Look at displays next to responses. If surveys or prompts appear often but few customers respond or engage, try a different message, timing, or audience.

Why it matters: Engagement shows whether your in-app interactions are reaching customers in a way they welcome.

Note: When an interaction type isn't set up for your app, its charts are empty and tiles show "No data found for this".

Usage and Retention

This section shows how many people use your apps and how many keep coming back. It uses your full history, not the date filter, so trends stay comparable from period to period.



Metric or chart	What it means
Daily Active Users(DAU)	How many people used your apps each day.
Monthly Active Users(MAU)	How many people used your apps each month.
CUSTOMER RETENTION	A table where each row is a starting month and each column after it shows the percentage of those customers still active in later months. The AVG row at the top averages all starting months.

How to read it together: Growing MAU with steady retention means you're adding customers and keeping them. If MAU grows but retention falls, new customers may not be finding enough reason to return.

Why it matters: Retention shows whether the experience you're building keeps customers around.

Note: The current month is still in progress, so its numbers are incomplete. Charts label it **Month in progress**.

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