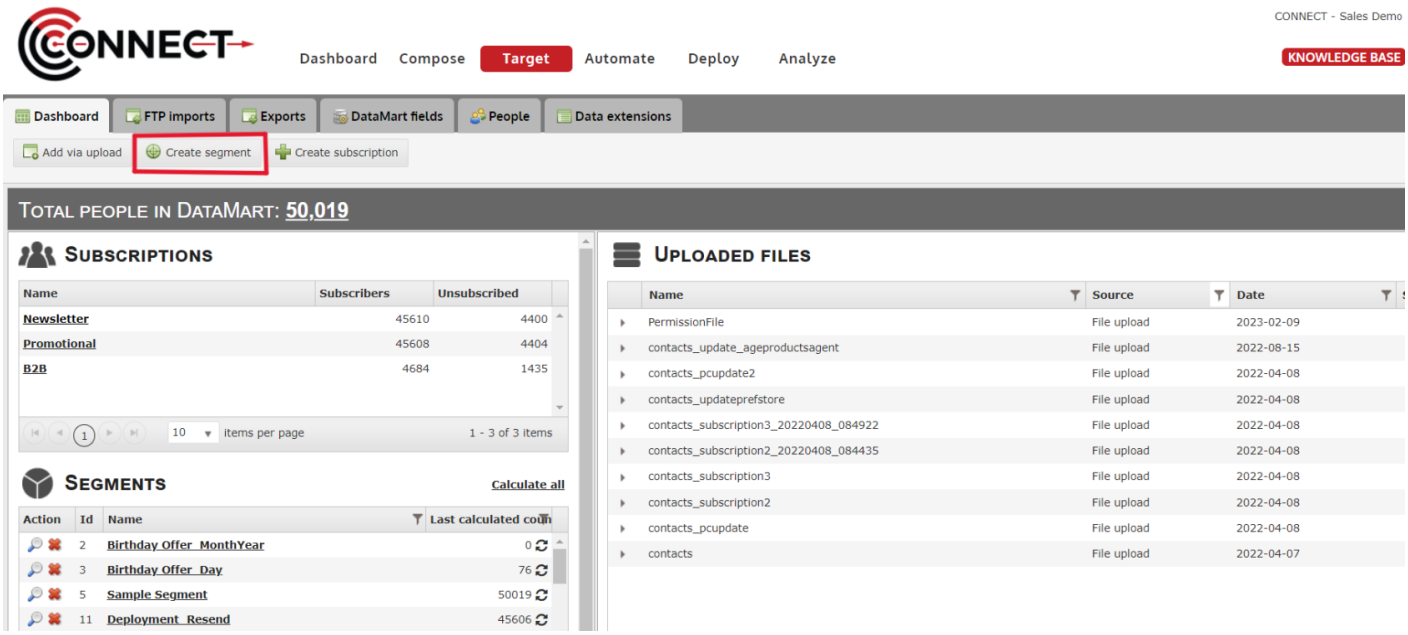
How to Create a Segment with one Field

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.

