



Segments

Why are so important and some ideas to do "extra"...



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Common q. is too big or too small?

1° rule: you need to know what you're sending.

2° rule: you need to know to whom you want to send it.

3° rule: always trust data not ideas.

Common q. is too big or too small?

The number of the segment, in addition to being proportionate to the entire database is also in line with your ability to keep your list clean and updated. That's why there is no precise, magic number that will be able to tell you "so-and-so is good and so-and-so is not," but I can say one thing:

If your company is just starting out, you will tend to segment less and have a broader audience with each campaign, whereas the broader your company gets and the more you acquire, the more over time you will feel the need to delineate your target audience more, there will be more need to maintain a hygiene and target with logic.

But I can also say that when you have 200 counted in total, you can curate your list differently, you can come up with surveys and answer their e-mails directly. Make them feel part of something really special.

Then in a new company, having a segment of 200 people will not seem as small as having it in a company that is at least 5 years old with a database of 300,000 people, but even then I would say don't forget that it is always those in the niche that make the difference among all your customers and that sending an e-mail to 10,000 people does not mean you will automatically make more money than sending it to 5,000.

1 you need to know what you're sending.

Are you about to send a campaign about electronics discounts or a campaign about the new sweater in your line? Is it the right season? The right moment for this offer?

Are you maybe exposing already the best offer that you can? Bad Bad.

Leave the best offers for later, Black friday etc, vip buyers...

Make a big plan, you need a calendar and decide already what is your idea for the bigger sales to not show it in the wrong moments and miss good money.

2 you need to know what you're sending.

you need to know to whom you want to send it.

It's not ok to send something to whom might not be interested to it cause it would create spam, unsatisfaction, complaints, unsubscribes...

FIRST – KNOW YOUR UTM

UTM = how GA is tracking your results.

Find <https://www.digiguru.xyz/utm-validator> and test yours!

How-to-use: Paste your campaign URL below and hit validate. 

`http://webinair.smaily/?utm_source=newsletter&utm_medium=email&utm_campaign=utm_trial_2023&utm_content=learn_now&utm_term=utm_is_importat`

 **Nice!** Your campaign url is OK

This is what you will be sending to Google Analytics:

Source: newsletter

Medium: email

Campaign: utm_trial_2023

Content: learn_now

Term: utm_is_importat

SOURCE / CAMPAIGN / CONTENT

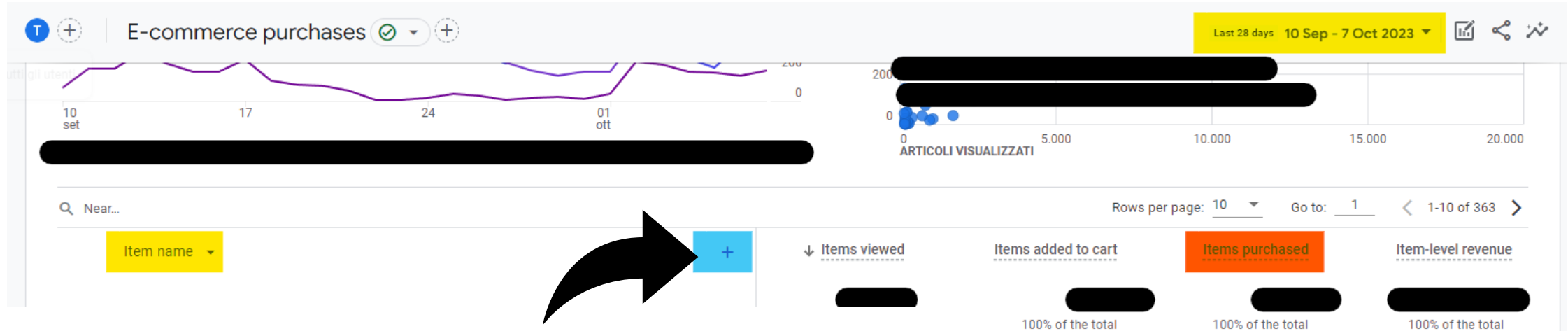
– your kings!

