

Segmentation made simple!

Discover the top tips and FAQs on audience segments



10 TOP SEGMENT IDEAS

- Engaged 30/60/90
- Country
- Past purchasers
- Exclusion
- VIP
- Non-buyers
- At risk or can't lose
- Opened / not opened promotion
- Inactive
- Custom property (language, pet, frequency, etc.)

+ 2 bonus ones!

- For tests (your email)
- Tag

→ Find all the exact rules for the segment ideas [here](#).



CREATING SEGMENTS

How can we create segments that match customer email preferences?

By using the Subscriber Preference Center, you can collect valuable data about what your customers are interested in and how they prefer to receive communication. This enables you to create segments based on their preferences and personalize your email campaigns to deliver more relevant messaging to your customers.

Check out [this guide](#) for more information.

Are segments updated automatically? And is audience rotation from one segment to another done automatically or manually?

When setting up a segment in Omnisend, you choose filters to define the segment. All contacts that match the filters are added automatically, while those that do not match are excluded. This means that segments are based entirely on the filters you choose, and you don't need to manually add contacts to them.

Can we segment customers who have ordered a certain size of garment?

Unfortunately, we don't have a "product size" property available for the Ordered product event in Segmentation.

However, you can still add a product tag called "size" to your Ordered product event through your store admin.

Another option is to add a custom property to the Ordered product event called "size". While this feature is not currently available directly, these workarounds can help you segment your audience based on product size.

How does gender affect the success of the segment?

It's crucial to avoid making assumptions about someone's preferences or needs based solely on their gender. Instead, use demographic information like age or location, along with behavioral data, to create effective email marketing segments.

You can also provide options for customers to self-identify using Omnisend's Subscriber Preference Center. This can help tailor their experience and improve the effectiveness of your marketing efforts.

Can we filter based on the amount spent, and how does it relate if we offer free products?

Yes, you can use a unified filter for your segment. To do this, go to Audience → Create segment → Segment by Placed order where Total price is at least x.



OTHER FEATURES

What does it mean when a subscriber has an unsubscribed email but a subscribed SMS?

With Omnisend, customers can choose to subscribe to email, SMS, or push notifications. If they decide to unsubscribe from one channel, they will only be unsubscribed from that specific channel, while remaining subscribed to the others. This allows customers to manage their preferences and receive information from your business the way they want.

Why are non-openers falling out of our Not-opened segment?

In Omnisend, non-openers will remain in a segment unless they open the specific email selected in the filter. This means that even if a contact didn't open the last email you sent, they will remain in the segment as long as they still match the filter criteria. The only way they will fall out of the segment is if they open the specific email that was selected in the filter and no longer meet the filter criteria.

How can I use audiences from Facebook and Google?

Both Facebook and Google offer audience targeting features. Facebook Custom Audiences let you create an audience based on your existing customers or people who have engaged with your business on Facebook, while Google Audiences find users who share similar characteristics and interests to your existing customers.

Omnisend can help you connect your accounts and sync your customer data to create more targeted ads. Check out our support guides for more information: [Google ads customer match](#) and [Facebook custom audiences](#).

How can we provide an opt-out option for sensitive events, and does Omnisend have a resource for implementation?

Some holidays or events can be sensitive topics for some people, so it's important to be mindful when creating emails for them.

To provide an opt-out option, you can refer to Omnisend's [opt-out video and guide](#).



CUSTOMER BREAKDOWN

How do customers enter the "at risk" and "can't lose" stages of the lifecycle?

Customers enter either “at risk” or “can’t loose” stages based on their last purchase recency, frequency, and monetary value parameters:

- If contact's last purchase was made X days ago and they have **higher** monetary and frequency parameter values - they will enter “cant’ loose”.
- If contact's last purchase was made X days ago and they have **lower** monetary and frequency parameter values - they will enter “at risk”.

This “X days ago” itself:

- By default, is 90 days ago since the last purchase;
- However, if the store has enough order-related data, we will adjust the “90 days ago” specifically for that store. In other words, the X then becomes personalized for the store.

Is it possible to create segments based on the lifecycle stage map?

Yes, there are two ways to do this. The first option is to navigate to Audience → Customer Breakdown → Click View next to the lifecycle stage you want to create a segment for → Save segment. The second option is to go to Audience → Create segment → Customer lifecycle stage → Select the lifecycle stage from the list.

What are effective email types to retain customers in the "about to lose," "at risk," or "can't lose" stages?

If you want to retain customers who are in the "about to lose", "risk", or "can't lose" stage, here are some email types that can help:

- Personalized recommendations: Use the data you've collected about a customer's shopping behavior and engagement to recommend products that are relevant to them. This can help keep them interested in your business and reduce the risk of them leaving.
- Educational content: Provide value to your customers by sending educational content that helps them get more out of your products or services. This can help build trust and loyalty with your brand.
- Exclusive offers: Offer exclusive deals or promotions to customers who are at risk of leaving. This can be a great way to incentivize them to stay with your business and continue making purchases.

By sending personalized and relevant content, providing value, and offering incentives, you can increase the chances of retaining your customers and keeping them engaged with your business.



TAGS VS SEGMENTS

How do we use tags, and what is the difference between segments and tags?

Tags are like labels that help categorize your contacts based on the information you have about them. You can add tags to a contact's profile, import contacts with tags, or add tags in automation flows. Learn more about working with tags [here](#).

Segmentation groups your customers based on their interests, demographics, or other information you've collected. This allows you to create targeted email campaigns that are more personalized and relevant for each group. Learn more about using tags and segments [here](#).

Can we tag campaign sends to categorize customers based on their interests?

You can create a segment based on engagement with your email using Opened message and Clicked on message filters when creating the segment. Once you have your segment created, you can add a tag in bulk by checking the Name box next to contact list → Select all contacts → Actions → Add a tag.



Resources:

- [Academy](#)
- [Help Centre](#)
- [Blog](#)
- [Workshop recordings](#)



Contact us:

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