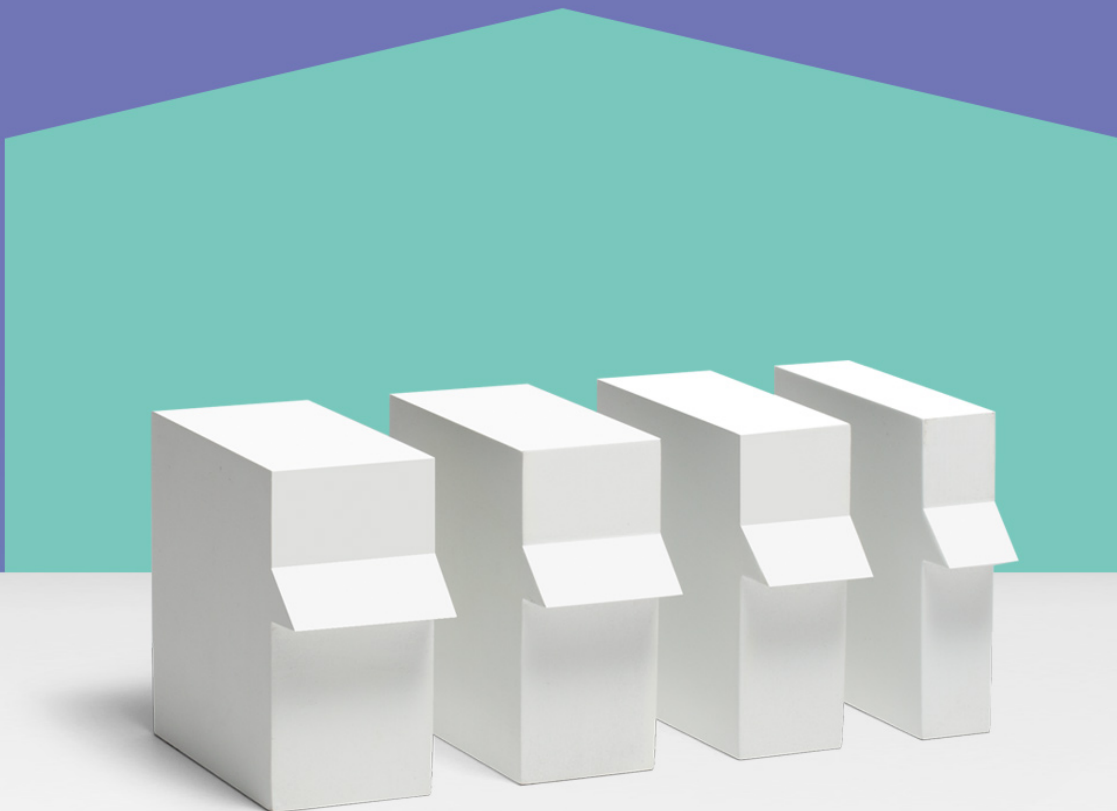




# Advanced Segmentation

*A MailChimp Guide*



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# Introduction

Your mailing list contains a lot of important data. In addition to what you've collected from your customers about their location, interests, and delivery preferences, there's also campaign engagement, purchase activity, analytics activity, and all the other information that accumulates as you send to your list. But data isn't useful unless you know how to use it.

MailChimp's segmentation tools make it easy to turn all that data into actionable insights. Maybe you want to send an email to all of your customers living in a particular city, follow up with people who recently made a purchase from your store, or send a coupon to all your fans celebrating a birthday in a given month. Targeting specific segments of your list is a great way to increase the relevance of your communications and [improve engagement across your subscriber base](#).

Advanced Segmentation, available exclusively for [MailChimp Pro](#) users, gives you the power to target your customers more thoughtfully and with more precision than ever before. The new features allow you to combine *any* and *all* logic in a single segment; create complex segments based on purchase history, email and website activity, demographics, and more; and incorporate as many combinations of this data as you need to define a specific group of customers. Plus, you can combine Advanced Segmentation with Pro's Multivariate Testing and Comparative Reports features to help tailor your message to improve engagement, boost revenue, and grow your business.

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# The Basics

MailChimp Pro's [Advanced Segmentation](#) offers all the power you've come to expect from our standard segmentation features, but introduces 3 exclusive new elements that make it even easier to target specific subscriber sets: multiple values in a single field, date-based subscriber activity conditions, and nested conditions.

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## Multiple values in a single field

In Advanced Segmentation, conditions that include text fields—such as email address, first name, and last name—work like tags and allow for multiple values to be entered in one field. This means that a single condition can now perform the same task that multiple conditions performed previously.

For example, let's say that you'd like to target subscribers who have 1 of 3 very specific first names. To achieve this with MailChimp's standard segmentation tools, you would need to create 3 separate conditions, as shown in the screenshot below.

☒ Customer List (943,464 recipients)

☐ Send to entire list

☐ Send to a saved segment

☒ Send to a group or new segment

Subscribers match any of the following conditions:

−

First Name

is

Jessica

−

First Name

is

Baxter

−

First Name

is

Chloe

[+ Add](#)

[12 recipients](#) in this segment. [Refresh count](#)

Advanced Segmentation lets you create that same segment with a single condition. Simply type the desired value (name, email address, etc.) and press the tab key to enter any additional values.

☒ Customer List (943,464 recipients)

☐ Send to entire list

☐ Send to a saved segment

☐ Send to a group or new segment

☐ Paste emails to build a segment

☒ Send to a new advanced segment

Find subscribers that match any of the following conditions:

−

First Name

is

Any

Jessica

Baxter

Chloe

[+ Add](#)

[+ Add group](#)

12 recipients match these conditions. [Refresh count](#)

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## Date-based subscriber activity conditions

In MailChimp's standard segmentation feature, subscriber activity conditions are strictly campaign-based. The Campaign Activity condition, for example, lets you to focus on subscribers who have interacted with a specific previously-sent campaign, any recent campaigns, or any/all of the last 5 campaigns sent to the list.

