CREATING A LIST SEGMENT

You can use list segments so that you can send email campaigns to subgroups of your lists. This way you can send to only the contacts who would be interested in that particular message.

Sending very targeted email campaigns has a variety of benefits. When your contacts only receive messages that are very relevant to them, they'll be more likely to pay attention to your campaigns. This will create a positive feedback loop where your campaigns are opened more and receive more clicks - this may help your deliverability, will certainly strengthen your relationship with your contacts, and will potentially result in more sales.

There are a number of ways to create segments within MatchDayMail Cloud but the easiest way is through the LISTS tab.
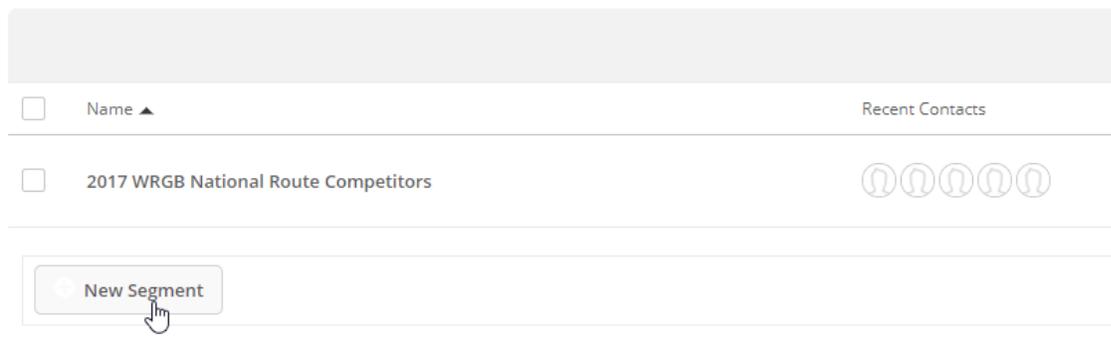
How to create a segment

Click on the LISTS tab

Navigate to the list you want to create a segment for and expand the box with the arrow on the right-hand side of the screen. Click SEGMENTS

The option to create a NEW SEGMENT will be available – click this box

The segmentation modal window will appear. First, give your segment a descriptive name so that you can easily recognise the group of contacts being segmented, click **Create Segment** and you'll come to the screen where you can create the conditions

to determine which of your subscribers join the segment.

Before you start creating segments, make sure you are familiar with the data your lists contain. Knowing your options for creating conditions will help you create segments more quickly and allow you to leverage the power of segmentation and plan out marketing and sales processes that fully utilise the data you've collected.

Note – you can only segment against data that you hold. If you only have name and email address fields in your list there's nothing much you will be able to do on the segmentation front. If however you have a Town/City field that you can create segments based on that and target subscribers living in particular areas with news of events of offers in their location.

Use the Segment Builder to define the conditions of your segment.
You can use "And" and "Or" logic to combine conditions.

You can click on the options displayed in the screenshot below to see the available fields you can segment against - most of the conditions you will segment against will be custom fields that you have created. Alternatively, if you know the name of your field, for example Town/City then simply start typing the first few letters in the box circled and it will appear
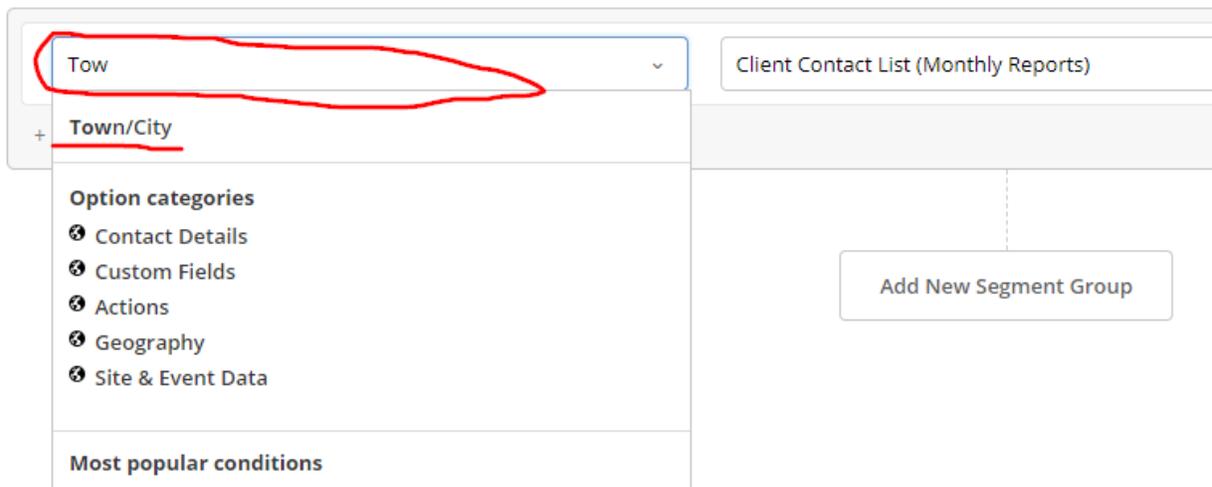
Adding additional conditions with "and" logic will narrow the contacts that match your segment and adding conditions with "or" logic will broaden the contacts that match your segment.

