

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**

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** [Calculate](#) [View contacts](#)

Filters

▼ Fields

Email

FirstName

LastName

Address

City

Province

Segment definition

Field FirstName Equals

Field LastName Equals

- 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

Field LastName Equals

- 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
PreferredStore

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 ✖
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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