



PUBLICASTER
EDUCATION SERIES

SAVE TIME WITH SEGMENTATIONS

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Agenda

- What is a Segmentation?
- Why Use Segmentations?
- Navigating the Segmentation
Manager
- Segmentation Examples



What is a Segmentation?

What is a Segmentation?

- Definition

- ▣ Subset of a mailing list based on one or more sets of criteria (conditions)



What is a Segmentation?

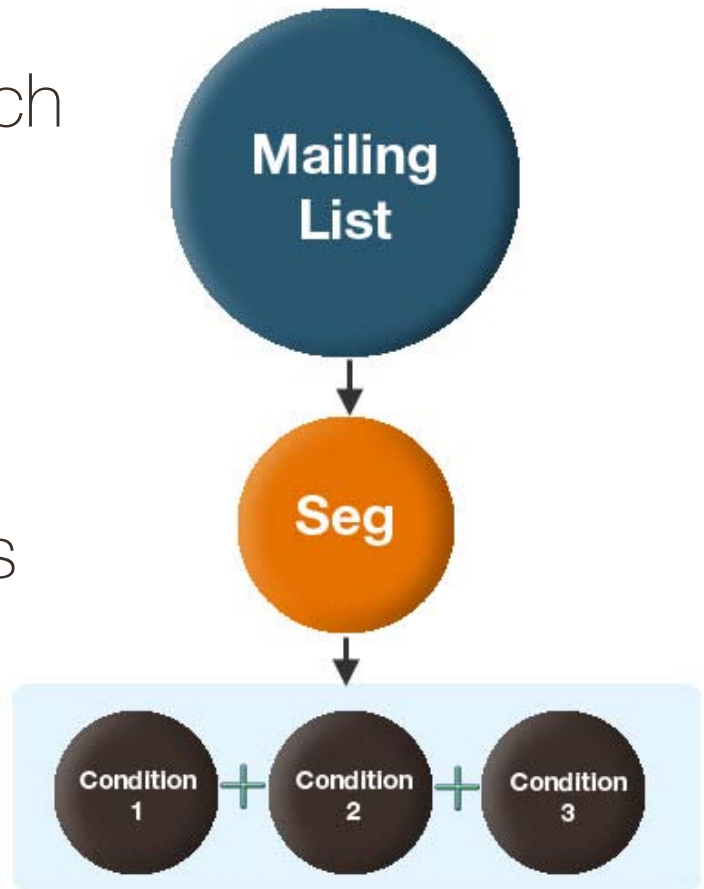


□ Details

- Can be used in place of mailing lists when launching emails
- Can only include subscribers with the Active status

What is a Segmentation?

- Conditions
 - ▣ Determine which subscribers are included in seg.
 - ▣ Sub-conditions can be used for grouping.





Why Use Segmentations?

Why Use Segmentations?



- Convenience
 - Create once, use forever
 - Organize one list with different segments
 - Use to include some, exclude others

Why Use Segmentations?



- Personalization
 - ▣ Email type
 - HTML or plain text
 - ▣ Frequency
 - Daily, weekly, or monthly digests

Why Use Segmentations?



- Relevance
 - Target based on:
 - Demographic group
 - Interests
 - Past behavior
 - Opens/clicks



Navigating the Segmentation Manager

The Segmentation Manager



- Creating a new segmentation
 - Create New
 - Clone existing
 - Required fields
 - Name
 - List Source
 - Conditions

The Segmentation Manager



- Editing an existing segmentation
 - Select from library
 - Sorted by List Source
 - Edit conditions as necessary

The Segmentation Manager



- Exporting a segmentation
 - Select from library
 - Sorted by List Source
 - Save & Export

The Segmentation Manager



- Viewing segmentation subscribers
 - ▣ List Manager
 - Sorted by List Source
 - ▣ Change report drop-down



Segmentation Examples

Segmentation Examples



- Basic
 - ▣ Include/exclude
 - ▣ Limit on recipients
 - ▣ Database conditions
 - DateCreated
 - LastModified
 - Email Address
 - Domain Name

Segmentation Examples



- Demographic
 - ▣ Location
 - ▣ Birthday
 - ▣ Custom demos

Segmentation Examples



- Behavioral
 - ▣ Sent
 - Last Sent Date
 - # Sent/# Sent in Date Range
 - ▣ Opened
 - Last Opened
 - ▣ Clicked
 - Last Clicked

Thank You!

Please email questions to:
bsfconference@blueskyfactory.com

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