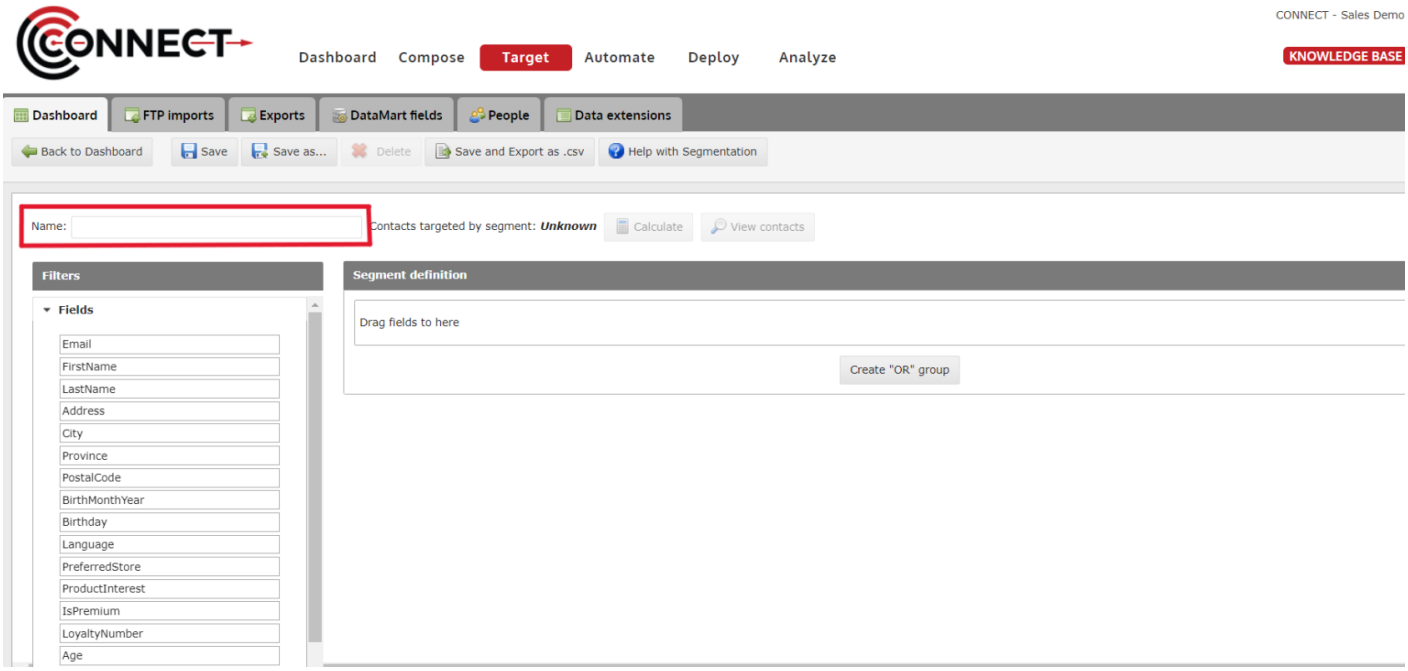
---

1. Click the Create Segment button



---

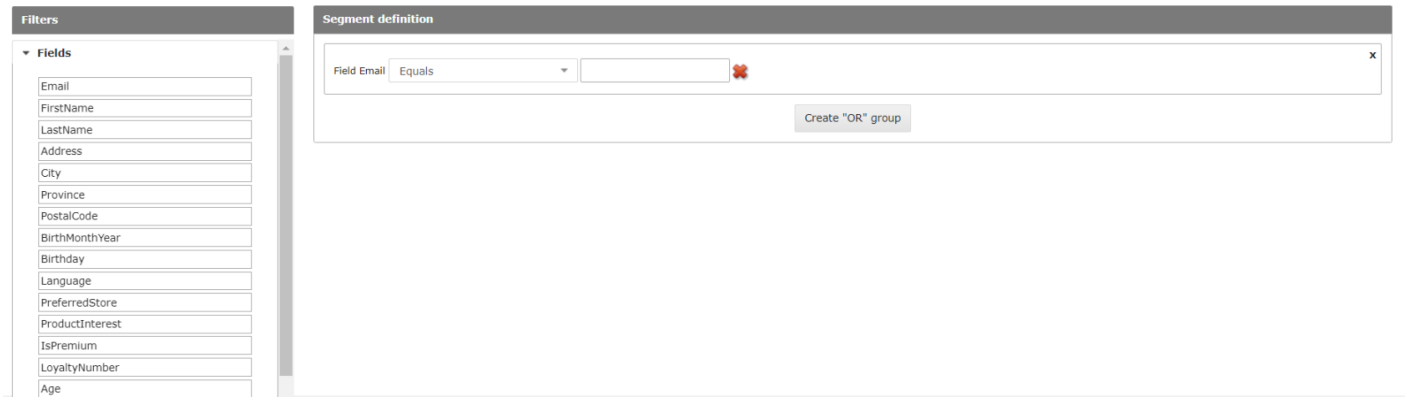
2. Type in a Segment Name



- **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).