The image displays four screenshots of the Google Analytics navigation interface, with several items highlighted in yellow to indicate key areas of focus:

- Acquisition** (highlighted):
 - Overview
 - All the traffic (highlighted)
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Conversions** (highlighted):
 - Goals
 - E-commerce (highlighted):
 - Overview
 - Product performance (highlighted)
 - Sales performance
 - Transactions
 - Time to purchase
 - Multi-channel
- Behavior** (highlighted):
 - Overview
 - Behavior flow
 - Site contents (highlighted):
 - All pages
 - Content detail
 - Landing pages (highlighted)
 - Exit pages
- Monetization** (highlighted):
 - Acquisition
 - Involvement
 - Overview (highlighted)
 - E-commerce purchases
 - Purchase path

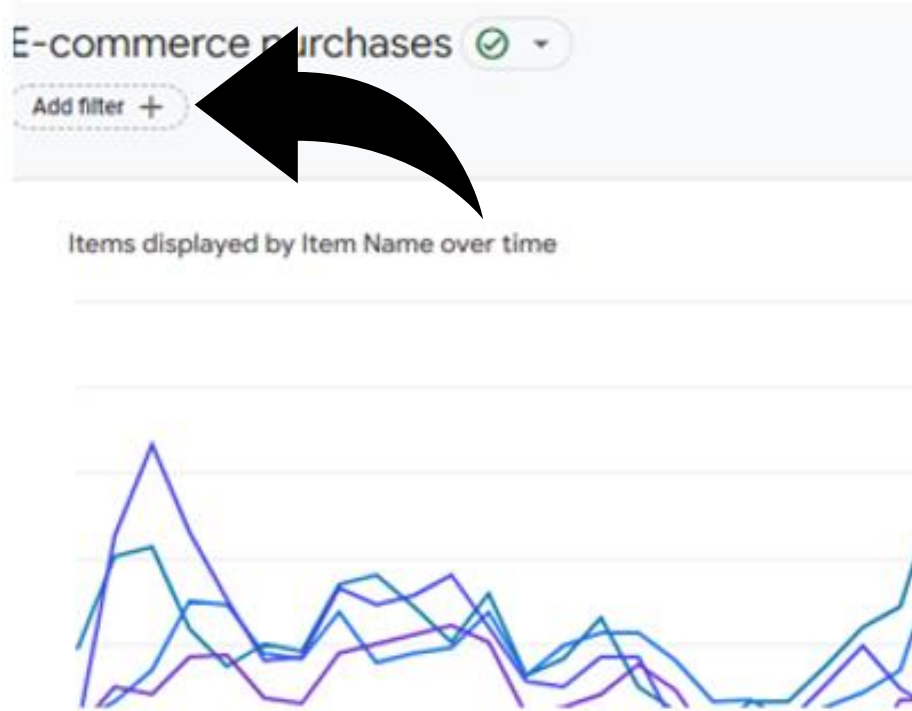
- Conversions
 - Goals
- E-commerce
 - Overview
 - Product performance
 - Sales performance
 - Transactions
 - Time to purchase
 - Multi-channel

Buyers of certain products (how to choose the products)



+ : you can choose the second filter,
this is where the ad content-campaign or source comes into play

Source medium/Ad content + correspond exactly to...



Match type ?

Select the match type

- corresponds exactly to
- contains
- begins with
- ends with
- matches regex
- corresponds to the partial

CONDITIONS (CREATE UP TO 5)

Dimension

sorge

Traffic source

- Source of the user's first interaction
- Source/Medium of the user's first interaction
- Session source
- Source/medium session



🔍 Near...

Rows per page: 10 ▾

Go to: 1

< 1-10 of 389 >

Item name ▾	+	↓ Items viewed	Items added to cart	Items purchased	Item-level revenue
		100% of the total	100% of the total	100% of the total	100% of the total
1	Product x			112	5000 €
2	Product y			89	3400 €
3	Product z			52	4800 €
4					
5					
6					
7					
8					
9					
10					

Some example of segments

Product buyers of a certain bestseller in the last XX DAYS

- If it's a product that they can re-buy you send it again with a better offer when they supposedly need a new stock.
- Ask for a feedbacks and use it.
- Suggest again the same product as a gift for family/friends.
- Send another similar bestseller product to cross, or push a new bestseller and try to upsell.

Cross-sell

(how to cross-sell products with GA help)

- 1-Explore
- 2-Blank page

The screenshot displays the Google Analytics interface for a report titled "Formato libero...". The left sidebar contains several configuration sections:

- Variables:** Exploration name: "Esplorazione senz...". Filter: "Personalized" (10 Sep - 7 Oct 2023).
- SEGMENTS:** +
- DIMENSIONS:** +
- METRICS:** +
- Settings:**
 - TECHNIQUE:** Free size
 - VISUALIZATION:** Table, Pie, Line, Scatter, Bar, Map
 - SEGMENT COMPARISONS:** + Drag or select the segment
 - LINES:** + Drag or select a size
 - INITIAL LINE:** 1
 - SHOW ROWS:** 10
 - NESTED ROWS:** No
 - COLUMNS:** + Drag or select a size

The main report area is currently blank, displaying a large grey circle with a chart icon and the text "No data available".

