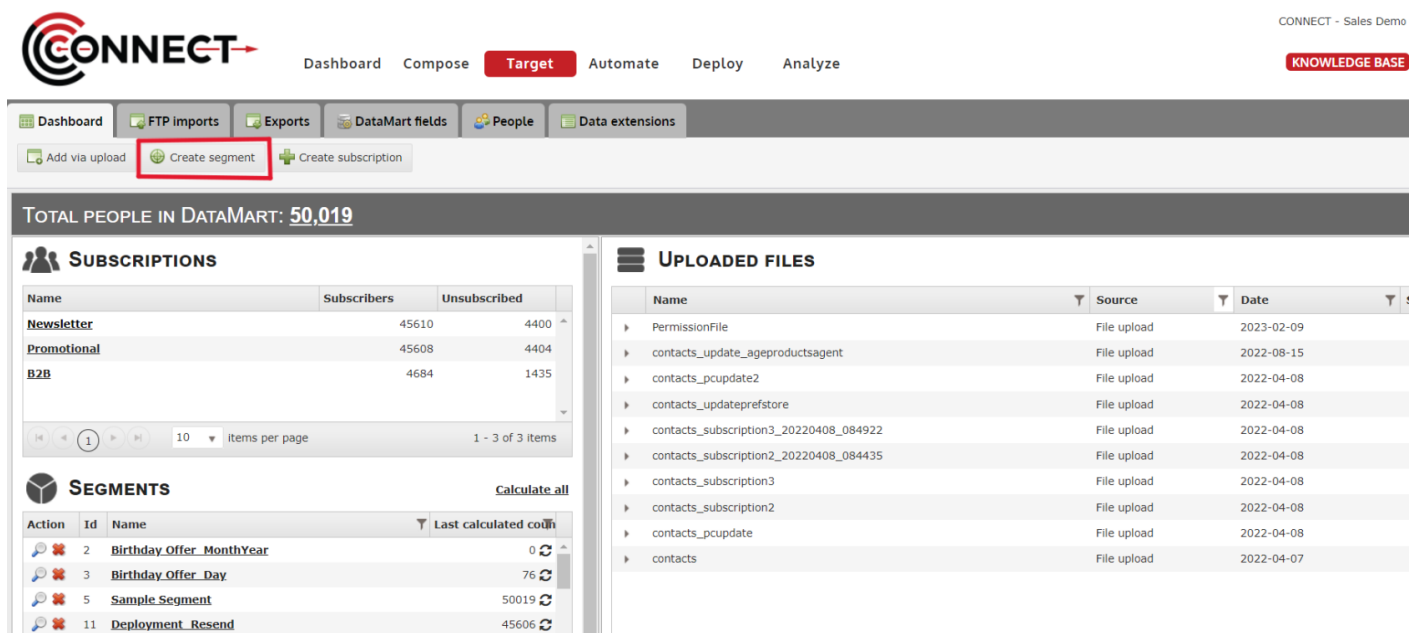


How to Create a Segment with one Field

Segmenting allows you to target a specific group in your database and send relevant content to them. This tutorial will demonstrate how to segment your database with one value.

1. Click the Create Segment button



The screenshot shows the CONNECT interface. The top navigation bar includes the CONNECT logo, a 'Target' button, and links for Dashboard, Compose, Automate, Deploy, and Analyze. A 'KNOWLEDGE BASE' button is also visible. Below the navigation bar, the 'Create segment' button is highlighted with a red box. The main content area displays 'TOTAL PEOPLE IN DATAMART: 50,019'. On the left, there are sections for 'SUBSCRIPTIONS' and 'SEGMENTS'. The 'SUBSCRIPTIONS' section shows a table with columns for Name, Subscribers, and Unsubscribed. The 'SEGMENTS' section shows a table with columns for Action, Id, Name, and Last calculated count. On the right, there is a section for 'UPLOADED FILES' showing a table with columns for Name, Source, and Date.

Name	Subscribers	Unsubscribed
Newsletter	45610	4400
Promotional	45608	4404
B2B	4684	1435

Action	Id	Name	Last calculated count
	2	Birthday Offer MonthYear	0
	3	Birthday Offer Day	76
	5	Sample Segment	50019
	11	Deployment Resend	45606

Name	Source	Date
PermissionFile	File upload	2023-02-09
contacts_update_ageproductsagent	File upload	2022-08-15
contacts_pcupdate2	File upload	2022-04-08
contacts_updateprefstore	File upload	2022-04-08
contacts_subscription3_20220408_084922	File upload	2022-04-08
contacts_subscription2_20220408_084435	File upload	2022-04-08
contacts_subscription3	File upload	2022-04-08
contacts_subscription2	File upload	2022-04-08
contacts_pcupdate	File upload	2022-04-08
contacts	File upload	2022-04-07

2. Type in a Segment Name

Dashboard
FTP imports
Exports
DataMart fields
People
Data extensions

Back to Dashboard
Save
Save as...
Delete
Save and Export as .csv
Help with Segmentation

Name:
Contacts targeted by segment: **Unknown**
Calculate
View contacts

Filters

Fields
Email
FirstName
LastName
Address
City
Province
PostalCode
BirthMonthYear
Birthday
Language
PreferredStore
ProductInterest
IsPremium
LoyaltyNumber
Age

Segment definition

Drag fields to here

Create "OR" group

- **TIP:** Use a name that helps describe the segment (ie. Toronto Residents Over 50) OR a name that matches the message you will be using it with (ie. Newsletter_Jan 2012).

