MASTERING

MICRO-SEGMENTATION FOR PERSONALIZATION

Understanding and delighting your most valuable users

DYNAMIC YIELD

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TABLE OF CONTENT

Executive Summary

Chapter 1: Micro-Segmentation in the Age of Big Data

Chapter 2: Illuminating the Customer Journey

Chapter 3: The ‘Super Pareto’ Principle

Chapter 4: Choosing the Right Micro-Segments - Recipes for Success

Chapter 5: Activating Micro-Segments

Summary

Appendix

EXECUTIVE SUMMARY

One of the most important jobs of a marketing organization is to hyper-segment the people who interact with its brand. Identifying new audiences, understanding their needs, providing a better customer experience, and retaining/upselling existing customers are top marketing goals and priorities[1].

Marketers know that to achieve those goals, they must tailor each marketing message so that it resonates with every consumer individually. This is marketing's 'new normal.' And yet, thriving in the brave new marketing world is one of the toughest business challenges every organization faces.

No one knows better than the CMO the futility of a 'spray-and-pray' approach to marketing. A Harvard Business Review column by McKinsey & Company[2] demonstrates that personalization can deliver five to eight times the ROI on marketing spend and can lift sales by 10% or more. But how do we make the transition from blunt to highly specific messaging?

Micro-segmentation is a strategy to help marketers adapt to the customer's expectation of personalization and is critical for three reasons:

1. The process of defining smaller but more finely-tuned customer segments allows marketing organizations to discover valuable information about the characteristics of your site's most valuable visitors. (See section Illuminating the Customer Journey.)

2. Micro-segments are extremely homogenous. Targeting them with customized offers across touchpoints is relatively easy because the marketing organization already has a great deal of information about their buyer profiles, online behavior, and intent.

3. Defining a highly profitable segment is the most important step towards achieving revenue growth. Companies that invest in micro-segmentation as a means to improve revenue are able to provide better online experiences, improved engagement and increased conversions.

[1] https://econsultancy.com/reports/quarterly-digital-intelligence-briefing-the-pursuit-of-data-driven-maturity/
[2] https://hbr.org/2015/11/how-marketers-can-personalize-at-scale

THE PROCESS OF MICRO-SEGMENTATION IS REALIZED BY FOLLOWING A THREE-PRONGED APPROACH:

STEP 1

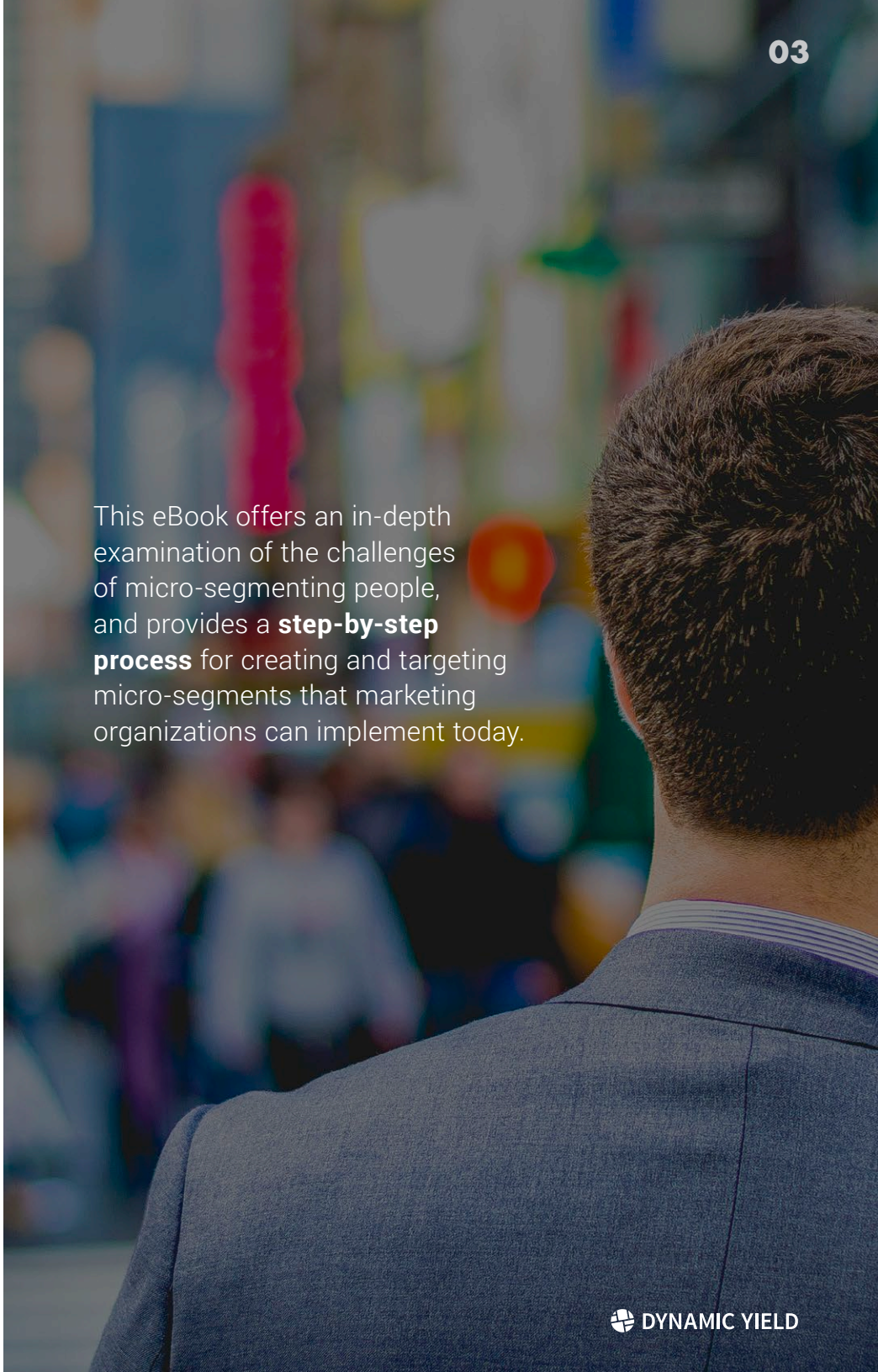
Create deep customer segments based on a wide-ranging dataset.

STEP 2

Deliver the right message by tailoring personalized or customized messages to each segment to guide them through their decision-making.

STEP 3

Analyze results and optimize strategies based on observed trends.



This eBook offers an in-depth examination of the challenges of micro-segmenting people, and provides a **step-by-step process** for creating and targeting micro-segments that marketing organizations can implement today.

