

Export Segments



Segmentation is one of the key components to the Evergage Platform. You can filter your users and accounts based on a wide range of criteria you define. Segments support deeper reporting and analytics of your website visitors. You can analyze segment data in Evergage or you can export segment data as a CSV or using a [REST API](#).

This Article Explains

This article details how to export segment data as a CSV.

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Export Segments

1. Log into the *Evergage Platform* as an administrator
2. Select **User Segments** or **Account Segments**
3. Double-click the segment you want to export
4. On the *Users* tab, click 
5. On the *Segment Export* pop-up, select options as needed:
 1. **Custom Fields**

1. Select **Include all custom fields** to include all custom user attributes defined in the report on *SETTINGS > Attributes*
2. Select **Exclude all custom fields** to explicitly exclude custom fields from the report. Only built-in user attributes such as *userId* and segment rule conditions will be included as columns
3. Select **Include only specific custom fields** to choose which custom user attributes to include in the report

NOTE

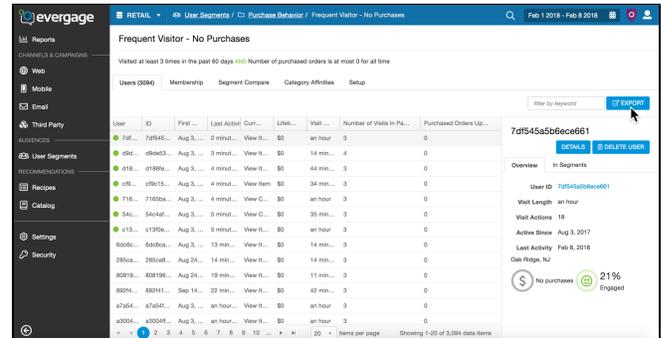
If you select this option but do not choose additional attributes, all custom attributes will be excluded from the exported CSV

2. Built In User Fields

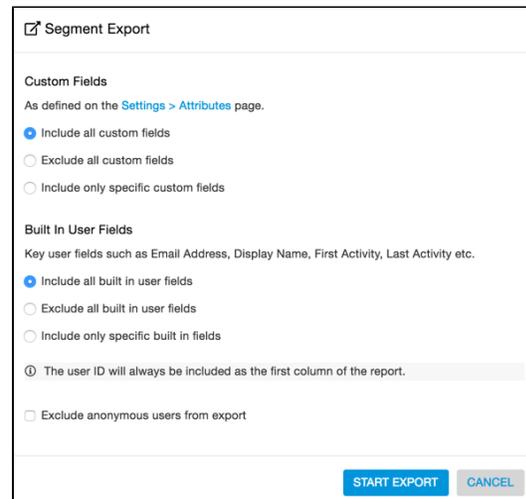
1. Select **Include all built in user fields** to include fields such as *userId*, *emailAddress*, *displayName*, *firstActivity*, *lastActivity*, *engagementScore*, *engagementPercentageChange*, *segmentMemberships*, and *totalActions*
2. Select **Exclude all built in user fields** to explicitly exclude all built-in fields except the *userId*
3. Select **Include only specific built in fields** to choose which built-in user fields to include

NOTE

If you select this option but do not choose additional fields, only the *userId* (and *accountName* if your dataset has track accounts enabled) will be included in the exported CSV



The screenshot shows the Evergage platform interface. The main content area displays a table of users for the 'Frequent Visitor - No Purchases' segment. The table has columns for User ID, First activity, Last activity, Current status, Lifetime value, Wait time, Number of visits in the past 60 days, and Number of purchased orders up to now. The 'EXPORT' button is visible in the top right corner of the table area.



The screenshot shows the 'Segment Export' pop-up dialog box. It has two main sections: 'Custom Fields' and 'Built In User Fields'. Under 'Custom Fields', there are three radio button options: 'Include all custom fields' (selected), 'Exclude all custom fields', and 'Include only specific custom fields'. Under 'Built In User Fields', there are three radio button options: 'Include all built in user fields' (selected), 'Exclude all built in user fields', and 'Include only specific built in fields'. There is also a note: 'The user ID will always be included as the first column of the report.' At the bottom, there are 'START EXPORT' and 'CANCEL' buttons.

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3. **Exclude anonymous user from export** to omit any anonymous users from your export
 6. Click **Start Export**