Advanced Segmentation introduces the ability to add a timeframe to activity-related conditions, so you can target subscribers with increased flexibility. In the example below, the segment will consist of anyone who has opened a campaign sent between Sept. 1 and Oct. 31, 2015.

Find subscribers that match **all** of the following conditions:

Open Activity	has opened
Timeframe	between Sep 1, 2015 and Oct 31, 2015
Campaign	any campaign

[Add](#)

[Add group](#)

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## Nested conditions

Advanced Segmentation also introduces the option to create nested segments, which let you define and target even more specific collections of subscribers. You can even create any/all segments containing conditions that are reliant on previous conditional outcomes.

Building upon the previous example, the segment in the screenshot below includes all subscribers who've opened any campaign sent between Sept. 1 and Oct. 31, 2015, who also have a Gmail address and who also have made a purchase from your online store.

Find subscribers that match all of the following conditions:

Open Activity

has opened

Timeframe

between

Sep 1, 2015 and Oct 31, 2015

Campaign

any campaign

+

 Add

all

 of the following conditions:

Email Clients

is

Gmail

+

 Add to group

[Remove group](#)

all

 of the following conditions:

Ecommerce Purchase

has purchased

Timeframe

at anytime

Campaign

from any campaign

Store

from any store

Category

from any category

Product

any products

Total

any total

+

 Add to group

[Remove group](#)

+

 Add group

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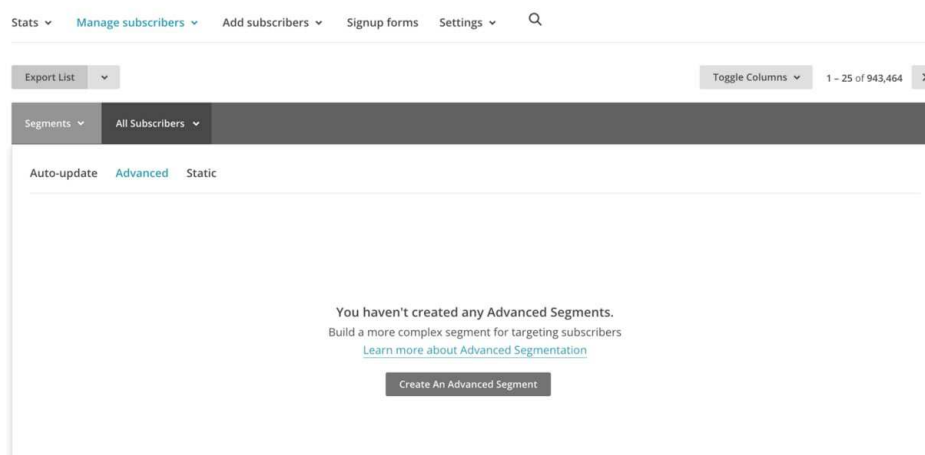
# Creating Advanced Segments

Advanced Segmentation is available in 3 separate locations in your MailChimp account: when viewing your subscribers from the **Lists** page, on the **Recipients** step of the campaign builder, and when building Comparative Reports.

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## Advanced segments in your List

To [create an advanced segment within your list table](#), navigate to the **Lists** page in your account, choose the appropriate list, and select **Advanced** from the **Segments** menu. Here, you'll have the ability to build a highly-targeted, complex segment that you can export, save for later use, or send to—just as you would with any segment created within the List interface.



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## Sending to an advanced segment

On the Recipients step of the campaign builder, MailChimp Pro customers will now find Send to a new advanced segment option alongside the other familiar segmentation types. Once you've identified the specific combination of subscribers and created your segment, the rest of the campaign creation process remains the same—simply move ahead through the rest of the campaign building process.

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☒ Customer List (943,464 recipients)

☐ Send to entire list

☐ Send to a saved segment

☐ Send to a group or new segment

☐ Paste emails to build a segment

☒ Send to a new advanced segment

Find subscribers that match any of the following conditions:

Add

Add group

0 recipients match these conditions. [Refresh count](#)

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## Advanced segments in Comparative Reports

MailChimp Pro's Comparative Reports give you the power and freedom to customize how you interact with and analyze your data. You can view the aggregate performance of your campaigns, compare campaign performance over time, and even utilize Advanced Segmentation to [build segments directly within](#)

[your reports](#) and help identify trends and patterns in customer engagement.

To get started, click Add segment to report underneath the Results section within a Comparative Report, and follow the prompts to create your segment just as you would in other areas of your account.

For more information, check out our [Comparative Reports](#) guide.

#### Segment your report

Add a list segment to your report, and see how different subscriber sets engage with your campaigns over time. [Learn more about segmentation in comparative reporting.](#)

Name your segment

Segment 1

488,904 recipients match these conditions. [Refresh count](#)

Find subscribers that match **any** of the following conditions:

Email Address

ends with

mailchimp.com

+

Add

any

 of the following conditions:

Date Added

is after

Jul 1, 2015

First Name

is not blank

+

Add to group

[Remove group](#)

+

Add group

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# Resources and Support

Thanks for taking the time to learn more about MailChimp Pro's Advanced Segmentation feature. As you explore, we hope that you'll find new, exciting ways to interact with and utilize your MailChimp data. If you have any additional questions, visit our [Knowledge Base](#) or contact our support team.