EXAMPLE

The data below was uploaded to a test list

email	first name	town/city	favourite fruit
lyndsey@sotic.co.uk	Lyndsey	Bangor	apples
leo@sotic.co.uk	Leo	London	pears
roland@sotic.co.uk	Roly	Cardiff	grapes
jonathan@sotic.co.uk	Jonathan	Bude	grapes
kate@sotic.co.uk	Kate	Hastings	grapes
sam@sotic.co.uk	Sam	Hastings	apples
thinesh@sotic.co.uk	Thinesg	London	oranges
jon@sotic.co.uk	Jon	London	pears

The first segment is for everyone who listed apples as their favourite fruit – the results returned Lyndsey and Sam

This segment includes everyone who lives in London and likes pears or oranges – e results returned Leo, Thinesh and Jon

If you are using segments for the first time, and particularly if you are segmenting across a number of conditions, please ensure you leave enough time to test your logic by using the 'view contacts' option to double check you have the data you would expect in the segment. The more conditions you add to your segment the trickier it will be – depending on the size of your list, som it can be fiddly sometimes.

When you are satisfied that you've created conditions that identify the contacts you want to send to, click **"Save."**

You can also use the **'View Contacts'** option to see how many and which contacts have met the conditions for your segments. Always check this to make sure your conditional logic is correct.

Using the segment in a campaign

To use this segment in a campaign, simply work through the campaign setup steps as normal.

When you are at the "**List**" stage of the campaign creation process, you'll be asked to select the list you are sending to. Your screen should look like this:

Select the list(s) you would like to send this campaign to. Filter your campaign to specific contacts that match condition

	List Name	Contacts #
☑	Client Contact List (Monthly Reports)	46
☐	Cricket Contacts	63

Segment Selected List(s)   🔍 Search lists...

Open the dropdown box at the bottom of the list and you will see the segments you have created for that list.
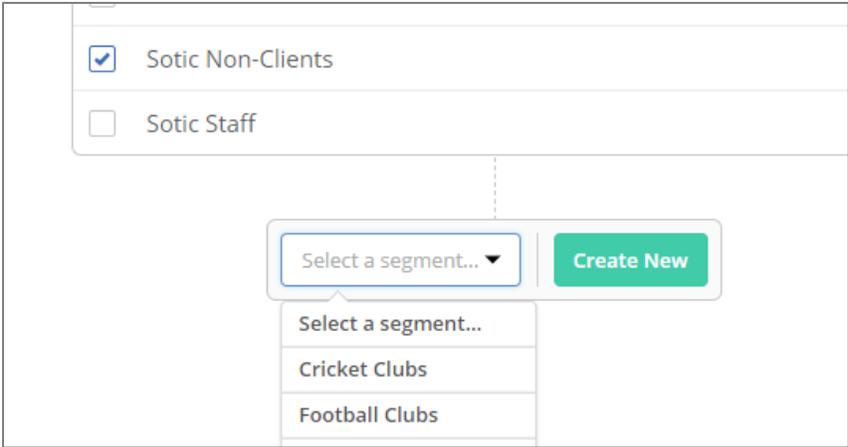
Simply select the one you want and continue to work through the campaign creation steps.