

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**.

What question do you want to ask? Require this question

Who was your instructor?

Customize Grid
 Show disabled options
 Reporting Values:
 Auto
 Sequential
 Custom
Cancel Save

Multiple Choice Options

Mr. Smith

Mrs. Jones

Mr. James

Ms. Doe

Miss. Richards

+ Click to Add Option [Paste in Options](#)

Guide ✕

Allow only one selection per question. If you want to allow for multiple selections, use [Checkboxes](#) instead.

Dropdown Menus are great for longer lists of options. If your list of options is short, consider using [Radio Buttons](#) instead.

Save some time with the [Common Answer Library](#) or our [Bulk Editor](#).

[Learn More](#)

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

Multiple Choice Options

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

[Common Answer Library](#) [Advanced Option Settings](#)

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.

The screenshot displays a software interface with a purple header bar containing the tabs 'PRIMARY SETUP', 'LOGIC', and 'ADVANCED', along with a 'NEED HELP?' link. The 'PRIMARY SETUP' tab is active. Below the header, there is a 'Name' section with a text input field containing 'Notify Instructor'. Below this is a 'Recipient Email Address:' section with a text input field. Underneath the email address field, there is a 'Send To: Me • Survey Taker' label and a note: 'Separate email addresses with commas (no spaces)'. Below the email address field is a 'Recipient Name:' section with a text input field. On the left side of the interface, there is a sidebar with a search bar containing 'structor?' and a dropdown arrow. Below the search bar, there is an 'Add New: C' button and an 'Add Page' button. At the bottom of the sidebar, there is a 'Thank You!' message.

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