Segmentation Experiences

Segmentation experiences combine the identification of specific audience traits with actionable tests that use highly tailored content to fit the persona(s) of the audience(s) you want to segment. They are primarily focused on driving a specific goal metric, such as Product Added to Cart, Increased Product Views, or reducing the bounce rate on the homepage rather than traditional learning.

Here are some classic examples of simple segments that often yield significant results when treated differently:

- New customers
- Returning visitors
- Logged-in (existing, loyal) customers
- Logged-out (potential) customers

Typically, segmentation experiences are run as A/B/n or Dynamic Testing experience types targeted to specifically identified subsets of a broader audience demographic. They tend to take place in the upper or middle sections of the conversion funnel after you have observed some user behavior and gained a basic understanding of which audience a segment belongs to.

Case Study

Objective and hypothesis: Reward loyalty and offer enticements for customers to sign up for emails based on a simple audience split of new and returning visitors, all to increase product page views and add-to-cart rates.

Keep in mind that everything presented in these training materials is only the baseline for the strategic approach you can take with Monetate. The Strategy and Insights team is here to help develop a personalized approach to your specific business goals. Contact your Client Success Manager (CSM) for more information.