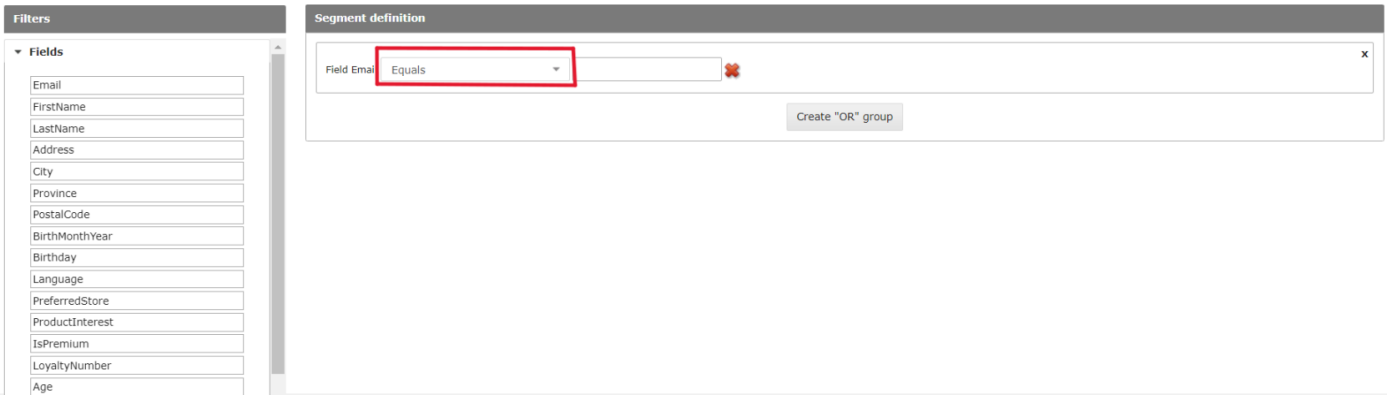
---

3. Drag the first Field into the Segment Definition Pane

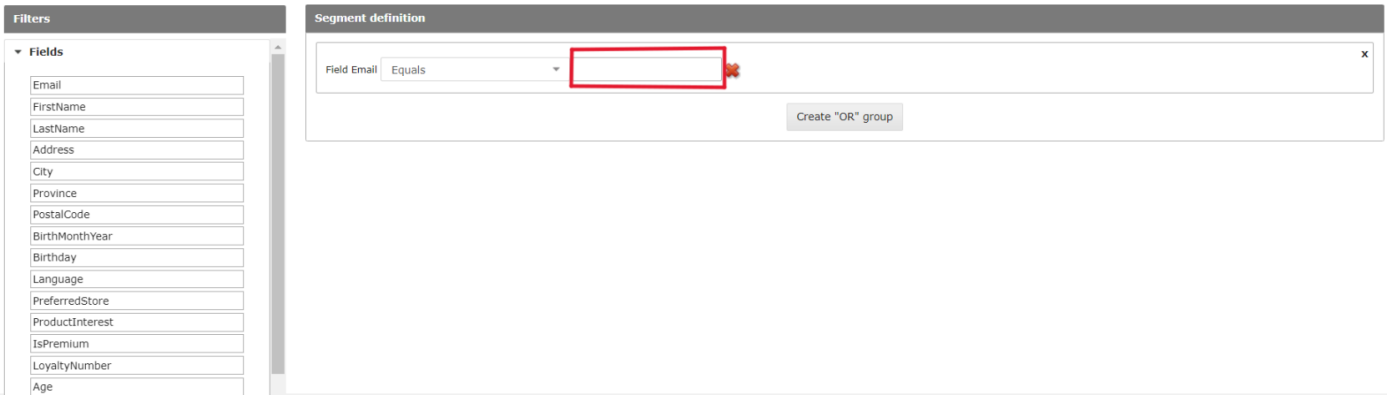


---

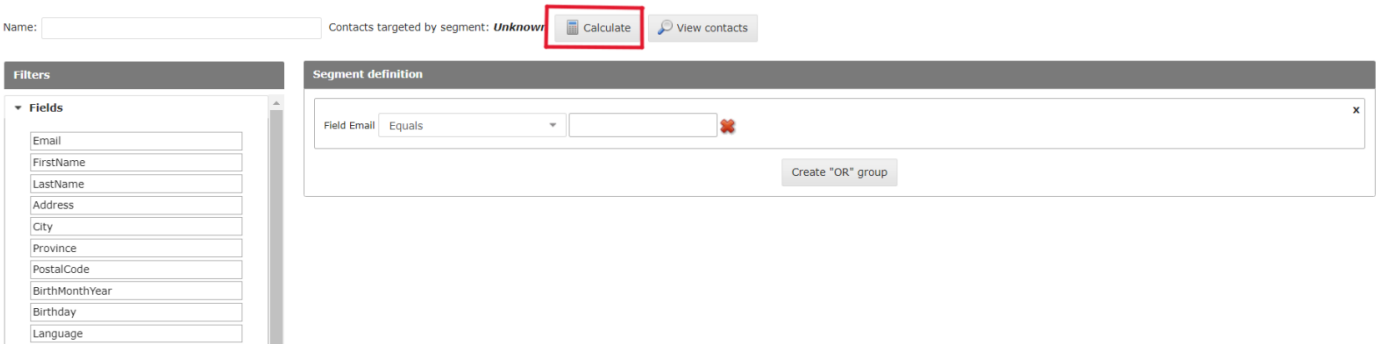
4. Select the Operator for the Field



5. Type in the Value you wish to Segment on



