

# Dynamically Change the Email Notification Recipient Based on an Answer to a Question in the Survey

There's a fairly common scenario that comes up when using the [Send Email Action](#) to notify interested parties of a response. Let's imagine, for example, we're collecting feedback from students for a list of instructors. After students have completed the survey we wish to send an email to the instructor with the details of their review. We could set up one send email action per instructor using logic to determine which one fires (as covered in our [Send Email Logic Tutorial](#)), but what if there are 200 instructors? That's a lot of send email Actions. Let's save ourselves some work; we're going to leverage the power of [reporting values](#) to dynamically change the email recipient on a single send email action!

We'll start by setting up a question, [Radio Button](#) or [Dropdown Menu](#) with the list of the Instructors' names as the options. For each option, we're going to set a custom reporting value that contains the instructor's email address.

To customize your reporting values, edit your question. Click on [Advanced Option Settings](#) link to the upper-right of your answer options and select **Custom** under Reporting Values. Click **Save**.

The screenshot shows a survey question editor interface. At the top, it asks "What question do you want to ask?" with a "Require this question" checkbox. The question text is "Who was your instructor?". Below this, there are "Multiple Choice Options" listed: Mr. Smith, Mrs. Jones, Mr. James, Ms. Doe, and Miss. Richards. At the bottom of the options list, there is a "+ Click to Add Option" button and a "Paste in Options" link. A "Customize Grid" dialog box is open over the options, showing "Reporting Values" with radio buttons for "Auto", "Sequential", and "Custom" (which is selected). The dialog has "Cancel" and "Save" buttons. To the right, there is a "Guide" panel with text: "Allow only one selection per question. If you want to allow for multiple selections, use Checkboxes instead." and "Dropdown Menus are great for longer lists of options. If your list of options is short, consider using Radio Buttons instead." At the bottom of the guide, it says "Save some time with the Common Answer Library or our Bulk Editor." and has a "Learn More" link.

Now you're ready to add your email addresses in the Reporting Values field. **Save Question** when

you are finished.

Multiple Choice Options

Common Answer Library    Advanced Option Settings

OPTION

Mr. Smith

Mrs. Jones

Mr. James

Ms. Doe

Miss. Richards

+ Click to Add Option    Paste in Options

REPORTING VALUE

j.smith@email.edu

f.jones@email.edu

t.james@email.edu

b.doe@email.edu

s.richards@email.edu

Now we can set up a single Send Email Action on a later page in the survey. In the **Recipient Email Address** field, we can simply click the **Survey Taker** link below the field and select our question with the instructors' names as options and email addresses as reporting values. This will populate the field with a merge code that will dynamically populate with the instructor's email address.

LD    STYLE    TEST    SHARE

PRIMARY SETUP    LOGIC    ADVANCED    NEED HELP?

structor?

Name

Notify Instructor

Recipient Email Address:

Send To: Me • Survey Taker  
Separate email addresses with commas (no spaces).

Recipient Name:

Add New: C

Add Page

Thank You!

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