



A quick guide to...

# List Segmentation



## In this guide...

Learn how to create razor-sharp list segments based on precise combinations of conditions then use those segments to generate profitable email marketing campaigns.

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# Search Contacts

## Search panel

GetResponse Segmentation provides a panel where you can search for contacts that have specific characteristics in common. The panel enables you to save these contact groups as Segments, so you can send them highly relevant content. This uncovers profitable niche markets hidden inside your GetResponse email marketing list.

To navigate to the panel, choose **Contacts** in the **Dashboard** menu and click **Search Contacts**.

## View contacts

In the **Contacts** field, select the type of contacts to view:

- All contacts
- Contacts receiving messages In a follow-up cycle
- Contacts Not in a follow-up cycle.

Select one or more **Campaigns** to search. Then select a **Date range** from the predefined list or set a **Custom date range**.

Click the **Search** button at the bottom of the page to display the contacts that correspond to your search parameters.

Dashboard Contacts Messages Statistics Surveys Web Forms Landing Page

# Search Contacts

Saved searches ▾

email, name, campaign...  [Simple search](#)

Campaign(s): All results selected ▾

Contacts: All results selected ▾

Subscription date: All time ▾

[+ Add condition](#)

[+ Add conditions group](#)

  [Show contacts](#)



## View contact details

To see a contact's details, simply click their name. From here you can view the contact's custom fields, geographical data and most recent activity.

Subscriber History Done



[What's this?](#)

### Location

**Gdansk, PL**  
Europe/Warsaw currently GMT +01:00

### Contact details

[Unsubscribe](#) [Delete](#)

**Email:** maciej.gorski@implix.com

**Name:** Maciej

**Note:**

**Campaigns:** gorski

**Autoresponder:** inactive

**Last update on:** 2014-01-15 14:56:14

# Segment Lists

## Save your segment

Optionally, save any search as a Segment for later use throughout your GetResponse account. To save a segment, enter a name in the field labeled Save segment as then click Save Segment.

## Condition Searches

Use the conditions tool to narrow your search and create more focused segments. The conditions tool begins with the Match field.

## Match conditions

In a single-condition search, it doesn't matter whether you choose Match All or Match Any; the search logic delivers exactly the same results. In a later section of this manual, we'll show you how to search and segment using multiple conditions. That's when the Match delivers more complex results.

For now, we'll review how to search using just one condition. The condition grid enables you to search, view, and segment by:

### ☑ Name or email

To find a specific contact, choose **Name** or **Email** from the dropdown list. Specify an exact match or partial match to your search terms. Type the name or email address (or a fragment of either.) Click Search button.

### ☑ GEO data

Choose **Geolocation** from the dropdown list to segment based on **Country**, **Country code**, **Region**, **City**, **Latitude**, **Longitude**, **Zip code** or **DMA code**. Click **Search** button.

GetResponse automatically captures country, region and city for all new contacts based on their IP address. If you want to segment by other geo data, such as Zip code, add a custom field to your sign-up form to allow contacts to supply the data.

## ☑ Custom field

Perhaps one of the most powerful segmentation methods is to use your own custom fields. Custom fields can be collected using sign-up forms or when importing contact lists that contain custom data.

In the **Search** Contacts tab of the **Segmentation** panel, change the first field of the conditions to **Custom Field** then choose one of your existing custom fields. Choose exact match or partial match. Click **Search** button.

To improve segmentation, create sign-up forms with predefined choices (radio list, checkbox or menu) so that results don't vary.

## ☑ Goals

Select **Goals** to search for contacts that took the action set up as one of your goals. Choose the goal you are interested in, along with condition and an optional parameter. Click **Search** button.

## ☑ Subscription date

Choose **Subscription Date** and adjust the match type. In the new window, select a date from the calendar. Click **Search** button.

## ☑ Subscription method

To segment contacts based on the channels from which they were added to your list, select **Subscription Method** and specify conditions from the dropdown list. Click **Search** button.