CHAPTER 1

MICRO-SEGMENTATION IN THE AGE OF BIG DATA

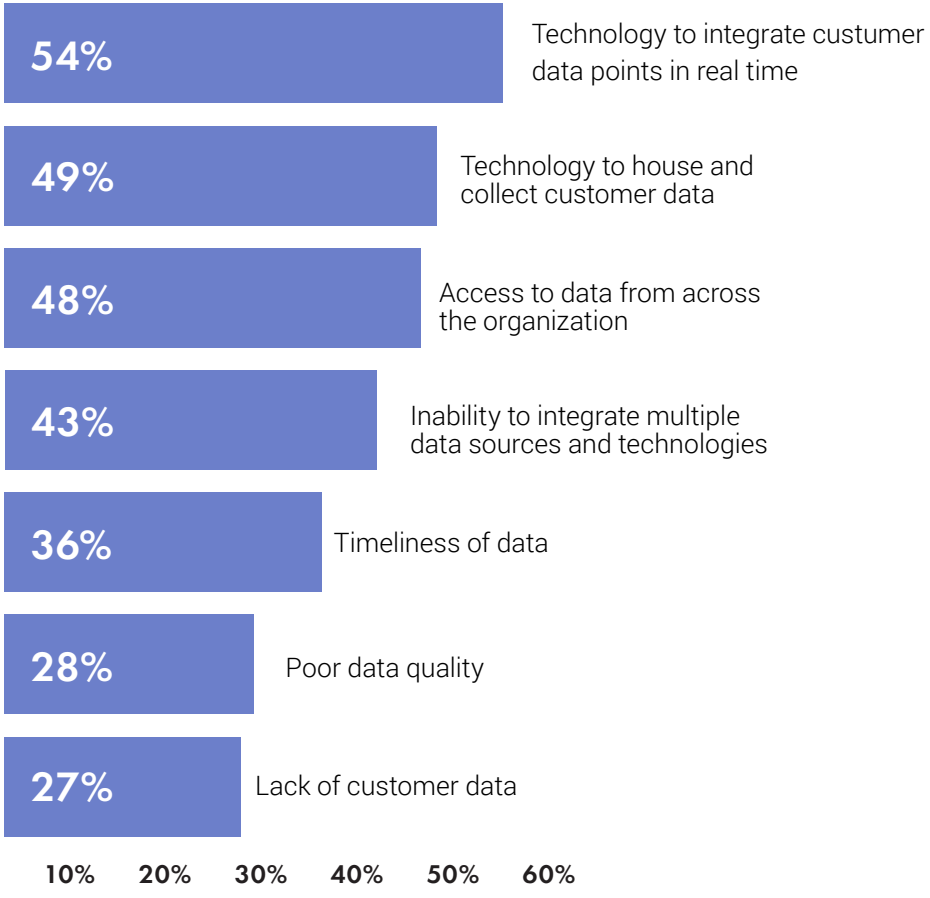
Knowing customers' wants, needs and behaviors is a top challenge for marketing teams. According to the Experian Data Quality study[3]:

84% of organizations see data as an integral part of forming a business strategy. However, the lack of technological capability keeps marketers from aggregating data from multiple sources and gachieving a single customer view. As a result, it is impossible to understand their customers.

Marketing teams are trying to move from a channel-centric approach to a customer-centric organization, and technology is here to help. The right technology can make data accessible and actionable, allowing organizations to overcome internal data silos and center their focus around the customer.

Collecting, storing, and organizing data from multiple sources -- from online sources such as websites and apps to offline ones like CRM -- requires specialized infrastructure. But getting all of this information drilled down to small actionable chunks is essential to creating a customer-centric marketing approach.

TOP CHALLENGES OF ENTERPRISE-LEVEL COMPANIES TO CREATING A SINGLE-CUSTOMER VIEW



[3] http://go.experian.com/dm16report?WT.srch=EMSPR_REP_PR_DM16

While every marketer values data, most are overwhelmed by its volume. How do you coax meaningful insight out of the vast piles of behavioral data garnered from customer interactions?

All too often, this data, when viewed out of context, is nothing more than a generalized aggregation of disparate data points. In other words, it's a bunch of useless numbers.

For example, let's say you're an eCommerce marketer and the following CRM report comes across your desk:

Unique Users:	5.889M
Purchases:	245,528
Conversion Rate:	4.17%
Total Revenue:	$23.917M
Revenue/User:	$4.06
Avg. Order Value:	$97.41

What do these CRM numbers tell us? Not much. We have no idea who the buyers are, where they came from, which products they liked, what their purchase journey looked like, and what they ended up buying. Without proper context, your first-party data won't help you answer mission-critical questions, such as:

- **Who are my buyers?**
- **How did they arrive on my site?**
- **Which products piqued the most interest?**
- **How did they make their purchase decisions?**
- **Why did they ulitmately convert?**
- **How can I use this data to generate even more sales?**
- **Why did they ultimately convert?**
- **How can I use this data for targeting, reaching and acquiring new customers?**

To find answers – which is to say, to uncover meaningful insights into the people who interact with your brand – you'll need to put a 'face' on the figures and drill them down to reveal the story behind the decisions your customers make. Only then can you gain practical insight as to how to tailor engaging messages that drive those customers toward conversion.

That's where segmentation comes in. Segmentation is the process of dividing website visitors into subgroups based on a common set of characteristics, such as behavior, psychographics, demographics, geo-location and more.

Segmentation puts customer data into context and yields valuable information about who your visitors are, which products they were interested in, why they converted, and the path they took to purchase.

SEGMENTATION CAN HELP ANSWER QUESTIONS SUCH AS:

- **What customer journey led them to my site?**
- **How many pages did they browse?**
- **Which elements did they interact with?**
- **How much time elapsed between initial page view and purchase?**
- **Did they place high ticket items in a shopping cart to determine total cost with tax and shipping?**

If we take a deeper look at interactional data from a segmented point-of-view, we can map out the various customer journeys, define actionable segments and identify high-value visitors within those segments.

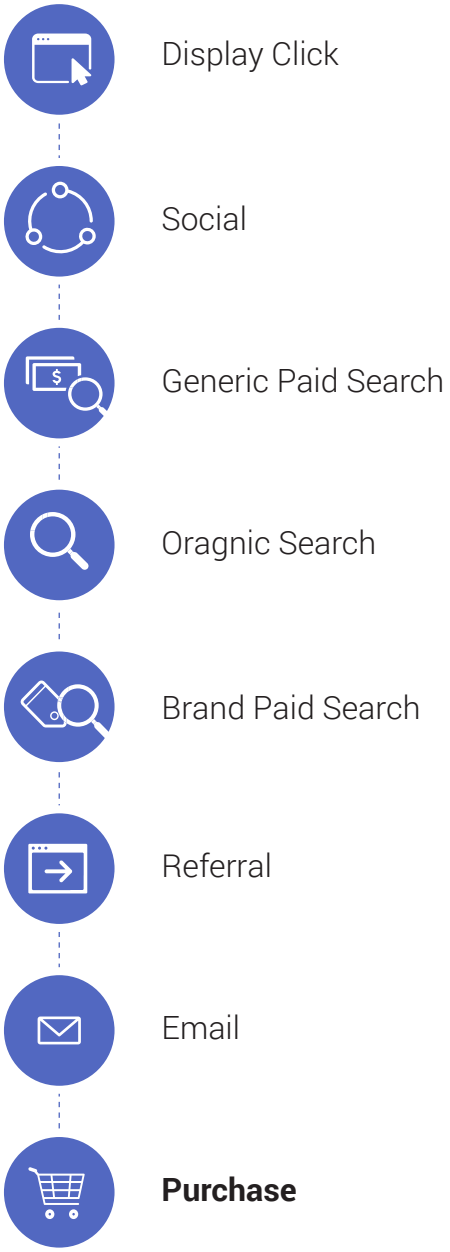
CHAPTER 2

ILLUMINATING THE CUSTOMER JOURNEY

We've all heard some variation of the maxim, "The journey, not the destination, matters." It is meant to inspire us to enjoy the process and not to obsess over the outcome.

But in eCommerce, the customer journey and the destination matters. We need to understand the steps and clicks the customer takes as they make their way through a site in order to bring them to the desired outcome: conversion. But in this chapter, we're going to focus on the journey and the tools we can use to illuminate that journey.

One of the most useful techniques we've got is dividing the audience into micro-segments based on referral data and user flow.



For example, let's say that through an attribution exercise, you discover that 83% of your new-customer converters performed a search inquiry at the midpoint of their journey. And let's assume that by digging deeper, you learn that 75% of those new customers placed an item in your cart but didn't convert right away. In this scenario, you can reasonably deduce that new customers who arrive on your site via search use your shopping cart as a research tool (i.e. assessing total cost with shipping or tax, estimating shipping times, checking availability).

How can you use that insight to grow your business? First, create a micro-segment of people who arrive from search and treat them differently through messaging. Next, you can include shipping costs, estimated arrival time and product availability as custom content for them.

With so many visitors exhibiting different behaviors, marketers are trying understand which visitors and which behaviors warrant segmentation. By developing 'micro-segments'— granular and precise segmentations based on real-time behavior and onsite interactions—marketers can reveal valuable insights.

PRO TIPS:

Use an attribution tool to identify key touch points that desired converters share.

Create a micro-segment of consumers who interact with the common touch point.

Develop, test and iterate messaging that resonates with that micro-segment of consumers.

