



<https://emailsms.marketing/home/>

What Is Email Segmentation?

Email segmentation is sorting subscribers into smaller groups based on criteria, intending to send the right message to the right people at the right time.

What is an Engaged Segment?

An engaged segment is when that said criteria is based on how subscribers interact with your emails.

Engaged segments should always have 4 metrics: **Opened, Clicked, Active on Site, and Created**. However, **Created** should be capped at or limited to 90 days.

For example:

Engaged 30:

Opened Email at least once in the last 30 days

OR

Clicked Email at least once in the last 30 days

OR

Active on the website at least once in the last 30 days

OR

Created in the last 30 days.

Created refers to when a customer subscribes to your email list or when you manually add them to the list.

AND

The person is not suppressed for Email.

Engaged 90:

Opened Email at least once in the last 90 days

OR

Clicked Email at least once in the last 90 days

OR

Active on Site at least once in the last 90 days

OR

Created in the last 90 days

AND

The person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Engaged 120:

Opened Email at least once in the last 120 days

OR

Clicked Email at least once in the last 120 days

OR

Active on your website at least once in the last 120 days

OR

Created/Subscribed to your email list in the last 90 days

AND

Person is not suppressed for Email or the person is eligible for email marketing.

Engaged + Buyer Segments

An Engaged + Buyer segment will only have one extra addition from the above: Placed Order at least once in the last X days. For example:

Engaged + Buyers 120:

Opened Email at least once in the last 120 days

OR

Clicked Email at least once in the last 120 days

OR

Active on your website at least once in the last 120 days

OR

Created/Subscribed to your email list in the last 90 days

OR

Placed an Order at least once in the last 120 days

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Signup engaged:

Signed up in the last 180 days

OR

Opened Email at least once in the last 180 days

OR

Clicked Email at least once in the last 180 days

OR

Active on your website at least once in the last 180 days

AND

Person is not suppressed for Email or the person is eligible for email marketing.

Signup Churned:

When the customer signed up for your email list but hasn't engaged in the last 180 days since then.

Signup before 180 days

AND

Opened Email zero times in the last 180 days

AND

Clicked Email zero times in the last 180 days

AND

Active on your website zero times in the last 180 days

AND

Placed Order zero times in the last 180 days

AND

Person is not suppressed for Email or the person is eligible for email marketing.

1-timer engaged Buyers:

When the buyers/subscribers engaged in these actions mentioned (clicked, opened, etc.) one or more times in the last 'X' amount of days.

Opened Email at least once in the last 'X' amount of days

OR

Clicked Email at least once in the last 'X' amount of days

OR

Active on your website at least once in the last 'X' amount of days

AND

The amount of Orders placed equals once over all time.

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

1 timer Churned Buyers:

When the subscriber/customer hasn't engaged in the last 180 days.

Opened Email zero times in the last 180 days

AND

Clicked Email zero times in the last 180 days

AND

Active on Website zero times in the last 180 days

AND

The amount of Orders placed equals once over all time.

AND

Order placed zero times in the last 180 days,

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Repeat engaged Buyers:

Opened Email at least once in the last 180 days

OR

Clicked Email at least once in the last 180 days

OR

Active on your website at least once in the last 180 days

AND

Order placed is twice over all-time.

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Repeat Churned Buyers:

Opened Email at least once in the last 180 days

OR

Clicked Email at least once in the last 180 days

OR

Active on Site zero times in the last 180 days

AND

Order placed is twice over all-time.

AND

Order placed zero times in the last 180 days,
AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Loyal engaged Buyers:

Opened Email at least once in the last 180 days

OR

Clicked Email at least once in the last 180 days

OR

Active on Site at least once in the last 180 days

AND

Order placed 3 or more times over all-time.

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile), and therefore email CAN be used as a marketing tool for that person.

Loyal Churned Buyers:

Opened Email zero times in the last 180 days

OR

Clicked Email zero times in the last 180 days

AND

Active on Site zero times in the last 180 days

AND

Order placed more than 3 times over all-time.

AND

Order placed zero times in the last 180 days

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile), and therefore email CAN be used as a marketing tool for that person.

VIP Engaged:

The customer/email subscriber is considered a VIP customer.

The definition of a VIP customer differs from brand to brand based on the average price of their products (ticket size).

In general, they:

Opened Email at least once in the last 180 days

OR

Clicked Email at least once in the last 180 days

OR

Active on your website at least once in the last 180 days

AND

Placed an order more than 4 times over all-time/their lifetime.

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Unengaged:

Opened Email zero times in the last 180 days

OR

Clicked Email zero times in the last 180 days

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile), and therefore email CAN be used as a marketing tool for that person.

