

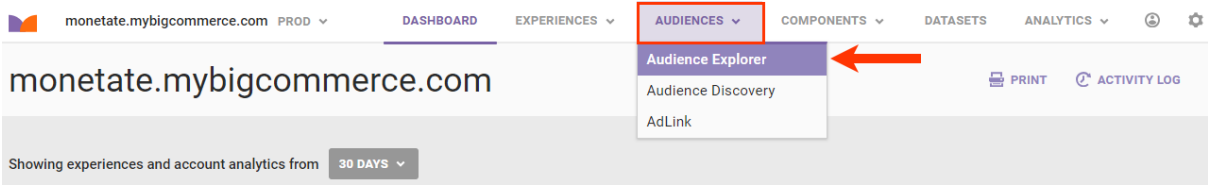
Define a New Audience

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.

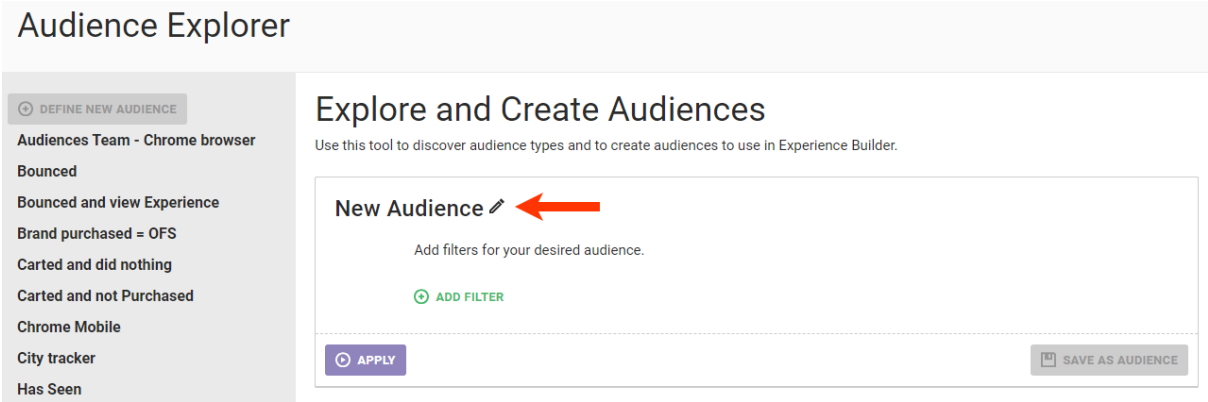
Creating an Audience Segment

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.

i 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.

Audience Explorer

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

Desktop Browser Buyers ✎
Add filters for your desired audience.

ADD FILTER

APPLY **SAVE AS AUDIENCE**

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

METRIC	DESKTOP BROWSER BUYERS
> Sessions	21
> Abandon cart rate	100.0%

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

Audience Explorer

DEFINE NEW AUDIENCE

Desktop Browser Buyers ✎
Add filters for your desired audience.

AND **Browser** = EQUALS Chrome | x Safari | x Firefox | x Internet Explorer | x

AND **Has purchased** = equals **TRUE**

ADD FILTER

APPLY **SAVE AS AUDIENCE**

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

Audience Explorer

DEFINE NEW AUDIENCE

Audiences Team - Chrome browser

Bounced

Bounced and view Experience

Brand purchased = OFS

Carted and did nothing

Carted and not Purchased

Chrome Mobile

City tracker

Has Seen

mobile

not Chicago, IL

Purchased PT product

Triggered Audience - Bounced fro...

Explore and Create Audiences

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


The screenshot shows the 'Audience Explorer' interface. On the left is a sidebar with a list of filters. The main area is titled 'Desktop Browser Buyers' and contains a filter configuration tree. The tree starts with an 'AND' operator, followed by a filter 'Browser' set to 'EQUALS'. A search box next to it shows a list of browser options: Chrome, Safari, Firefox, and Internet Explorer. Below this is another filter 'Has purchased' set to 'equals' with a value of 'TRUE'. At the bottom of the filter tree is an 'ADD FILTER' button. At the bottom of the main area is an 'APPLY' button, which is highlighted with a red arrow, and a 'SAVE AS AUDIENCE' button.


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.
 - o Select an option from **OVER A PERIOD OF** to change the range of historical data used to calculate the metrics in the table.
 - o 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.)
 - o Select an option from **COMPARE AUDIENCES** to compare the new audience against an existing audience segment or all traffic for your site.
 - o 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 

Safari | x Firefox | x Chrome | x
Internet Explorer | x

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**.

Audience Explorer

DEFINE NEW AUDIENCE

Audiences Team - Chrome browser

Bounced

Bounced and view Experience

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Chrome Mobile

City tracker

Has Seen

mobile

not Chicago, IL

Purchased PT product

Triggered Audience - Bounced fro...

Explore and Create Audiences

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

Desktop Browser Buyers

AND III Add filters for your desired audience.

- Browser = EQUALS
 - Chrome | x
 - Safari | x
 - Firefox | x
 - Internet Explorer | x
- AND Has purchased = equals TRUE

+ ADD FILTER

+ APPLY
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**.

< BACK TO WEB EXPERIENCES
VIEW ANALYTICS

Desktop Redesign Test

+ ACTIVATE
PREVIEW
DUPLICATE
...

