# Define a New Audience

Use Audience Explorer to create audience segments, view analytics for a custom audience segment, and then use the audience segments as WHO targets in experiences.
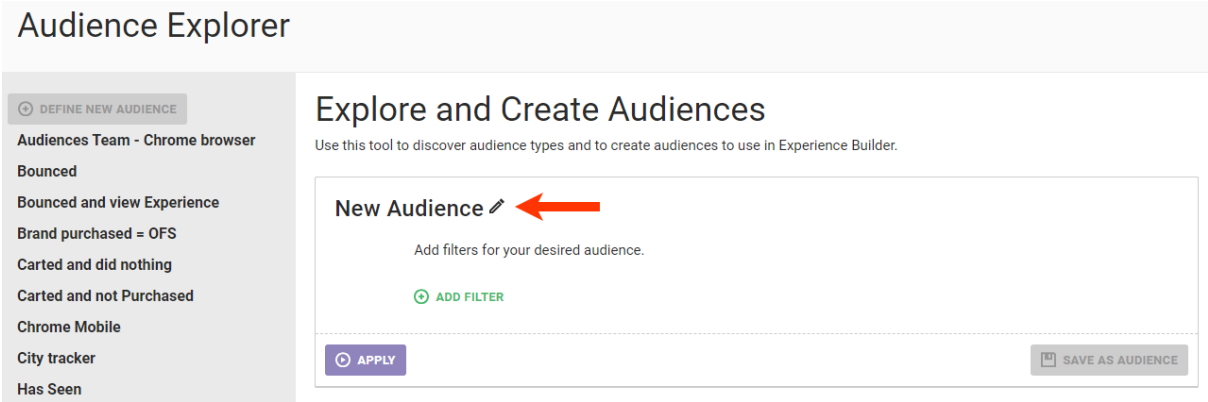
Creating an Audience Segment

Follow these steps to create a custom audience segment in Audience Explorer.

1. Click **AUDIENCES** in the top navigation bar, and then select **Audience Explorer**.
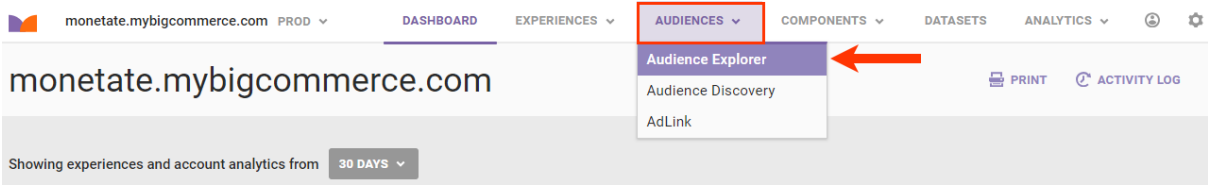
2. Name the new audience segment.

3. Click **ADD FILTER**, select an attribute, and then complete the filter equation by selecting an operator and then inputting or selecting a value.

> ℹ️ You can use most audience segments that you create in Audience Explorer as WHO targets for an experience. However, you cannot use an audience segment that includes one or more filters that use the **Bounced from site** attribute or the **Has purchased** attribute.

4. Optionally, repeat the previous step to add additional filters. If necessary, click the logic connector from **AND** to **OR**.

5. Click **APPLY** to segment your site's traffic based on the filter(s) you created.

6. Review the table of metrics for the new audience to determine if the filters are appropriate. You can change the settings above the table to better understand the audience you've defined.
    - Select an option from **OVER A PERIOD OF** to change the range of historical data used to calculate the metrics in the table.
    - Select an option from **AND SPLIT ON** to add a secondary dimension to the data. (For example, if you create a **Browser = equals Chrome** filter to define the audience, you can select **Operating system** from **AND SPLIT ON** to view the data for each metric in the table broken down based on the operating systems that visitors used in the sessions reported.)
    - Select an option from **COMPARE AUDIENCES** to compare the new audience against an existing audience segment or all traffic for your site.
    - Click the arrowhead to the left of a metric title in the table to preview a graph of the data. Click the Display Table icon to view that metric data as a table instead.

Explore and Create Audiences

Use this tool to discover audience types and to create audiences to use in Experience Builder.

Desktop Browser Buyers ✎

AND ⦙⦙⦙ | Add filters for your desired audience.

| Browser | = EQUALS ⌄ | Start typing to filter list | ⊖ |

Safari | ×   Firefox | ×   Chrome | ×

Internet Explorer | ×

AND | Has purchased | = equals | TRUE ⌄ | ⊖

⊕ ADD FILTER

▶ APPLY   💾 SAVE AS AUDIENCE

OVER A PERIOD OF **7 DAYS ⌄**   AND SPLIT ON **NONE ⌄**   COMPARE AUDIENCES **NONE ⌄**

METRIC	DESKTOP BROWSER BUYERS
› Sessions	6,892
› Abandon cart rate	0.0%
› Add to cart rate	100.0%
› Conversion rate	100.0%
› Average order value	$135.07
› Average page views	24
› Average time on site	15m 19s
› Revenue per session	$139.03

7. Click **SAVE AS AUDIENCE**.

You can view the newly created audience segment as well as the existing ones by clicking it in the left-hand panel of the Audience Explorer page.

Using a Custom Audience Segment in an Experience

Follow these steps to use an audience segment in an experience.