Variables ✕ **Settings** ✕

EXPLORATION NAME:
Purchased from transactio...

Personalized
20 Mar - 2 Oct 2023 ▼

SEGMENTS +

DIMENSIONS +

Transaction ID

Product name

METRICS +

Total revenue

E-commerce purchases

TECHNIQUE

Free size ▼

VISUALIZATION

Bar chart, Pie chart, Line chart, Scatter plot, Stacked bar chart, Map

SEGMENT COMPARISONS

+ Drag or select the segment

LINES

Transaction ID

+ Drag or select a size

INITIAL LINE

1

SHOW ROWS

500 ▼

NESTED ROWS

No ▼

B **Formato libero...** + ↶ ↷ ⬇ 👤 🛡

ID transazione	Entrate totali	Acquisti e-commerce
Totali		
1		6
2		3
3		3
4		3
5		3
6		3
7		2
8		2
9		2
1		2
1		2
1		2
1		2
1		2
1		2
1		2
1		2
1	160.00 €	2

Segment deeper

Don't send just to "buyers"

+2 buyers: Really good coupon with expiration

+3 buyers: Coupon without expiration

+5 buyers platinum: Special communication +
Coupon without expiration/really special offer on their fav product.

▶ Acquisition

▶ Involvement

▼ Monetization

Overview

E-commerce purchases

Purchase path

Best coupon

(on shopify it can give issues)

Revenue generated from purchases For



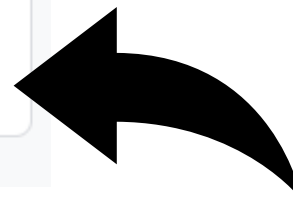
Order coupon

ORDER COUPON

REVENUE GENERATE...

No data available

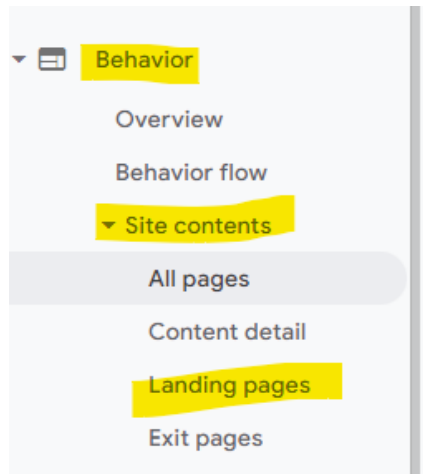
[View order coupons](#) →



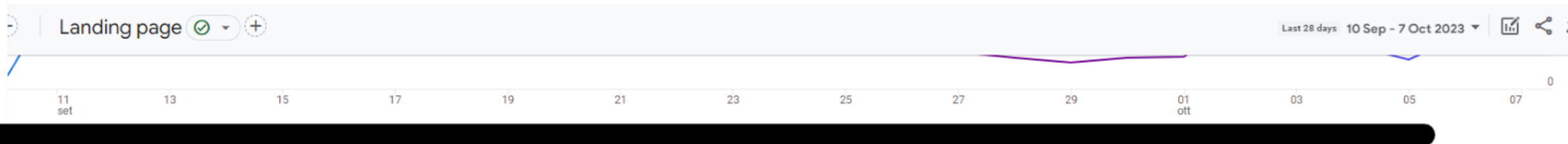
Some example of segments

With bestseller coupons

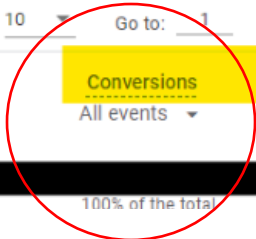
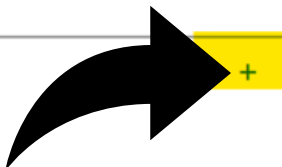
- You can make a new coupon with same rules to send it to whom used the old one – or send a better one to them
- Make AOV+XXeur and send again the bestseller coupon to whom usually bought with minimum spent of the rules.
- Add a list of the recent audience that didn't buy with a worst coupons and send this one to try to convert them again.



Visitor of specific pages (Choose the right LP)



	Sessions	Users	New users	Average duration of engagement per session	Conversions	Total revenue
Landing page	100% of the total	100% of the total	100% of the total	Same as average	100% of the total	100% of the total



+ : you can choose the second filter, this is where the ad content-campaign or source comes into play

Always take in consideration both conversions and revenue

Some example of segments

For visitors that are not buying

- Send to recent visitors of the best LPs that didn't buy the same LP with a better offer
- If you have a big campaign starting, send the launch to all the recent visitors of all the Lps included in the campaign
- Send to visitor of the LP x to a new varnum.

What's next?

Ask to your customers!