Win-back:

Placed Order at least once over their lifetime/all-time.

AND

Placed Order zero times in the last 180 days

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Potential Buyers:

Viewed product at least once in the last 30 days

OR

Clicked Email at least once in the last 30 days

OR

Active on Site at least once in the last 30 days

AND

Placed Order zero times over all time

AND

Person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Super engaged:

Opened email at least 'X' times in the last 'Y' number of days.

All Active:

The person is not suppressed for Email.

This means that the person is eligible for email marketing (an active subscriber/profile); therefore, email CAN be used as a marketing tool for that person.

Low CLV (Customer Lifetime Value):

A customer lifetime value is the total amount a customer will purchase over their lifetime.

When Klaviyo predicts the CLV, they base it on the customer's previous orders and other related data.

A low Customer Lifetime Value is, at most 'X' value. That amount will depend on each brand.

AND

Person is not suppressed for email or is eligible for email marketing.

Window-shoppers:

When the customer viewed the Product at least 3 times in the last 30 days.

AND

The person placed ZERO orders over all-time (their lifetime).

AND

Person is not suppressed for email or is eligible for email marketing.

Screenshots of Some Segments

AOL ESP (Email Service Provider) - Opened Emails in Last 10 Days

Name: AOL 10

Tags: 1 tag selected

Budai Media X

Definition

What someone has done (or not done)

Has:  Opened Email at least once in the last 10 days

+ AND

Properties about someone

Email contains aol.com Type: Text

AOL ESP (Email Service Provider) - Opened Emails in Last 20 Days

Name: AOL 20

Tags: 1 tag selected

Budai Media X

Definition

What someone has done (or not done)

Has:  Opened Email at least once in the last 20 days

+ AND

Properties about someone

Email contains aol.com Type: Text

AOL ESP (Email Service Provider) - Opened Emails in Last 30 Days

Name

AOL 30

Tags

1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has

Opened Email

at least once

in the last

30

days

Add Filter

OR

+ AND

Properties about someone

Email

contains

aol.com

Type: Text

OR

Gmail ESP (Email Service Provider) - Opened Emails in Last 10 Days

Name
Gmail 10

Tags
1 tag selected

Budai Media ✕

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 10 days

 Add Filter

OR

+ AND

Properties about someone

Email contains gmail Type: Text

OR

Gmail ESP (Email Service Provider) - Opened Emails in Last 20 Days

Name
Gmail 20

Tags
1 tag selected

Budai Media ✕

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 20 days

 Add Filter

OR

+ AND

Properties about someone

Email contains gmail Type: Text

OR

Gmail ESP (Email Service Provider) - Opened Emails in Last 30 Days

Name
Gmail 30

Tags
1 tag selected

Budai Media ✕

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 30 days

 Add Filter

OR

+ AND

Properties about someone

Email contains gmail Type: Text

OR

Hotmail ESP (Email Service Provider) - Opened Emails in Last 10 Days

Name: Hotmail 10

Tags: 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has:  Opened Email at least once in the last 10 days

+ AND

Properties about someone

Email contains hotmail Type: Text

Hotmail ESP (Email Service Provider) - Opened Emails in Last 20 Days

Name: Hotmail 20

Tags: 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has:  Opened Email at least once in the last 20 days

+ AND

Properties about someone

Email contains hotmail Type: Text

Hotmail ESP (Email Service Provider) - Opened Emails in Last 30 Days

Name: Hotmail 30

Tags: 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has:  Opened Email at least once in the last 30 days

+ AND

Properties about someone

Email contains hotmail Type: Text

Outlook ESP (Email Service Provider) - Opened Emails in Last 10 Days

Name Outlook 10 Tags 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 10 days

Add Filter OR

+ AND

Properties about someone

Email contains outlook Type: Text OR

Outlook ESP (Email Service Provider) - Opened Emails in Last 20 Days

Name Outlook 20 Tags 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 20 days

Add Filter OR

+ AND

Properties about someone

Email contains outlook Type: Text OR

Outlook ESP (Email Service Provider) - Opened Emails in Last 30 Days

Name Outlook 30 Tags 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 30 days

