Segment List Implementation Guide Transcript

Features Used:
- Segment List

Transcript

The Plus This Segment List feature randomly splits your contacts into multiple segments and tags them accordingly.

Let's go ahead and create one now. Plus This will ask you to connect your marketing automation system if you haven't done so already.

The feature is a pretty simple setup. All you need to do is select the tag to apply to the segment so let's do "segment one" and "segment 2" for the next one. Of course you can add as many segments as you'd like. Down here there's a toggle box you can select if you want the segments to be weighted unevenly. So, only 10% of the people we send through this feature will be sent to this segment and 70% will be sent to the second segment and then we're going to add a segment to take care of the other 20%. Alternatively, you can just go ahead and toggle it back to evenly split the segments. So at this point it would be split 33% 33% 33%.

Name and save your feature and then Plus This is going to give you a "run this feature now" section. So what you do is you either select your entire database from your marketing automation system or you select a specific tag and when you hit "run the feature now" Plus This will take everybody with that tag, split them and provide them with either the tag for Segment 1, Segment 2 or Segment 3. From there you can have a completely random segment of your list

Don't forget to check out our other Implementation Guides on the right hand pane of the PlusThis application for more ways for PlusThis to help you.