TEST | **DRAFT** | Created: Sep 15 2023, 1:53 PM

+ ADD TAGS

WHY to measure Bounce rate versus control

WHO For all visitors

WHAT A Add action... 50%

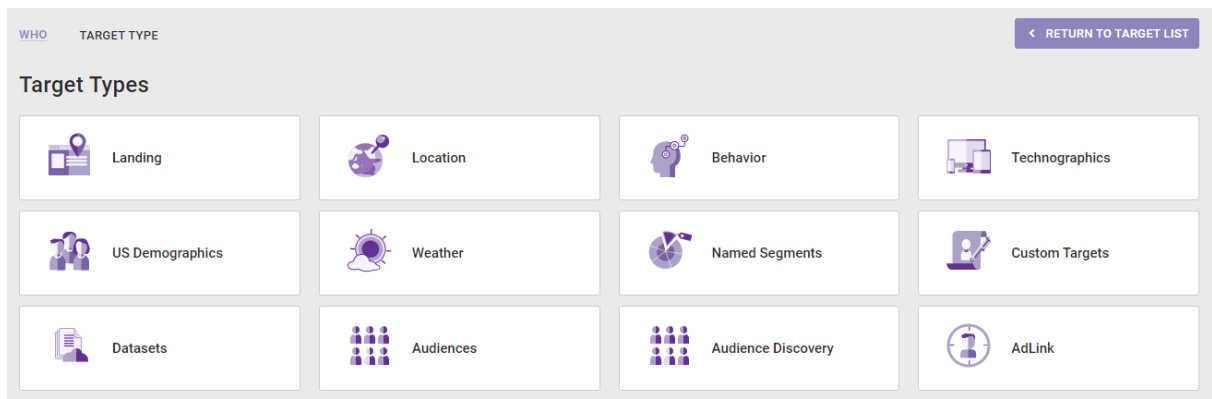
- Control 50%

Traffic allocation: EVEN ALLOCATION

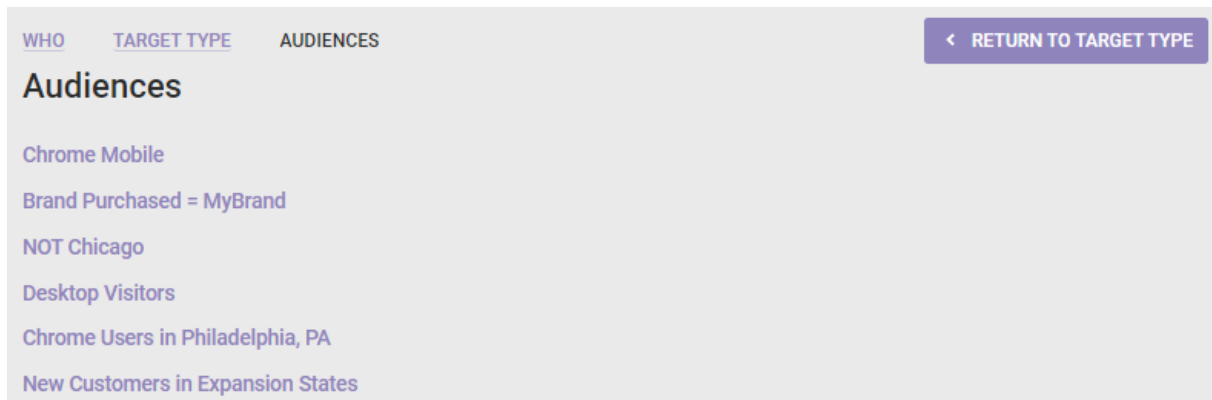
WHEN from Sep 15 2023, 1:53 PM ongoing

WHO + ADD TARGET

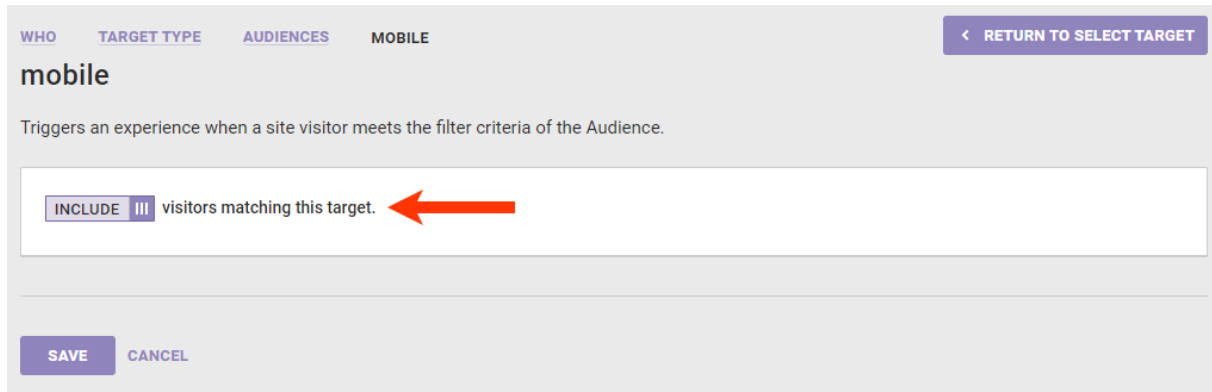
3. Click **Audiences**.



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**.

WHO TARGET TYPE AUDIENCES MOBILE

[RETURN TO SELECT TARGET](#)

mobile

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

III EXCLUDE visitors matching this target.

[SAVE](#) [CANCEL](#)

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