1. Create a new Web experience and then configure the WHY settings.
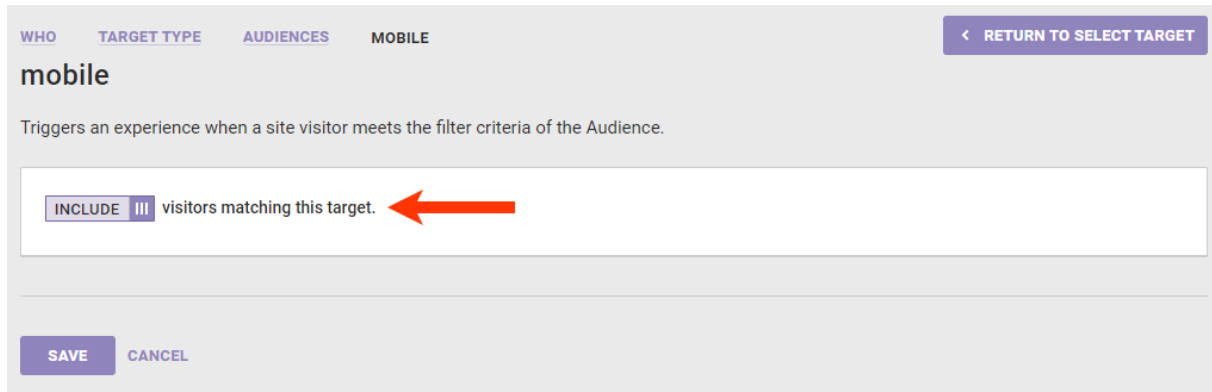2. Click **WHO** and then click **ADD TARGET**.

3. Click **Audiences**.
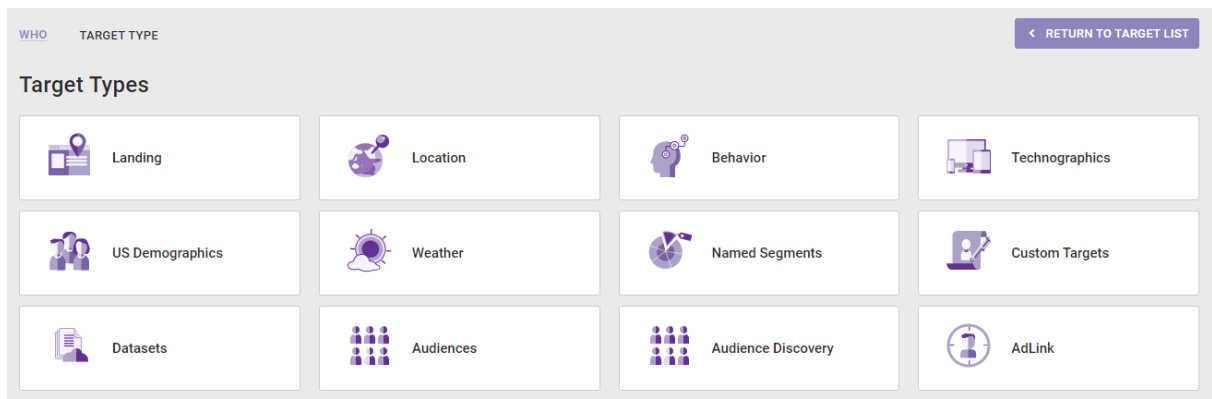
4. Select the custom audience segment that you want to use.
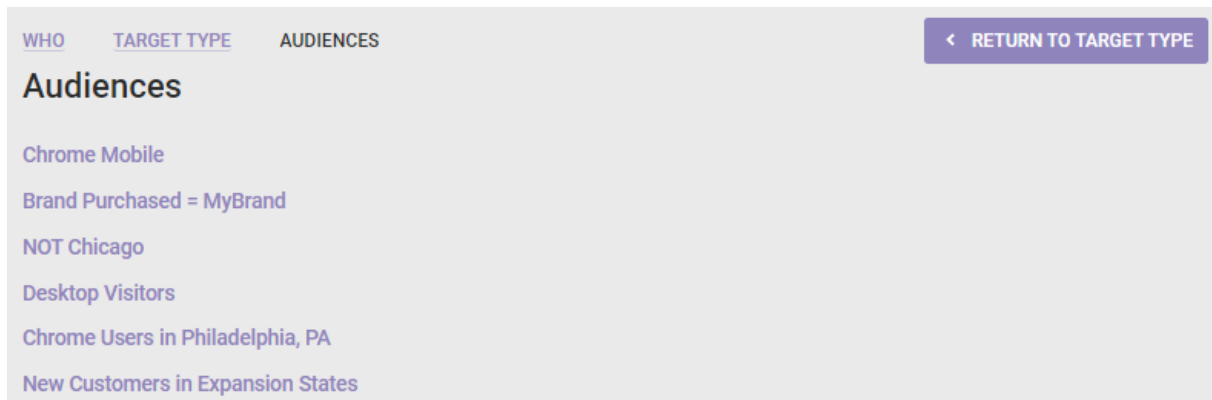
5. Optionally, click to toggle **INCLUDE** to **EXCLUDE** if you want to exclude the audience segment from the experience.

6. Click **SAVE**.

< RETURN TO SELECT TARGET

mobile

Triggers an experience when a site visitor meets the filter criteria of the Audience.

||| EXCLUDE | visitors matching this target.

SAVE   CANCEL

Finish configuring the experience as necessary, and then preview or activate it.