

How to Create a Segment with Multiple Fields

Learn how to create multiple AND/OR statements in a segment and hone in on those specific customers you wish to target.

1. Follow Steps 1 - 5 in "How to Create a Segment with one Field"

[How to Create a Segment with one Field](#)


2. Creating an "AND" group


Name: Contacts targeted by segment: *Unknown* [Calculate](#) [View contacts](#)

Filters

▼ Fields

Segment definition

Field FirstName Equals 

Field LastName Equals 

- AND -

Create "OR" group

1. Drag the additional field(s) you wish to add into the group, on top of the existing fields. This will create an AND group.

2.1. Creating an "AND" group

Name: Contacts targeted by segment: **Unknown** [Calculate](#) [View contacts](#)

Filters
▼ **Fields**
 Email
 FirstName
 LastName
 Address
 City
 Province

Segment definition

Field FirstName	Equals	<input type="text"/>	✖
Field LastName	Equals	<input type="text"/>	✖

- AND -

Create "OR" group

2. Type in the Value you wish to Segment on. Click Save Segment to finish.

3. Creating an "OR" Statement

Name: Contacts targeted by segment: **Unknown** [Calculate](#) [View contacts](#)

Filters
▼ **Fields**
 Email
 FirstName
 LastName
 Address
 City
 Province

Segment definition

Field FirstName	Equals	<input type="text"/>	✖
Field LastName	Equals	<input type="text"/>	✖

- AND -

Create "OR" group

1. Click on the "Create OR Group" button.

3.1. Creating an "OR" Statement

Name: Contacts targeted by segment: *Unknown* [Calculate](#) [View contacts](#)

Filters

Fields

Email

FirstName

LastName

Address

City

Province

PostalCode

BirthMonthYear

Birthday

Language

Segment definition

Field FirstName Equals ✖

- AND -

Field LastName Equals ✖

- OR -

Drag fields to here ✖

Create "OR" group

2. Drag a field into the new area to create the "OR" statement.

3.2. Creating an "OR" Statement

Name: Contacts targeted by segment: *Unknown* [Calculate](#) [View contacts](#)

Filters

Fields

Email

FirstName

LastName

Address

City

Province

PostalCode

BirthMonthYear

Birthday

Language

PreferredStore

Segment definition

Field FirstName Equals ✖

- AND -

Field LastName Equals ✖

- OR -

Field Address Equals ✖

- AND -

Field PostalCode Equals ✖

Create "OR" group

3. Type in the Value you wish to Segment on. Click Save Segment to finish

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