

# Segmentation Operators by Field type

When creating segments in UMPIRE, different operators will appear and will allow you to manipulate the different kinds of data differently.

These operators are pre-determined by the field type of the field you are about to segment on.

Below are descriptions of each operator for each field type. For help with creating a segment, [click here](#).

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## 1. Text Fields

### . Equals/Does not equal

- The "Equals" operator allows you to target a specific value in that field. In this example, you would want to use the entire Email address **EXACTLY** as it appears in the DataMart (eg. Email Equals support@inboxmarketer.com).
- The "Does not equal" operator will ignore anyone with the value you've indicated (eg. Email Does not equal support@inboxmarketer.com, will return everyone except individuals with the email address "support@inboxmarketer.com").

### . Begins with

- This operator allows you to target records with values that begin with the value you've entered.
- For example, if you wanted to target any email address that starts with the word "support", you would select "Begins with" as your operator and type in "support" in the text box.

## **. Contains/Does Not Contain**

- The "Contains" operator allows you to search the field's data for a value and return records that have that value somewhere in the whole value.
  - For example, if you wanted to target any individuals with a Gmail address, you would select the "Contains" operator and type in "@gmail.com" in the text box.
- If you selected "Does not contain" in this example, you would be targeting all email address except ones that are @gmail.com

## **. Is empty/Is not empty**

- The "Is Empty" operator is slightly different from the rest. This operator targets records that do or do not have a value for the chosen field.

- For example, if I wanted to target individuals who I do not have an email address for, I would select "Is empty" for my operator.
  - In reverse, if i wanted to target records that I do have an email address for, then I would choose "Is not empty".
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## Number Fields

### . **Equals/Does not equal**

- The "**Equals**" operator allows you to target a specific value in that field. In this example, you would want to type in the Account Balance **EXACTLY** as it appears in the DataMart
  - (eg. Account Balance Equals 991234).
- The "Does not equal" operator will ignore anyone with the value you've indicated
  - (eg. Account Balance Does not equal 991234, will return everyone except individuals with the Account Balance "991,234").

### . **Is greater than/Is greater than or equal to**

- The "**Is greater than**" operator allows you to target records with number values that are greater than (or exactly) the value you have provided.
- The operator "**Is greater than**" excludes the exact value you've entered in the text box.
- For example, if I typed in the value 900,000, "Is greater than" will not target records who have an account balance of exactly 900,000. This includes decimal places (ie. Records with an Account Balance of 900,000.00005 would be targeted).
- However, if I choose "**Is greater than or equal to**", it **WILL** target the records that have the exact value 900,000.

## **. Is less than/Is less than or equal to**

- The "**Is less than**" operator allows you to target records with number values that are less than (or exactly) the value you have provided.
- The operator "Is less than" excludes the exact value you've entered in the text box.
- For example, if I typed in the value 900,000, "Is less than" will not target records who have an account balance of exactly 900,000.

- However, if I choose "**Is less than or equal to**", it **WILL** target the records that have the exact value 900,000.

## . **Is empty/Is not empty**

- The "Is Empty" operator is slightly different from the rest. This operator targets records that do or do not have a value for the chosen field.
    - For example, if I wanted to target individuals who I do not have an email address for, I would select "Is empty" for my operator.
  - In reverse, if i wanted to target records that I do have an email address for, then I would choose "Is not empty".
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## Date Fields

### . **Equals/Does not equal**

- The "**Equals**" operator allows you to target a specific value in that field.
  - In this example, you would want to type in the Sign Up Date **EXACTLY** as it appears in the DataMart
  - (eg. Sign Up Date Equals 01/01/2013).

- The "**Does not equal**" operator will ignore anyone with the value you've indicated
- (eg. Sign Up Date Does not equal 01/01/2013 will return everyone except individuals with the Sign Up Date "01/01/2013").

## . **Is after/Is after or equal to**

- The "**Is after**" operator allows you to target records with date values that are after (or exactly) the date you have provided.
- The operator "Is after" excludes the exact date you've entered in the text box.
  - For example, if I typed in the date 01/01/2013, "Is after" will not target records who have their sign up date as exactly 01/01/2013.
- However, if I choose "**Is after or equal to**", it **WILL** target the records that have the exact date 01/01/2013 in addition to the records that have a sign up date that falls after the given date.

## . **Is before/Is before or equal to**

- The "**Is before**" operator allows you to target records with date values that are before (or exactly) the date you have

provided.

- The operator "Is before" excludes the exact date you've entered in the text box.
- For example, if I typed in the date 01/01/2013, "Is before" will not target records who have their sign up date as exactly 01/01/2013.
- However, if I choose "**Is before or equal to**", it **WILL** target the records that have the exact date 01/01/2013 in addition to the records that have a sign up date that falls before the given date.

## **. Is today**

- This operator allows you to target records who have a date value that equals the current date.
- Keep in mind, that each day, this operator and the next 4 (Is before/after this many days ago, Is before/after this many days from now) will cause the segment to change each day as the current date changes.

## **. Is before this many days ago**

- This operator allows you to target records who have a date value that is before the current date minus the number of days given.

- For example, if I wanted to target records who's Sign Up Date was before 3 days ago (today being 01/15/2013), I would select "Is before this many days ago" as my operator and type the value 3 in the text box.
- This would give me all records who's sign up date is before 01/12/2013.

## **. Is after this many days ago**

- This operator allows you to target records who have a date value that is after the current date minus the number of days given.
- For example, if I wanted to target records who's Sign Up Date was after 3 days ago (In this example, today is 01/15/2013), I would select "Is after this many days ago" as my operator and type the value 3 in the text box.
- This would give me all records who's sign up date was after 01/12/2013.

## **. Is before this many days from now**

- This operator allows you to target records who have a date value that is before the current date plus the number of days given.

- For example, if I wanted to target records who's Sign Up Date was before 3 days from now (In this example, today is 01/15/2013), I would select "Is before this many days from now" as my operator and type the value 3 in the text box.
- This would give me all records who's sign up date was before 01/18/2013.

## **. Is after this many days from now**

- This operator allows you to target records who have a date value that is after the current date plus the number of days given.
- For example, if I wanted to target records who's Sign Up Date was after 3 days from now (In this example, today is 01/15/2013), I would select "Is after this many days from now" as my operator and type the value 3 in the text box.
- This would give me all records who's sign up date was after 01/18/2013.

## **. Is empty/Is not empty**

- The "Is Empty" operator is slightly different from the rest. This operator targets records that do or do not have a value for the chosen field.

- For example, if I wanted to target individuals who I do not have an email address for, I would select "Is empty" for my operator.
- In reverse, if i wanted to target records that I do have an email address for, then I would choose "Is not empty".

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