

# Use Segments for Campaign Targeting



Segments are not only powerful for reporting and analytics, they are also a key element for real-time personalization. Knowing which segment someone belongs to, and being able to respond in the moment with a relevant message based on a segment someone has just joined is the cornerstone of the Evergage Platform. Once you have analyzed your user behavior and come up with visitor trends, you can see where in the funnel you want to step in and try to move people along more quickly.

Some examples of how segments can be used for campaign targeting include:

- Direct a visitor who has read three blog articles during the current visit to your product literature
- Adjust the experience and page for someone who has visited a product page on your site, and then navigated to the home page
- Determine the key actions you want every customer to take in your application, isolate the people who have completed the first, and show them a message leading them to the next and so on

## This Article Explains

This article will detail how to use segments to control campaign visibility at the Experience-level or Campaign-level and show you how to see the campaigns using each segment you have created.

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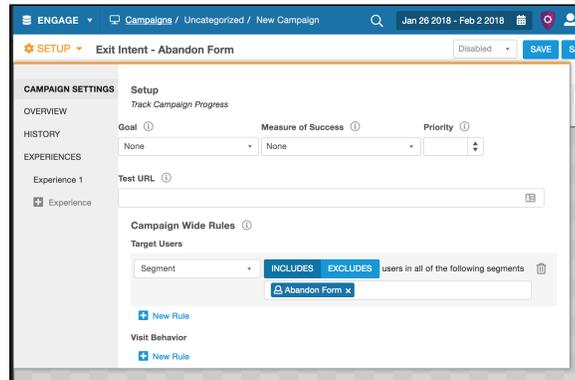
## Getting Started

Before you can use a segment as an experience-level or campaign-wide rule, you must create it first. Refer to [Create a Segment](#) for more information on creating segments, [Segment Rules](#) for a detailed list of all segment construct rules, and [Common Segment Examples by Function](#) for some ways other customers accomplish their goals using segments.

## Campaign Qualification with Segments

You can use segments to show a campaign to a specific subset of visitors, based on the criteria you set for the segment. For example, suppose you only want to show a campaign to visitors who have read three blog articles today. Since you have already created a segment capturing members meeting this criteria, you can use it to create a campaign-wide rule.

In this example, visitors reading their second blog article today would not qualify to see the campaign, but as soon as they read their third, they would immediately join the segment and qualify to see the campaign. Refer to instructions and additional details in [Add Rules for Campaigns, Experiences and Messages](#) for more information.



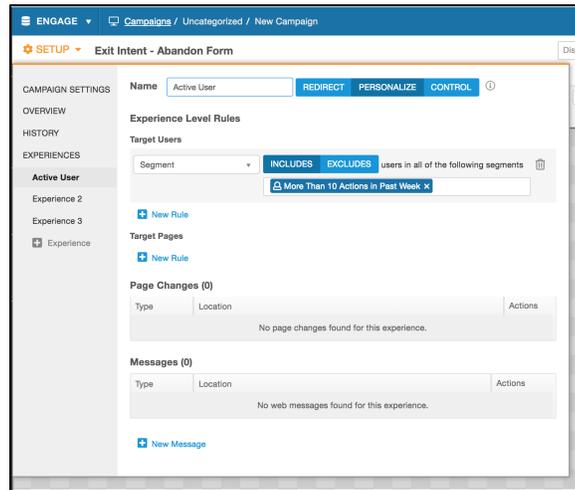
## Experience Qualification with Segments

There are several ways to determine the effectiveness of campaign experiences against each other as well as against a control group:

- [A/B](#) - split traffic randomly into different groups and show each group variations of a message to see which is most effective
- [Multivariate](#) - similar to A/B, you can test multiple sections on a page/screen to determine which combination of sections are most successful in achieving a desired outcome

- *Rule-based* - create multiple experiences, then assign rules that control the visibility of each experience to target specific groups of visitors

Segments can be used to qualify visitors in *Rule-based Test Mode* only. In the example at the right, rather than controlling the visibility of the entire campaign, the rules for this campaign are at the experience level so this specific experience is set to show to visitors who are part of the segment "No Visit - 14 Days".



## View Campaigns Using a Specific Segment

1. Log into the *Evergage* platform
2. Select Audience > User Segments from the Left navigation bar
3. Select a segment from the *User Segment List* page
4. In the bottom pane, campaigns are listed alphabetically in the **Campaigns** section