Target the micro-segment with the right message at the right touch point.

CHAPTER 3

THE 'SUPER PARETO' PRINCIPLE

THE 80-20 RULE.

The famous Pareto principle, better known as the 80–20 rule, argues that 20 percent of input is responsible for 80 percent of the results.

THE 95-5 RULE.

But in the world of online shopping, leading online retailers are witnessing the emergence of a "Super Pareto" principle where typically fewer than five percent of users contribute more than 95 percent of the revenue.

LET'S TAKE A LOOK AT AN ACTUAL SEGMENTATION EXAMPLE FROM A MAJOR RETAIL BRAND.

The marketer responsible for this site knows that footwear is a best-selling product. To explore this further, they created a segment of visitors who browsed the footwear category.

A closer look at this data reveals that 15.8% of site visitors view the footwear category, representing close to 1 million unique consumers. We also see that although these customers constitute approximately only 16% of the site's entire visitor base, they contribute 39% of the site's overall revenue, or $8.181 million to be exact.

Segmenting and targeting visitors by browsing behavior is a great way to start increasing revenue, but it won't go far enough. What would happen if you segmented these 16% of users into micro-segments? Let's take a closer look.

Notice that while the average order value (AOV) of this segment is $122, many of these consumers have much higher AOVs and others significantly lower. Grouping all these visitors under the same umbrella limits your ability to offer one type of messaging for your big spenders and another to your modest-yet-loyal ones.

To address that shortcoming, let's add another layer of filtering to this segment, showing only those customers who have a lifetime purchase value of more than $300.

THE RESULT

We see that less than 0.1% of the overall customers, or nearly 4,000 people, have contributed more than $2.1M in revenue. This is a truly valuable segment with an AOV of almost $250.

Bottom line: By applying this additional layer of segmentation, we've identified visitors with an increased ARPU of approximately 6,230%.

Findings like these present important questions to marketers:

- Shouldn't we focus our efforts on visitors that are of vital importance?
- How do we determine which visitors bring us the most value?
- If we double-down our marketing efforts on our most valuable users, should we focus less on converting those that contribute less revenue?

Micro-segmentation allows marketers to focus on profitable customer acquisition, as well as identifying existing customers who offer significant additional revenue opportunities. These efforts eschew spray-and-pray marketing initiatives and concentrate on highly personalized website experiences.

PRO TIPS:

Deeper segmentation lets marketers identify the 1 - 5% of consumers who contribute up to 95% of revenue.

Once segmented, marketers can focus marketing spend and resources on the most profitable consumers.

CHAPTER 4

CHOOSING THE RIGHT MICRO-SEGMENTS - RECIPES FOR SUCCESS

Now that we know micro-segments are useful for illuminating your customer journeys and creating custom messaging, the next critical question is: What's the right number of micro-segments?

Keep in mind that each new targeting rule increases complexity. You'll need a strategy for determining which segments to prioritize based on your business and merchandising strategies.

The 16 segmentation templates on the next page were generated through years of working with eCommerce sites around the world and can serve as a starting point for helping you make that determination. (See Appendix A for additional templates.) These templates can help you prioritize the consumers you want to treat differently for business reasons, such as your frequent buyers or highest spenders. You can tweak the conditions (time/values) as appropriate to your site.

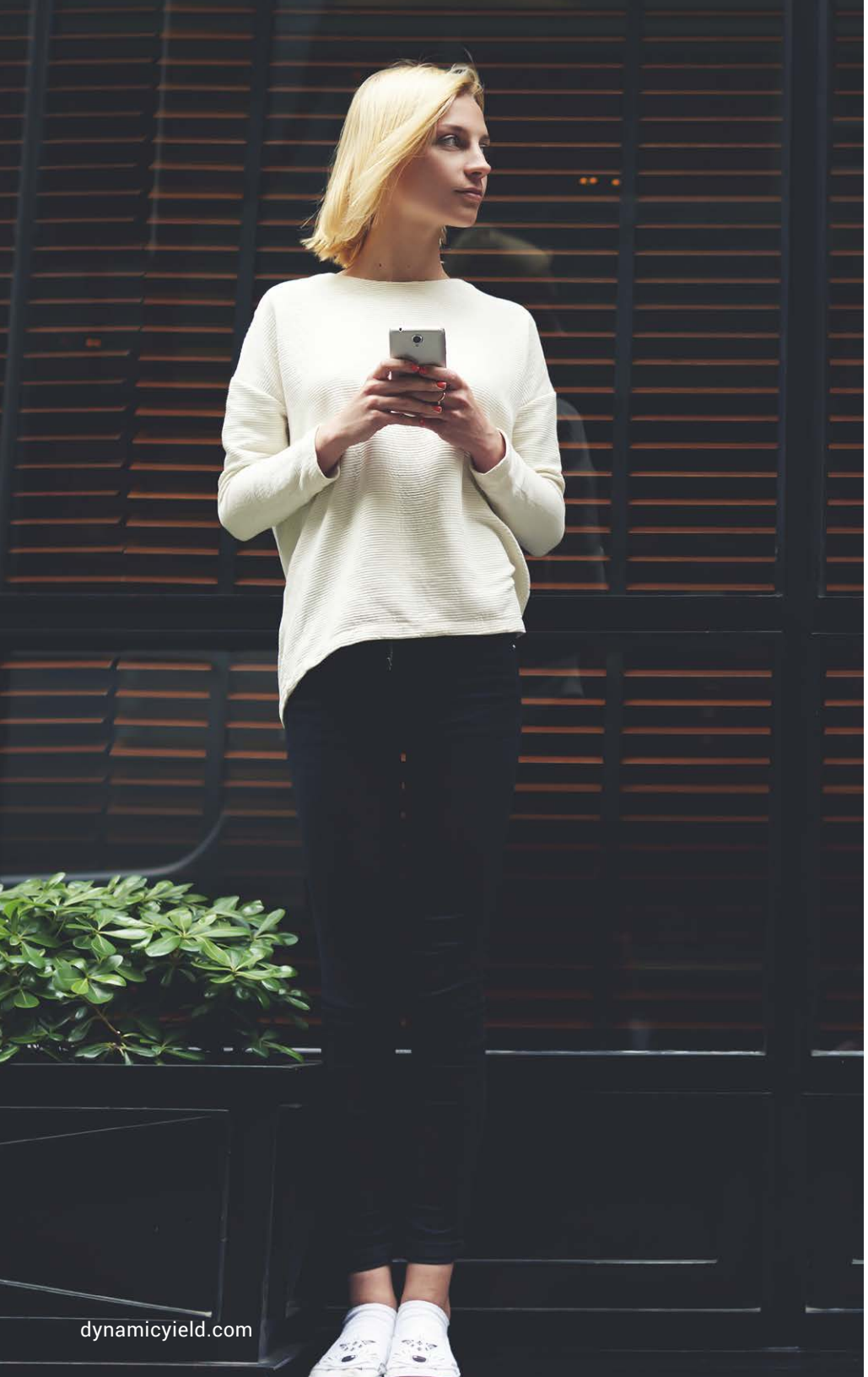
Audience/Segment	Description	Conditions
Multiple Purchases in the Past 30 Days	Users who completed at least 2 purchases in the past 30 days	Purchase> event is at least '2'> 'during the past '30 days
Purchased in Past 6 Months but Not in Past 3 Months	Users who completed at least 1 purchase in the past 6 months but not during the last 3 months	Purchase> event is at least> '1' during the past '6 months' AND excludes <audience> with <purchase> event equals '0' in past three months
Frequent Buyers	Users who completed at least 5 purchases in the past 6 months	Purchase> event is at least '5'> 'during the past '6 months
Coupon Lovers	Users who completed a purchase using a coupon	Purchase> event is at least '1'> during the past '30 days' AND '<Coupon Usage> is at least '1
Multiple Purchases in Category	Users who bought at least X items from a specific cate-gory during the past year	Purchase> event is at least '1'> AND <Product Purchase Cate-'gory> event value equals 'xxx
Highest Spenders in Category	Highest spending users in a category with a cart value of over 15% above the average purchase value	Purchase> event value is> above '$X' AND <Product Purchase Category> event value 'equals 'xxx
Unconverted Recom-mendation Engine Clickers	Users who clicked on at least 2 recommended items during a single session and didn't buy	Recommendation Widget>> even click is at least '2' times AND <Purchase> event equals "0
Big Spenders	Users who completed a purchase with a value of over 15% above the average purchase value	Purchase> event value is> above '$X' AND event is at least '1' time
VIP Shoppers	Users whose Lifetime value exceeds X amount	Lifetime Value> value is above> "$X
Shopping Cart Abandoners	Users with items in their shopping carts from previ-ous sessions but without any purchases	Add to Cart> event 0 AND> '<Purchase> event equals '0

