

# Target Users Based on a Segment



There are two ways to target users based on a segment: at the campaign level or at the experience level.

## This Article Explains

This article details two ways to target users based on a segment.

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- Campaign-level Segmentation
- Experience-level Segmentation

## Campaign-level Segmentation

1. Create or edit a campaign
2. Select **SETUP**
3. Select **CAMPAIGN SETTINGS**
4. In *Campaign Wide Rules*, click **+ New Rule** in the *Target Users* section
5. Select **Segment**

For more information about campaign-level rules, please see *Advanced Rules for Campaigns, Experiences, and Messages*

6. Select **Includes** or **Excludes**
7. Enter the segment name in the *Select segment* field and select the segment from the list
8. Click **SAVE** to save your campaign

## Experience-level Segmentation

If you'd like to target all users in one segment with a separate experience from users in another segment, you can go into each individual experience and target the appropriate segments.

1. Create or edit a campaign
2. Select **SETUP**
3. Select **EXPERIENCES**
4. Select **Rule-Based** as the *Test Mode*
5. To include a control group, set the percentage of qualified viewers (viewers must qualify for an experience to be in the control group) in the **Control** field
6. Select the first experience that will have rules
7. In *Experience Level Rules*, select **+ New Rule** next to **Target Users**
8. Select **Segment**

For more information about campaign-level rules, please see *Add Rules for Campaigns, Experiences, and Messages*

9. Select **Includes** or **Excludes**
10. Enter the segment name in the *Select segment* field and select the segment from the list
11. Click **SAVE** to save your campaign

The screenshot shows the Evergage interface for a campaign named "Women's Discount EKB". The main area is titled "Experience Level Rules" and is currently in the "Personalize" tab. Under "Target Users", there are two tabs: "includes" (selected) and "excludes". A dropdown menu is open, showing a list of segments: "Uncategorized (Users)", "Organization" (highlighted), "Clicked Sign Up Now", "High Value Customer", "Logged In Shoppers", and "First Time Visit". Below this, there are sections for "Page Changes (0)", "Messages (1)", and "Source Code". The interface includes a left sidebar with navigation options like "CAMPAIGN SETTINGS", "OVERVIEW", "EXPERIENCES", "GOOGLE ANALYTICS", and "REVISIONS". At the top right, there are buttons for "SAVE", "SAVE & CLOSE", and "CANCEL".