## ☑ Special Dates

Choose **Last Follow-up Date**, **Last Newsletter Date**, **Last Open Date** or **Last Click Date**. Choose **date is before**, **date is after** or a **specific date** then enter a date. Click **Search** button.

## ☑ Message opened or not opened

Choose **Message Opened** or **Message Not Opened** then click to choose type of message. In the window that appears, choose a specific follow-up or newsletter. Click **Search** button.

## ☑ Link clicks

Choose **link clicked** or **link not clicked**, then choose message type and its subject. From the next dropdown list select the link you are interested in. Click **Search** button.

## Refining and expanding searches

If your list is large, you may be able to identify small, profitable market segments you can market to. Refine your search by adding more conditions and condition groups.

This is where the **Match** field makes a dramatic difference in your search results. Choose whether you want your search to find contacts that **Match All** of the conditions or **Match Any** of the conditions. **Match All** generally delivers a smaller, more focused list. **Match Any** produces a larger, wider list.

## ☑ Add more conditions

To narrow or expand your search results, you can merge up to 8 conditions at the same time. Click the plus button to the right of the conditions to add another conditions row. Click the minus icon to remove a conditions row.

## ☑ Add conditions group

Adding conditions groups lets you search and segment based on a different campaign, contact type or date range.

Click **Add Conditions Group** and select an **AND-OR** conditions operator: the **AND** operator narrows the results of the first conditions group; the **OR** operator expands the results of the first conditions group.

After defining your conditions, click the **Search** button to display the results. You may continue refining your **Conditions** terms and **Conditions Groups** until your search delivers exactly the right contacts.

## Save your segment

Save the segment for later use throughout your GetResponse account by entering a name in the field labeled **Save segment as** and clicking **Save Segment**.

# Putting Segments to Work

## View and edit saved segments

Choose **Contacts** in the **Dashboard** menu and click **Search Contacts**. Click the **Segmentation List** tab to display a list of saved segments. Click a segment name to display its contacts.

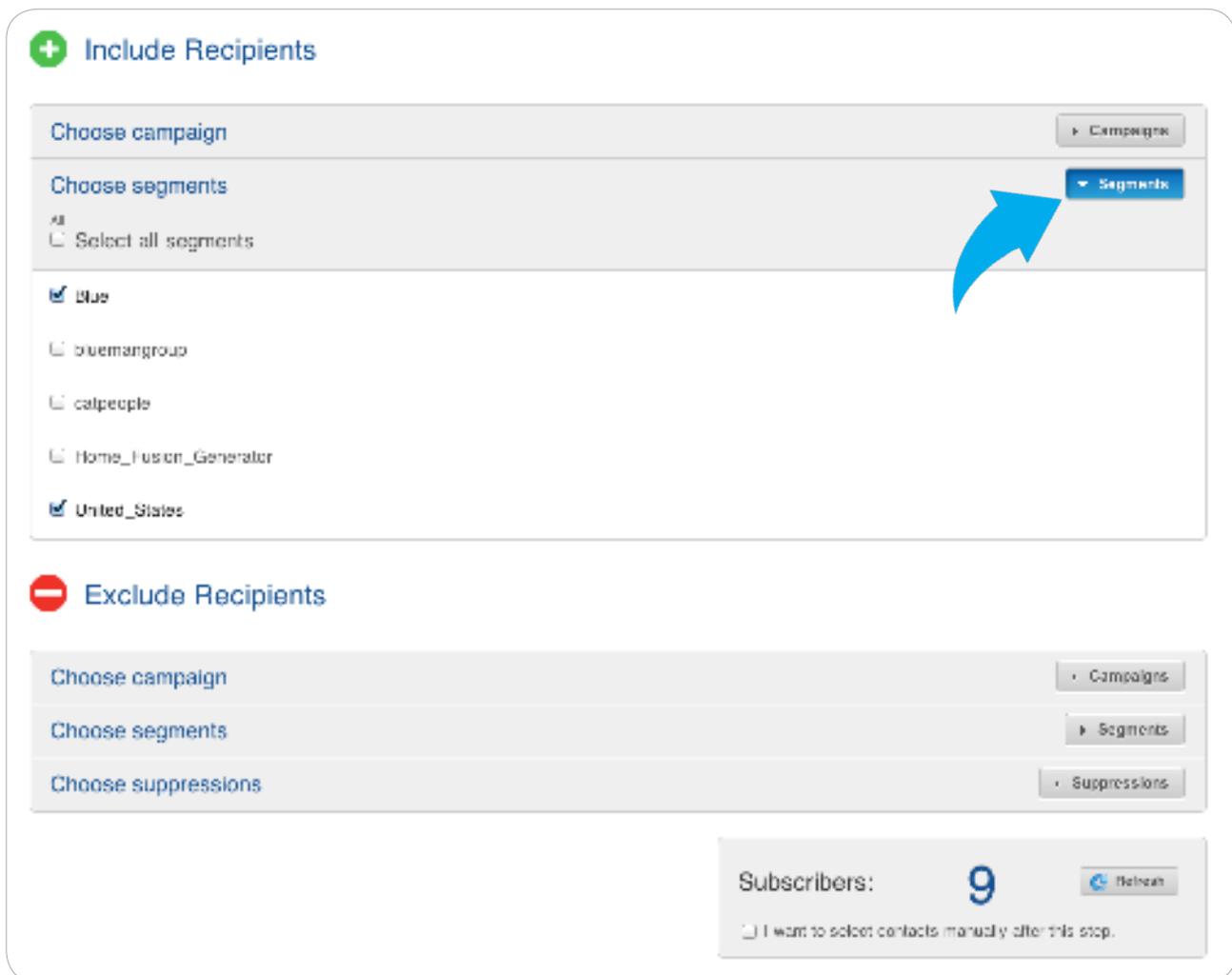
Click **edit** to make changes in the search terms of the segment. Click **Copy** to duplicate the segment or **Delete** to remove it.