Audience/Segment	Description	Conditions
Product-Focused Shoppers	Users who completed a purchase during a relatively short time	Purchase> event is at least '1'> AND <Time to Purchase> value is at most '15' minutes
Browsers	Users who spend a relatively great deal of time on the site	Purchase> event is '0' AND> <Time of Session> value is at 'least '4:30
Researchers	Users who spend a lot of time exploring a specific product page	Pages Per Session> is at most> '3' and <Viewed Page Type> 'contains 'Product Pages
Bargain Hunters	Users who are on the lookout for the best available deals	Category Sorting Type> is> 'Price: Low to High' OR <Page Visited> is '/on-sale/' at least '5' times
One-time shoppers	Single session users who completed a purchase	Purchase> event is at least '1'> during the past '6 months' AND <Sessions Per User> is exactly "1
Maximizers	Users who browse entire product category before making a decision	Pages Per Session> is at least> '3' AND <Viewed Page Type> is 'category pages' AND <Event> is "reached category end

PRO TIPS:

To streamline your segmenting, be strategic about which consumer segments to prioritize.

Experiment, measure and optimize your segment priorities. Micro-segmenting, like all merchandising tactics, is as much an art as it is a science.



CHAPTER 5

ACTIVATING MICRO-SEGMENTS

Once you've created your micro-segments, the next step is to activate them. You'll need to target them with custom experiences and messages in order to cement your bond with them.

Although there are many ways to activate your micro-segments, each strategy shares a common goal: to convey to each consumer your understanding of their needs on an individual level.

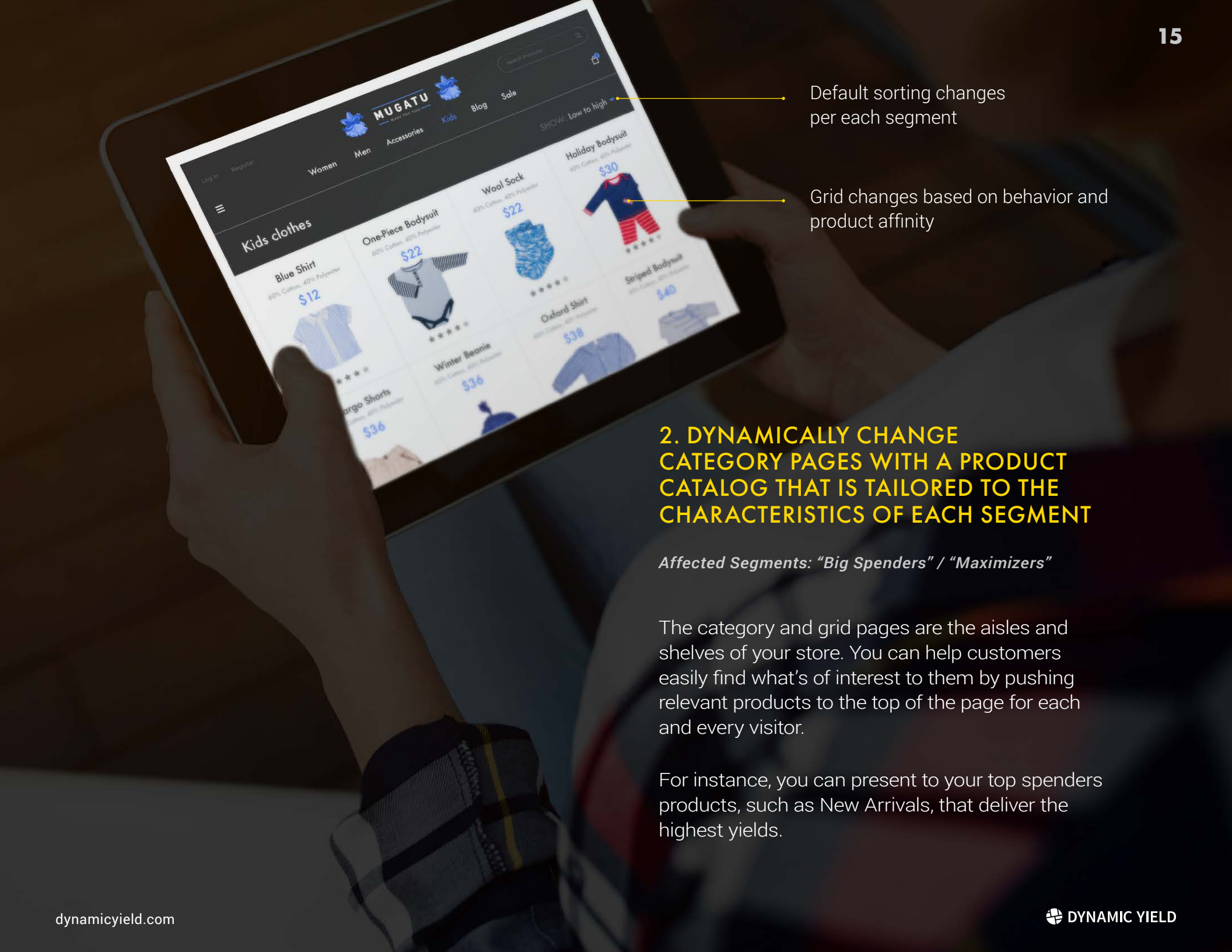
Below are eight approaches to creating segmented experiences for individual visitors within a given micro-segment that you can use as a starting point for activating micro-segments on your site.

1. TAILOR DIFFERENT HOMEPAGE EXPERIENCES FOR DIFFERENT SEGMENTS

Affected Segments: "Multiple Purchases in Category" / "Highest Spenders in Category"

For many visitors, the homepage is the first page they see of your website. If the homepage isn't personally relevant to them, it might be the only page they see. Customizing your homepage with relevant content, imagery and messaging will go a long way towards reducing hard bounces and taking your visitors through engaging journeys onsite.

For example, you can customize the hero banner by micro-segment. This means personalizing your homepage slider or hero banner according to past behavior, purchase history, or product affinity. For visitors with a demonstrated history of browsing or buying children's clothing, you can opt to automatically present a 'kids clothing' message as soon as they land on the homepage.



Default sorting changes per each segment

Grid changes based on behavior and product affinity

2. DYNAMICALLY CHANGE CATEGORY PAGES WITH A PRODUCT CATALOG THAT IS TAILORED TO THE CHARACTERISTICS OF EACH SEGMENT

Affected Segments: "Big Spenders" / "Maximizers"

The category and grid pages are the aisles and shelves of your store. You can help customers easily find what's of interest to them by pushing relevant products to the top of the page for each and every visitor.

For instance, you can present to your top spenders products, such as New Arrivals, that deliver the highest yields.