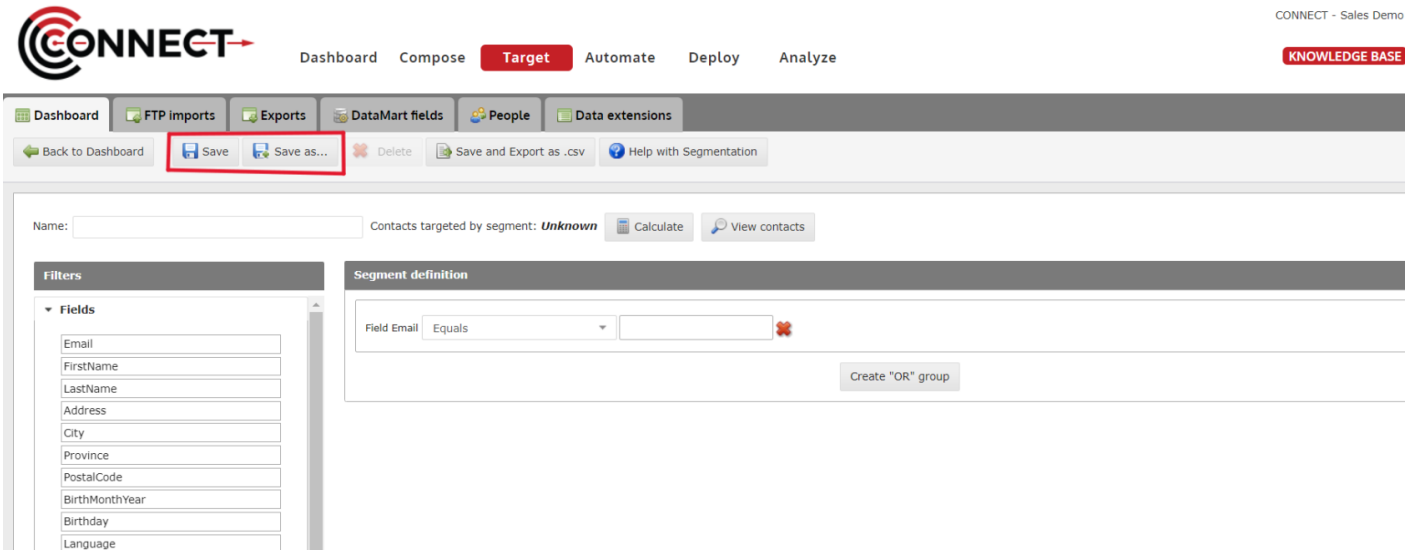
6. OPTIONAL: Verify the Record Count by clicking Calculate



- 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



Revision #2
Created 15 January 2020 21:46:48 by Admin
Updated 30 October 2023 19:46:35 by Matthew Monteiro