The segmentation list tab includes a list of pre-defined segments. Click any of these popular segments to view the results.

**Note:** Segments are dynamic. This means that, as you add contacts to your GetResponse email marketing list, the Segmentation algorithm tests those new contacts and adds them to the appropriate segments.

## Export segments

When viewing segment results, export options appear below the contact list. Choose **CSV file**, **XSL file** or **XML file** type, enter a name for the file, and click the **Export** button.



**+ Include Recipients**

Choose campaign ▶ Campaigns

Choose segments ▼ Segments

Select all segments

- Blue
- buemangroup
- catpeople
- Home\_Fusion\_Generator
- United\_States

**- Exclude Recipients**

Choose campaign ▶ Campaigns

Choose segments ▶ Segments

Choose suppressions ▶ Suppressions

Subscribers: **9** Refresh

I want to select contacts manually after this step.

## Send newsletters to a segment

When choosing contacts to receive a newsletter, you can choose any Segment you have defined.

Go to the **Recipients** step while creating or editing a newsletter inside Email Creator. Click **Segments** and check the boxes to **Include Recipients** or **Exclude Recipients**. Click **Next Step** to proceed to the **Summary** step and set the delivery time.

# Suppression Lists

This tool enables you to choose contacts that should not receive a particular newsletter or autoresponder follow-up message.

## Create suppression lists

To view existing suppression lists, choose **Contacts** in the **Dashboard** menu and click **Suppression Lists**. Click **edit** to make changes.

To create a new suppression list, click to **Import from a file** or click to **Enter contacts** in a **box**. Enter a **Suppression list name** then enter email addresses or domain names you want to mask, using any of the following formats:

Click the **Save** button to save the suppression list.

## Suppress contacts from newsletters

In the **Recipients** step while creating or editing a newsletter inside Email Creator, choose one or more **Campaigns** and **Segments** to Include in the mailing. Optionally, choose one or more **Campaigns** and **Segments** to **Exclude** from the mailing.

 Exclude Recipients

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Choose campaign ▶ Campaigns

---

Choose segments ▼ Segments

All  
 Segments

- Blue
- bluemangroup
- catpeople
- Home\_Fusion\_Generator
- United\_States

Choose suppressions ▶ Suppressions