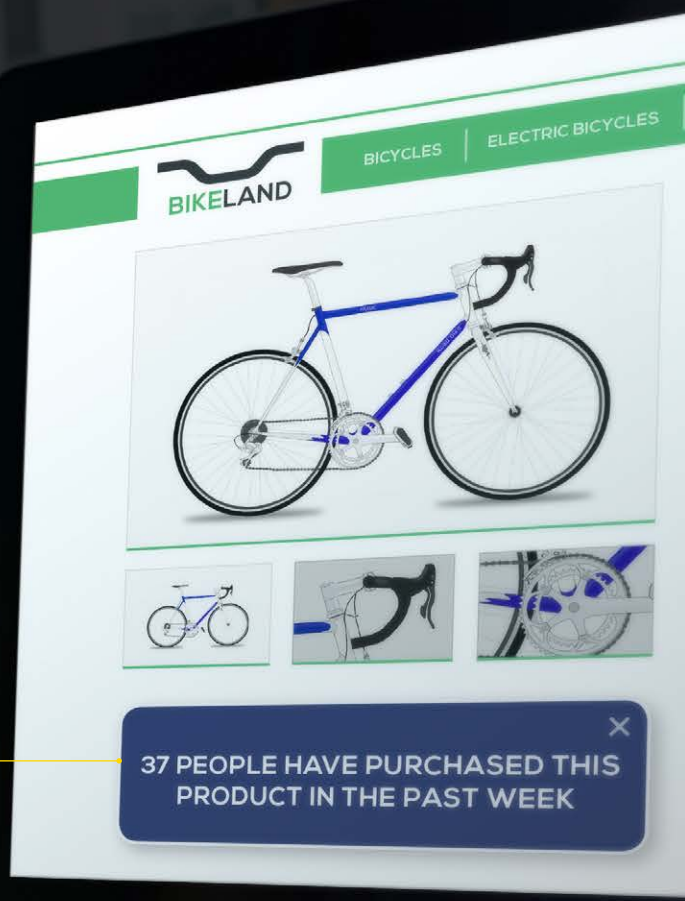
3. DRIVE REVENUE AND BUILD TRUST BY LEVERAGING SOCIAL PROOF AND DEMAND MESSAGING

Affected Segments: "Browsers" / "Researchers"

Background: Social Proof is a psychological phenomenon where people copy the actions of others because they think it's the right thing to do in a given situation. In essence, it's the notion that since others are doing it, I should be doing it too.

You can use the retail equivalent of FOMO (fear of missing out) to make incremental gains in sales. For example: Booking.com has perfected the art of showing real-time notifications based on visitor activity—essentially leveraging a "herd mentality." They include location-based view counters (e.g. "100 people in New York City also booked a room") and trend alerts to validate an individual consumer's purchase intent.

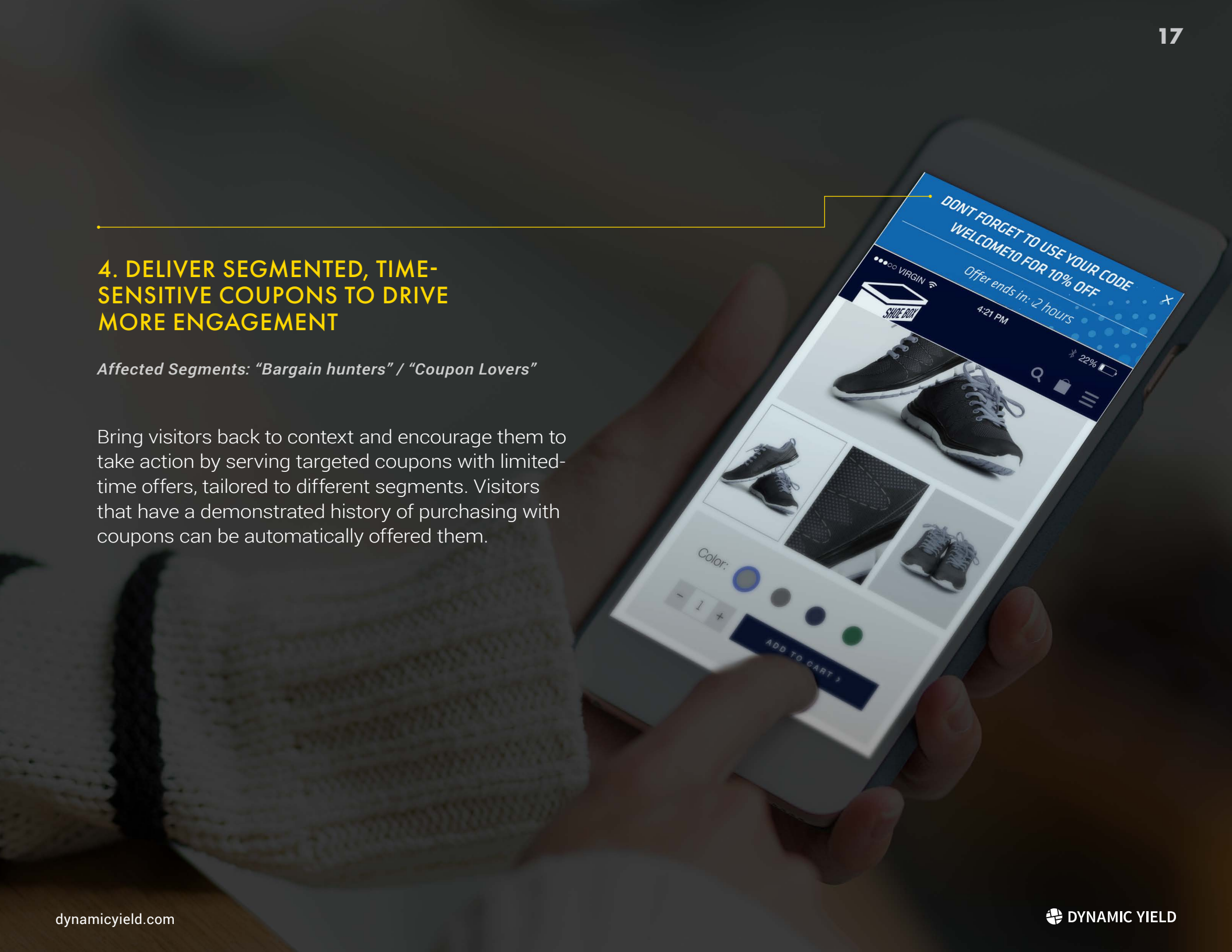
This method can be adapted to any eCommerce site and will be extremely effective with consumers who are actively browsing and researching products (e.g. people who spend a relatively great deal of time on your site, or a lot of time exploring a specific product page). It can also help focus the type of visitors who are easily distracted when shopping to convert and make a purchase. There's nothing like a little FOMO to motivate consumers.



4. DELIVER SEGMENTED, TIME-SENSITIVE COUPONS TO DRIVE MORE ENGAGEMENT

Affected Segments: "Bargain hunters" / "Coupon Lovers"

