AN INTRODUCTION TO EMAIL LIST SEGMENTATION

Email list segmentation is the process of creating separate email lists based on any number of factors that influence how, when, and why customers are receiving communications from your business. Segmented email lists make sure your customers receive personalized messages at the right time.

The **benefits** of email segmentation:

Improved personalization

Increased relevance

Enhanced engagement

Higher conversion rates

The process of **list segmentation** can be divided into four steps:

1 — Identify

The first step to building a segmented list is to identify the criteria you will use to differentiate your segmented list from a general list of customers. Do you want to build a list based on purchases for a particular product or service? Create a list to welcome new customers? Think about the goal you want to achieve with your email or email series and use your goal to select the appropriate criteria.

2 — Collect

The data you collect should be relevant to the segmentation criteria you want to use to create your lists. To collect data, create opt-in forms, landing pages, surveys, and customer feedback avenues to learn about demographics, buying behavior, and customer needs. Feed the information into your email marketing software so you can further segment from a general list.

3 — Assign

Once you have a general list of contacts, you can create segmented lists based on factors such as:

Purchase information

Create a list of contacts who have made a purchase of a particular product or service, a list of all verified customers.

Age/DOB

Create a list segmented to trigger birthday messages to create a personalized experience for your audience.

New contacts

Create a segmented list for new subscribers to send a welcome email campaign aimed at introducing them to your business' products and services.

Location

Create segmented lists when you have multiple locations for your business.

Event attendance

Create separate lists for subscribers based on event attendance, making sure event recaps are relevant to each audience.

Relationship to business

Create separate lists based on customers' time/loyalty to your business or the nature of their relationship to your brand.

4 — Send

Schedule emails and set triggers to send emails to specific audience groups based on their actions or information they have provided to your business.

Email tips to get the **most** out of your segmented lists:

1 — Personalization

Use a dynamic field to directly address audience members by name.

2 — Customized offers

Send emails with offers tailored to your audience's preferences based on the data they provide you.

3 — Relevant content

What have customers already expressed interest in? Send them emails that provide answers to their questions and provide links and downloads to relevant content.

Creating segmented email lists helps your business to provide relevant, timely, and personalized information to your audience. Simply **collect**, **assign**, and **start sending**.

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