

Email List Segmentation Worksheet

Email list segmentation is the process of dividing your email subscribers into groups based on any number of factors that influence how, when, and why they receive communications from your business. By segmenting your list, you can ensure your customers receive personalized, relevant messages at the right time. Use this worksheet to guide you through the process of segmenting your email list.

Which of the following do you already know or collect about your subscribers?

Demographics	Geographics	Behavior	Other/Add your own
Age	Region	Purchase behavior	VIP/memberships
Gender	Country	Active/inactive	Notable dates
Occupation	City/Town	Donor/non-donor	_____
Income		Event attendance	_____

Based on the goods or services you provide, what information is important for you to know in order to provide relevant content to your audience? Use this information to identify and create your segment groups.

For example, realtors often benefit from understanding subscribers' price ranges and search locations, schools may segment by the grade levels of subscribers' students, boutiques may segment by purchase behavior, etc.

Demographics	Geographics	Behavior	Other/Add your own
Age	Region	Purchase behavior	VIP/memberships
Gender	Country	Active/inactive	Notable dates
Occupation	City/Town	Donor/non-donor	_____
Income		Event attendance	_____

How will you apply segmentations to future email communications?

Segmentation group	Key characteristics	How does this apply to my business?
<i>Purchase behavior</i>	<i>This group will be segmented based on past purchases and product preferences.</i>	<i>Target this group with product-specific emails and special offers.</i>