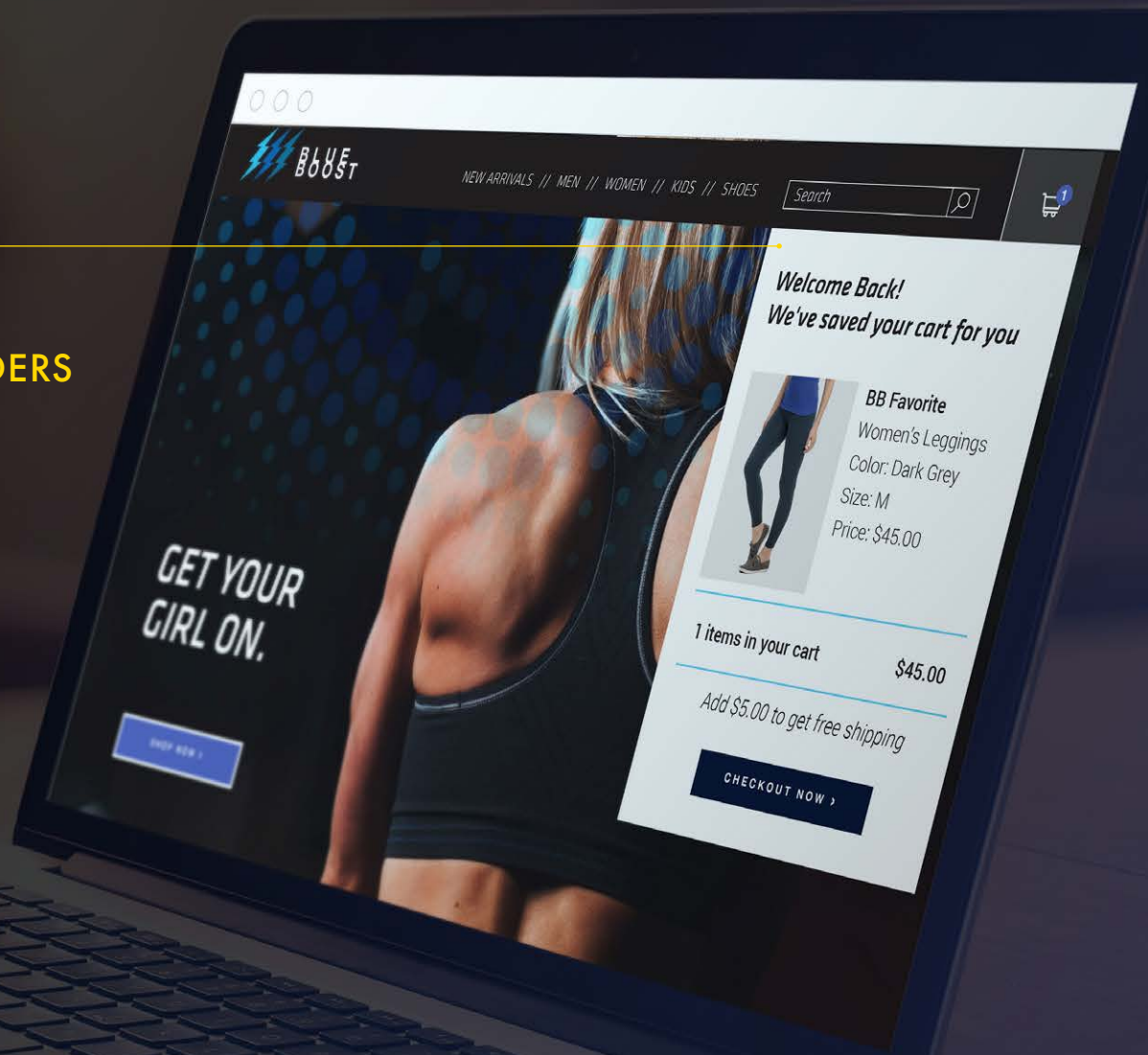
Bring visitors back to context and encourage them to take action by serving targeted coupons with limited-time offers, tailored to different segments. Visitors that have a demonstrated history of purchasing with coupons can be automatically offered them.

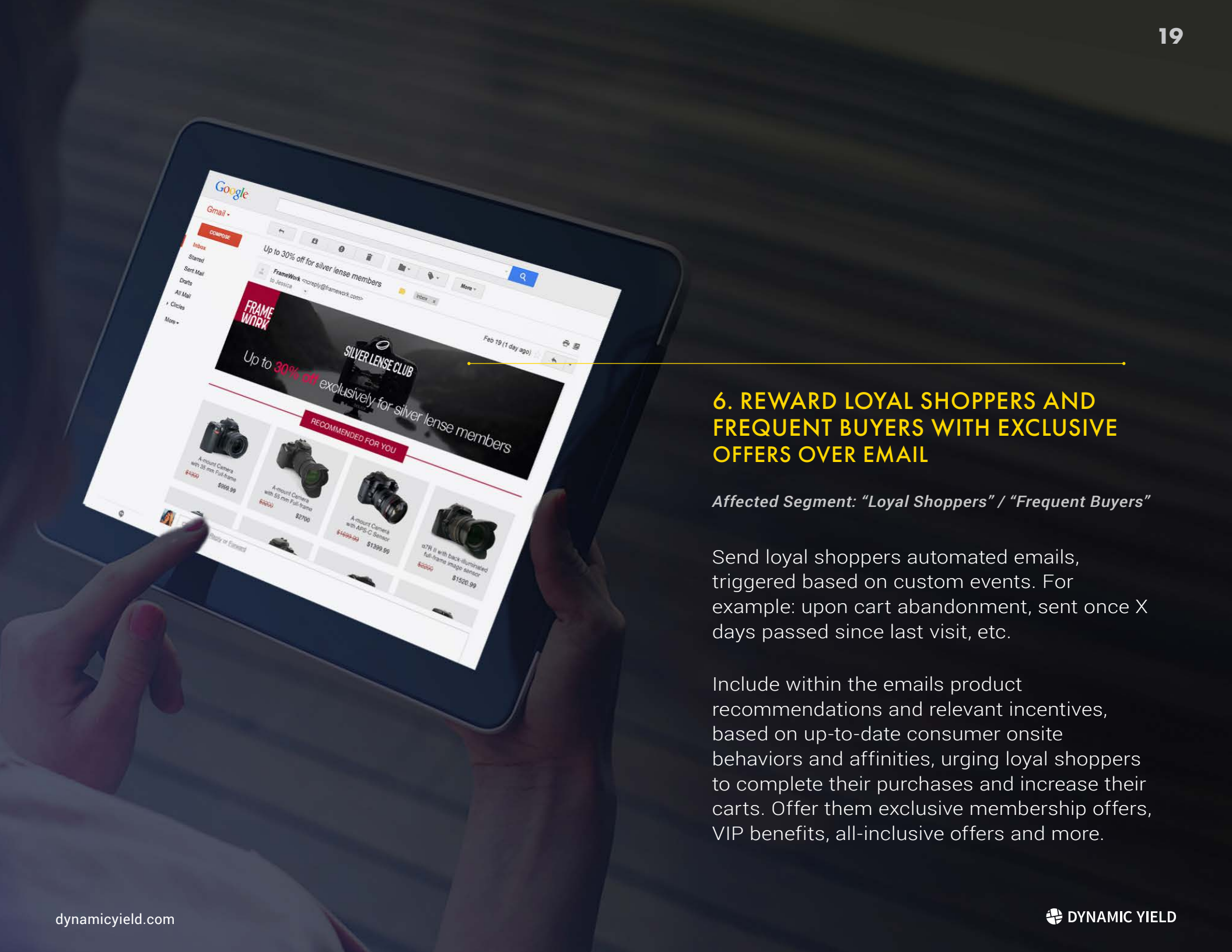


5. PRESENT VISITORS WHO'VE ABANDONED A CART WITH REMINDERS OF FORGOTTEN ITEMS

Affected Segment: "Shopping Cart Abandoners"

Cart abandoners cost retailers some $18 billion in sales revenue each year. One way to engage returning visitors who fall into cart-abandonment segments is to present a drop-down notification upon site arrival, encouraging them to purchase the item(s) they left behind.





6. REWARD LOYAL SHOPPERS AND FREQUENT BUYERS WITH EXCLUSIVE OFFERS OVER EMAIL

Affected Segment: "Loyal Shoppers" / "Frequent Buyers"

Send loyal shoppers automated emails, triggered based on custom events. For example: upon cart abandonment, sent once X days passed since last visit, etc.

Include within the emails product recommendations and relevant incentives, based on up-to-date consumer onsite behaviors and affinities, urging loyal shoppers to complete their purchases and increase their carts. Offer them exclusive membership offers, VIP benefits, all-inclusive offers and more.