3. Drag the first Field into the Segment Definition Pane

Filters

Fields
Email
FirstName
LastName
Address
City
Province
PostalCode
BirthMonthYear
Birthday
Language
PreferredStore
ProductInterest
IsPremium
LoyaltyNumber
Age

Segment definition

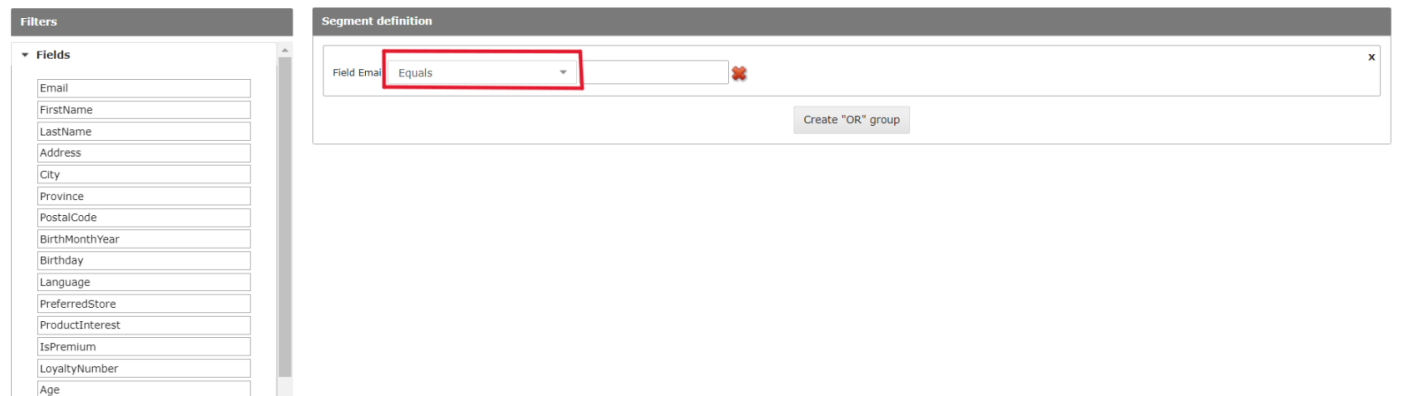
Field Email
Equals

✖

x

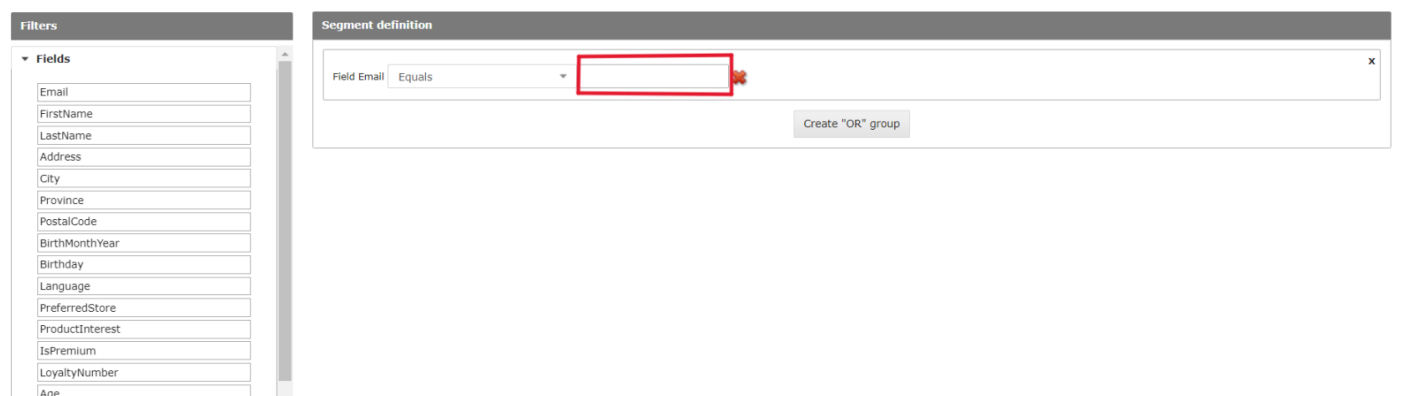
Create "OR" group

4. Select the Operator for the Field



The screenshot shows the 'Segment definition' interface. On the left, a 'Filters' panel lists various fields: Email, FirstName, LastName, Address, City, Province, PostalCode, BirthMonthYear, Birthday, Language, PreferredStore, ProductInterest, IsPremium, LoyaltyNumber, and Age. The main 'Segment definition' area contains a row with 'Field Email' and a dropdown menu set to 'Equals'. A red box highlights the 'Equals' dropdown. To the right of the dropdown is a red 'X' icon. Below the row is a button labeled 'Create "OR" group'.

5. Type in the Value you wish to Segment on



The screenshot shows the 'Segment definition' interface. The 'Field Email' and 'Equals' dropdown are still present. A red box highlights the empty text input field to the right of the dropdown. The 'Create "OR" group' button is visible below the input field.

6. OPTIONAL: Verify the Record Count by clicking Calculate

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

Filters

Fields

Email
FirstName
LastName
Address
City
Province
PostalCode
BirthMonthYear
Birthday
Language


Segment definition

Field Email Equals [✖](#)

Create "OR" group

- NOTE: If you find the Record Count to be too high or too low, double check that the value being used matches the data in your DataMart.

7. Click Save Segment to Finish



Dashboard
Compose
Target
Automate
Deploy
Analyze

CONNECT - Sales Demo

KNOWLEDGE BASE

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[Save](#)
[Save as...](#)
Delete
Save and Export as .csv
Help with Segmentation

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

Filters

Fields

Email
FirstName
LastName
Address
City
Province
PostalCode
BirthMonthYear
Birthday
Language

Segment definition

Field Email Equals [✖](#)

Create "OR" group

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