Add Filter OR

+ AND

Properties about someone

Email contains outlook Type: Text OR

Yahoo ESP (Email Service Provider) - Opened Emails in Last 10 Days

Name
Yahoo 10

Tags
1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 10 days

+ AND

Properties about someone

Email contains yahoo Type: Text

OR

Yahoo ESP (Email Service Provider) - Opened Emails in Last 20 Days

Name
Yahoo 20

Tags
1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 20 days

+ AND

Properties about someone

Email contains yahoo Type: Text

OR

Yahoo ESP (Email Service Provider) - Opened Emails in Last 30 Days

Name
Yahoo 30

Tags
1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 30 days

+ AND

Properties about someone

Email contains yahoo Type: Text

OR

Other ESPs (Email Service Provider) - Opened Emails in Last 10 Days

Name

Others 10

Tags

1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 10 days

✖

OR

▼ Add Filter

+ AND

Properties about someone

Email doesn't contain aol.com Type: Text

✖

OR

+ AND

Properties about someone

Email doesn't contain gmail Type: Text

✖

OR

+ AND

Properties about someone

Email doesn't contain hotmail Type: Text

✖

OR

+ AND

Properties about someone

Email doesn't contain outlook Type: Text

✖

OR

+ AND

Properties about someone

Email doesn't contain yahoo Type: Text

✖

OR

Other ESPs (Email Service Provider) - Opened Emails in Last 20 Days

Name

Others 20

Tags

1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has

Opened Email

at least once

in the last

20

days

Add Filter

OR

+ AND

Properties about someone

Email

doesn't contain

aol.com

Type: Text

OR

+ AND

Properties about someone

Email

doesn't contain

gmail

Type: Text

OR

+ AND

Properties about someone

Email

doesn't contain

hotmail

Type: Text

OR

+ AND

Properties about someone

Email

doesn't contain

outlook

Type: Text

OR

+ AND

Properties about someone

Email

doesn't contain

yahoo

Type: Text

OR

Other ESPs (Email Service Provider) - Opened Emails in Last 30 Days

Name: Others 30 Tags: 1 tag selected

Budai Media x

Definition

What someone has done (or not done)

Has  Opened Email at least once in the last 30 days

+ AND

Properties about someone

Email doesn't contain aol.com Type: Text

+ AND

Properties about someone

Email doesn't contain gmail Type: Text

+ AND

Properties about someone

Email doesn't contain hotmail Type: Text

+ AND

Properties about someone

Email doesn't contain outlook Type: Text

+ AND

Properties about someone

Email doesn't contain yahoo Type: Text

Highly Engaged 30 days + 10 days active on site - BM

Highly Engaged 30 days + 10 days active on site - BM

Definition

What someone has done (or not done) ▾

Has  Opened Email ▾ at least once ▾ in the last ▾ 30 ▾ days ▾

▾ Add Filter

OR

What someone has done (or not done) ▾

Has  Clicked Email ▾ at least once ▾ in the last ▾ 30 ▾ days ▾

▾ Add Filter

OR

What someone has done (or not done) ▾

Has  Active on Site ▾ at least once ▾ in the last ▾ 10 ▾ days ▾

▾ Add Filter

+ AND

If someone is or is not suppressed for email ▾

Person is not ▾ suppressed

365 Days Ordered Value 200+ - BM

Definition

If someone is or is not suppressed for email ▾

Person is not ▾ suppressed

+ AND

What someone has done (or not done) ▾

Has  Ordered Product Value ▾ is at least ▾ 200 ▾ in the last ▾ 365 ▾ days ▾

▾ Add Filter

365 Days Ordered Value Above \$100 - BM

Definition

What someone has done (or not done) ▾

Has  Ordered Product Value ▾ is greater than ▾ 100 ▾ in the last ▾ 365 ▾ days ▾

▾ Add Filter

Repeated Purchase in the last 365 Days - BM

Definition

What someone has done (or not done) ▼

Has  Placed Order ▼ equals ▼ 2 in the last ▼ 365 days ▼

▼ Add Filter

+ AND

If someone is or is not suppressed for email ▼

Person is not ▼ suppressed

Last Call Segment for Promotion - BM

Definition

What someone has done (or not done) ▼

Has  Opened Email ▼ at least once ▼ in the last ▼ 7 days ▼

▼ Add Filter

+ AND

What someone has done (or not done) ▼

Has  Placed Order ▼ zero times ▼ in the last ▼ 7 days ▼

▼ Add Filter

+ AND

If someone is or is not suppressed for email ▼

Person is not ▼ suppressed

Exclude Hotmail Unengaged - BM

Definition

If someone is or is not suppressed for email

Person is not suppressed

+ AND

Properties about someone

Email doesn't contain hotmail.com

Type: Text

Hotmail Relaxed 90 Days Open - BM

Hotmail Relaxed 90 Days Open - BM

⚡ Segment

▼ View definition

- Is in **Newsletter**
- **Email** contains **hotmail.com**
- **Opened Email** at least once in the last **60 days**
- Person **is not** suppressed for email

Hope this helps! 😊