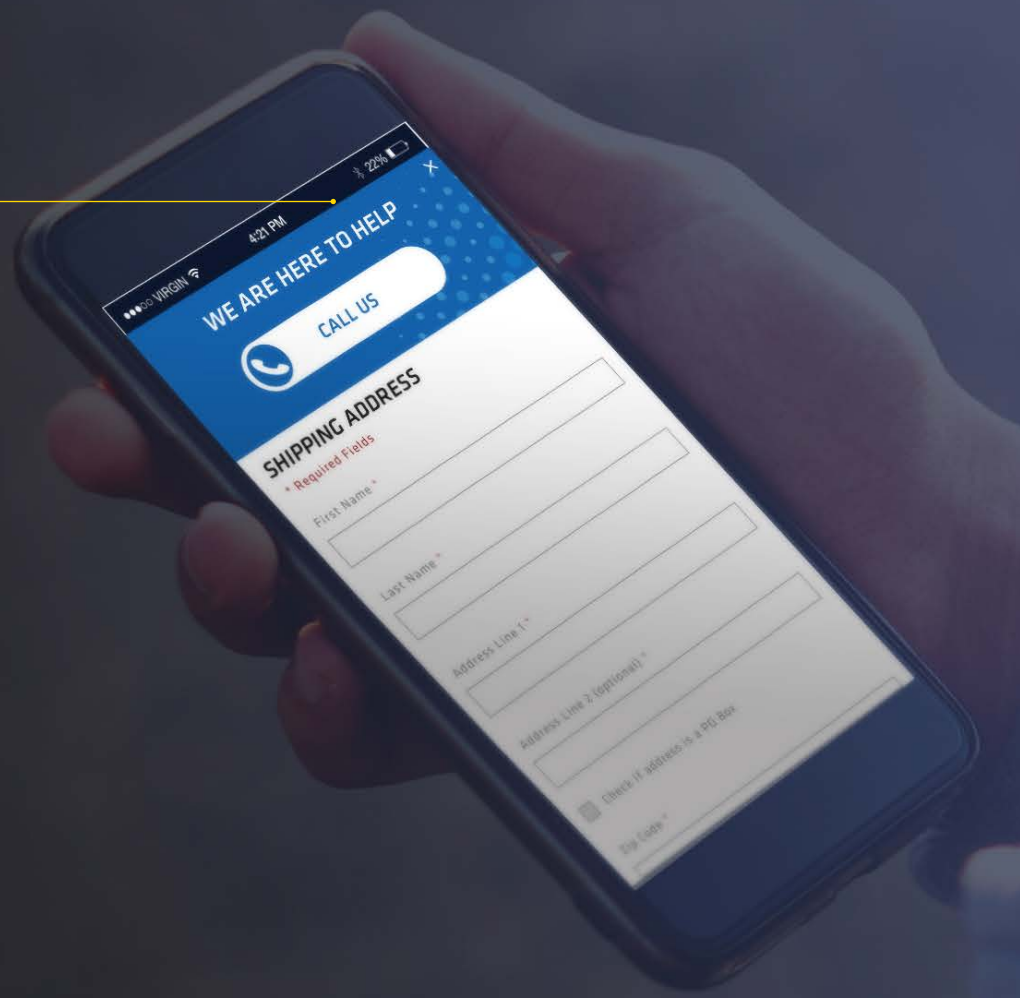
7. OFFER SUPPORT TO HESITANT USERS TO HELP THEM COMPLETE THE PURCHASE.

Affected Segment: "Hesitant Shoppers" / "Buyers Following Chat Widget"

Nearly 2/3 of American shoppers don't trust retailers with their payment and personal information, especially across mobile devices. Building trust is a key factor in reducing consumers' concerns and driving purchases.

Retailers can minimize checkout burdens and reduce security concerns by optimizing the checkout flow with triggered notifications. This is especially useful for hesitant shoppers, consumers who had previously completed purchases by submitting pre-sale inquiries, or people who had used the online chat widget or called the customer support center to complete a purchase.

Retailers can offer these visitors a quick way to contact customer support, or get help over email in order to complete the purchase or address any issues that may have arisen.



8. UNMASK AND ACT UPON ANONYMOUS VISITOR SEGMENTS.

Affected Segment: "New Visitors" / Third-Party Segments

Leverage data collected by third-party audience segments, such as Oracle BlueKai, to unlock behavioral and psychographic data on anonymous users visiting your site. Target these segments with the most relevant experiences upon entering your site. For example, identify male vs. female shoppers, and dynamically change the homepage modules based on that.

PRO TIPS:

Tie an activation strategy closely with a template (see appendix for 50 example templates) to ensure messaging is appropriate to the consumer, and his or her position in the customer journey.

Adopt a cycle of test, assess and iterate all activation strategies, as consumers and behaviors will evolve over time.

SUMMARY

Marketers are operating in an environment where the vast majority of revenue is generated by a small percentage of customers. By identifying and nurturing your most valuable visitors using micro-segmentation, you will gain a better understanding of how to improve the online customer experience as a whole, which will lead to increased revenue and conversions.

As mentioned in the introduction, micro-segmenting and personalization is a continuous exercise, one that will need tweaking to respond to changes within your market and customer base. Those changes may be due to seasonality, changes in the competitive landscape, or based on life events of individual consumers (i.e. consumers who migrate from one micro-segment to another based on the birth of a child).

It is important that you set the right expectations with your company; investing time and resources into a micro-segmenting strategy will certainly deliver dividends, but it is by no means a 'set-it-and-forget-it' endeavor.

While micro-segmentation will enable you to distill your customer base and discover your most valuable customers, keep in mind that it's not as simple as plugging in and running on autopilot. Discovering valuable segments and creating segmented experiences is a continuous process that requires marketers to constantly be thinking about how visitors are interacting with their sites.

ABOUT DYNAMIC YIELD

Dynamic Yield's unified customer engagement platform helps marketers increase revenue by automatically personalizing each customer interaction across the web, mobile web, mobile apps and email. The company's advanced customer segmentation engine uses machine learning to build actionable customer segments in real time, enabling marketers to take instant action via personalization, product/content recommendations, automatic optimization & real-time messaging.

Dynamic Yield personalizes the experiences of more than 500 million users globally and counts industry leaders like like Sephora, Urban Outfitters, Europe's fashion leader Lamoda, MediaDC, and Liverpool Football Club among its many customers. Based in New York, the company has more than 100 employees in eight offices worldwide.

REQUEST A DEMO

APPENDIX

To get a better sense of which micro-segments you could be creating, use this segmentation recipe template. It highlights some interesting and useful segments which can be applied to almost any eCommerce site. Note: As a rule of thumb, each segment you create must have a least a few hundred visitors in it.

SEGMENT	Purchased in the Past Year
DESCRIPTION	Users who bought something during the past year
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '1' during the past 'year'

SEGMENT	Purchased in the Past 6 Months
DESCRIPTION	Users who bought something during the past 6 months
TIME FRAME	6 months
CONDITIONS	<Purchase> event is at least '1' during the past '6 months'

SEGMENT	Purchased in the Past 30 Days
DESCRIPTION	Users who bought something during the past 30 days
TIME FRAME	30 days
CONDITIONS	<Purchase> event is at least '1' during the past '30 days'

SEGMENT	Multiple Purchases in the Past Year
DESCRIPTION	Users who completed at least 2 purchases in the past year
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '2' during the past 'year'

SEGMENT	Multiple Purchases in the Past 6 Months
DESCRIPTION	Users who completed at least 2 purchases in the past 6 months
TIME FRAME	6 months
CONDITIONS	<Purchase> event is at least '2' during the past '6 months'

SEGMENT	Multiple Purchases in the Past 30 Days
DESCRIPTION	Users who completed at least 2 purchases in the past 30 days
TIME FRAME	30 days
CONDITIONS	<Purchase> event is at least '2' during the past '30 days'

SEGMENT	Purchased in Past 6 Months but Not in Past 3 Months
DESCRIPTION	Users who completed at least 1 purchase in the past 6 months but not in the last 3 months
TIME FRAME	6 months
CONDITIONS	<Purchase> event is at least '1' during the past '6 months' AND excludes <audience> with <purchase> event equals '0' in past three months

SEGMENT	Loyal Shoppers
DESCRIPTION	Users who completed at least 7 purchases in the past year
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '7' during the past 'year'

SEGMENT	Frequent Buyers
DESCRIPTION	Users who completed at least 5 purchases in the past 6 months
TIME FRAME	6 months
CONDITIONS	<Purchase> event is at least '5' during the past '6 months'

SEGMENT	Top Monthly Buyers
DESCRIPTION	Users who completed at least 3 purchases in the past 30 days
TIME FRAME	30 days
CONDITIONS	<Purchase> event is at least '3' during the past '30 days'

