

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*

Filters

Fields

- Email
- FirstName
- LastName
- Address
- City
- Province

Segment definition

Field FirstName Equals ✖

Field LastName Equals ✖

- AND -

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**

Filters

Fields

- Email
- FirstName
- LastName
- Address
- City
- Province

Segment definition

Field FirstName Equals

Field LastName Equals

- AND -

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**

Filters

Fields

- Email
- FirstName
- LastName
- Address
- City
- Province

Segment definition

Field FirstName Equals

Field LastName Equals

- AND -

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

3.1. Creating an "OR" Statement

Name: Contacts targeted by segment: *Unknown*

Filters

Fields

- Email
- FirstName
- LastName
- Address
- City
- Province
- PostalCode
- BirthMonthYear
- Birthday

Segment definition

Field FirstName Equals

- AND -

Field LastName Equals

- OR -

Drag fields to here

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*

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

Field PostalCode Equals

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

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