

Digital Apps Interaction Summary: Fan Signals Tab

The **Fan Signals** tab of the Digital Apps Interaction Summary dashboard shows how your fans and at-risk customers grow and shift over time. Use it to see whether more customers are becoming fans, and to catch changes in sentiment early.

Fan Signals group customers by their Love Dialog answers over time as New, Repeat, or Shifted, and as Fans or Risks. For full definitions, see [Alchemer Digital Fan Signals Overview](#) and [Net Fan Score](#).

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

Fan Signals Summary

This section answers the question: how are my fans growing?



Tile	What it shows
Repeat Fan Growth Count	Growth in the number of Repeat Fans.
Shifted Fan Growth Count	Growth in the number of customers who shifted to Fan.
New Fan Growth	Growth in the number of New Fans.
Repeat Fans %	Of customers with a Repeat signal, the percentage who are Repeat Fans rather than Repeat Risks.
Shifted Fans %	Of customers who shifted, the percentage who shifted to Fan rather than to Risk.
New Fans %	Of customers answering the Love Dialog for the first time, the percentage who answered as Fans.

Fans vs Risk Breakdown

This section answers the question: how do fans compare with risks in each group over time? Each chart has a **Week** and **Day** toggle.



Chart	What it shows
Repeat Customer Behavior	Repeat Fans and Repeat Risks over time.
Shifted Customer Behavior	Shifted to Fans and Shifted to Risk over time.
New Customer Behavior	New Fans and New Risks over time.

Tip: Watch the Shifted Customer Behavior chart after a release. A rise in Shifted to Risk can be an early sign that a change isn't landing well with customers, while a rise in Shifted to Fans suggests it's working.

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