SEGMENT	Coupon Lovers
DESCRIPTION	Users who completed a purchase using a coupon
TIME FRAME	30 days
CONDITIONS	<Purchase> event is at least '1' during the past '30 days' AND <Coupon Usage> is at least '1'

SEGMENT	Bought Items with 10% Discount
DESCRIPTION	Users who bought items with 10% discount
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '1' AND <Redeemed Discount> equals '10'

SEGMENT	Bought Items with 15% Discount
DESCRIPTION	Users who bought items with 15% discount
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '1' AND <Redeemed Discount> equals '15'

SEGMENT	Bought Items with 20%+ Discount
DESCRIPTION	Users who bought items with 20%+ discount
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '1' AND <Redeemed Discount> is at least '20''

SEGMENT	Multiple Purchases in Category
DESCRIPTION	Users who bought at least X items from a specific category during the past year
TIME FRAME	Past year
CONDITIONS	<Purchase> event is at least '1' AND <Product Purchase Category> event value equals 'xxx'

SEGMENT	Highest Spenders in Category
DESCRIPTION	Highest spending users in a category with a cart value of over 15% above the average purchase value
TIME FRAME	Past year
CONDITIONS	<Purchase> event value is above '$X' AND <Product Purchase Category> event value equals 'xxx'

SEGMENT	Unconverted Recommendation Engine Clickers
DESCRIPTION	Users who clicked on at least 2 recommended items during a single session and didn't buy
TIME FRAME	Session level
CONDITIONS	<Recommendation Widget> even click is at least '2' times AND <Purchase> event equals '0'

SEGMENT	Converted Recommendation Engine Clickers
DESCRIPTION	Users who clicked on at least 2 recommended items during a single session and completed a purchase
TIME FRAME	Session level
CONDITIONS	<Recommendation Widget> even click is at least '2' times AND <Purchase> event is at least '1'

SEGMENT	Buyers Following Chat Widget
DESCRIPTION	Users who initiated a chat and have completed a purchase during the same session
TIME FRAME	Session level
CONDITIONS	<Online Chat> event is at least '1' AND <Purchase> event is at least '1'

SEGMENT	Buyers Following Search Activation
DESCRIPTION	Users who conducted a site search and complete a purchase during the same session
TIME FRAME	Session level
CONDITIONS	<Search> event is at least '2' AND <Purchase> event is at least '1'

SEGMENT	Conducted Site Search But Did Not Convert
DESCRIPTION	Users who conducted a site search but didn't complete a purchase
TIME FRAME	Session level
CONDITIONS	<Search> event is at least '2' AND <Purchase> event is '0'

SEGMENT	Big Spenders
DESCRIPTION	Users who completed a purchase with a value of over 15% above the average purchase value
TIME FRAME	30 days
CONDITIONS	<Purchase> event value is above '$X' AND event is at least '1'

SEGMENT	VIP Shoppers
DESCRIPTION	Users whose Lifetime value exceeds X amount
TIME FRAME	Lifetime
CONDITIONS	<Lifetime Value> value is above '$X'

SEGMENT	Shopping Cart Abandoners
DESCRIPTION	Users with items in their shopping carts from previous sessions but without any purchases
TIME FRAME	7 days
CONDITIONS	<Add to Cart> event 0 AND <Purchase> event equals '0'

SEGMENT	Product-Focused Shoppers
DESCRIPTION	Users who completed a purchase during a relatively short time
TIME FRAME	Session level
CONDITIONS	<Purchase> event is at least '1' AND <Time to Purchase> value is at most '15' minutes

SEGMENT	Browsers
DESCRIPTION	Users who spend a relatively great deal of time on the site
TIME FRAME	Session level
CONDITIONS	<Purchase> event is '0' AND <Time of Session> value is at least '4:30'

SEGMENT	Researchers
DESCRIPTION	Users who spend a lot of time exploring a specific product page
TIME FRAME	Session level
CONDITIONS	<Pages Per Session> is at most '3' and <Viewed Page Type> contains 'Product Pages'

SEGMENT	Bargain Hunters
DESCRIPTION	Users who are on the lookout for the best available deals
TIME FRAME	6 months
CONDITIONS	<Category Sorting Type> is 'Price: Low to High' OR <Page Visited> is '/on-sale/' at least '5' times

SEGMENT	One-time shoppers
DESCRIPTION	Single session users who completed a purchase
TIME FRAME	6 months
CONDITIONS	<Purchase> event is at least '1' during the past '6 months' AND <Sessions Per User> is exactly '1'

SEGMENT	Female Shoppers
DESCRIPTION	Female shoppers with past purchases
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '1' AND <Gender> equals 'Female'

SEGMENT	Male Shoppers
DESCRIPTION	Male shoppers with past purchases
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '1' AND <Gender> equals 'Male'

SEGMENT	Goal Oriented shoppers
DESCRIPTION	Users with a high purchase intention who search for a specific product
TIME FRAME	Session level
CONDITIONS	<Landing Page> is 'product page' OR <search> event is 'model number'

SEGMENT	Window Shoppers
DESCRIPTION	Users who browse PDP's without high purchase intention
TIME FRAME	Session level
CONDITIONS	<Purchase> event is '0' AND <Pages Per Session> value is at least '5' AND <Viewed Page Type> is 'product pages'

SEGMENT	Psychological Ownership
DESCRIPTION	Users who add items to cart with no intention of purchasing
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is '0' and <add to cart> event is at least '2'

SEGMENT	Maximizers
DESCRIPTION	Users who browse entire product category before making a decision
TIME FRAME	Session level
CONDITIONS	<Pages Per Session> is at least '3' AND <Viewed Page Type> is 'category pages' AND <Event> is 'reached category end'

SEGMENT	Satisficers
DESCRIPTION	The opposite of maximizers, users who purchase the first product that matches their criteria
TIME FRAME	Session level
CONDITIONS	<Purchase> event is at least '1' AND <Viewed Page Type> is 'product page' at most '2' times

SEGMENT	Brand fans
DESCRIPTION	Users who are interested the highest-rated products
TIME FRAME	Lifetime
CONDITIONS	<Category Sorting Type> is 'Most popular' AND event is at least '5' times

SEGMENT	Logged-in visitors
DESCRIPTION	Users that have opted-in or created a user account
TIME FRAME	Lifetime
CONDITIONS	<Event> is 'created account'

SEGMENT	Newsletter Registerers
DESCRIPTION	User that have signed up for the newsletter
TIME FRAME	Lifetime
CONDITIONS	<Event> is 'newsletter signup'

SEGMENT	Email Visitors
DESCRIPTION	Users who arrived via email campaign
TIME FRAME	Session level
CONDITIONS	<Traffic source> is 'email' AND <Campaign> is 'newsletter / specific email campaign'

SEGMENT	Local Shoppers
DESCRIPTION	Users who made purchase from the same location as online store
TIME FRAME	Lifetime
CONDITIONS	Purchase> event is at least '1' AND <City> equals 'business's city'

SEGMENT	Distant Shoppers
DESCRIPTION	Users who made a purchase from location different than location of online store
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '1' AND <City> does not equal 'business's city'

SEGMENT	Geo-Location Shoppers
DESCRIPTION	Users who make a purchase from a specific geo-location
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '1' AND <City> equals 'customer's

SEGMENT	Mobile App Shoppers
DESCRIPTION	Users who made a purchase from a native app
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '2' AND <Event> equals 'mobile app purchase'

SEGMENT	Affiliate Site Shoppers
DESCRIPTION	Users who arrived from an affiliate site
TIME FRAME	Session level
CONDITIONS	<Traffic Source> is 'stated affiliate'

SEGMENT	Added Products to Favorites
DESCRIPTION	Users who added a product to their favorites
TIME FRAME	Session level
CONDITIONS	<Event> is 'add to favorites'

SEGMENT	Used Specific Delivery Method
DESCRIPTION	Users who made a purchase using X delivery method
TIME FRAME	Lifetime
CONDITIONS	<Purchase> event is at least '1' AND <event name> is 'delivery service name'

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