What is a segment?

A segment is a group of demographic, attitudinal, lifestyle and digital attributes that you select to define your target audience. You can create basic audiences (i.e. ASOS’s online consumer, which is defined as visits to asos.com) or more complex audiences (i.e. ASOS’ audience that are in market for summer dresses), which is defined as visits to asos.com and searched for ‘summer dresses’. And lastly, you also have the flexibility to use your own customer.

What are the main benefits of creating a segment?

Creating segments in AudienceView provides the flexibility to build targeted, on-the-fly audiences to help you:

- Distinguish your best customers by profiling their preferences, behavior and motivations
- Create content strategies that will engage your customers and drive your business forward
- Define the appropriate channels and platforms to target your audience.

What you will learn from this guide

- Creating a segment
- Selecting attributes to define your segment
- Adding more attributes to your segment
- Combining attributes in different ways
- Saving your segment
- Editing your saved segment
Creating a Segment

1. From the top header of the AudienceView homepage, do one of the following:
   - From the middle of the page, click Create Segment.
   - From the top navigation bar, click Create then select Segment.

2. The Segment Builder page displays.

3. In the text box at the top of the page, enter a title for your segment.
Selecting attributes to define your segment

4. In the segment builder, on the left hand side under the filters tab. This is where you can define your segment (target audience). This option allows you to search for user attributes, such as whether a user owns a smartphone or if they visited www.amazon.com. Use this option if you already know which attributes you want to use to define your segment.

5. Simply drag and drop the variables you wish to use to create your segment. This option allows you to browse user attributes, and add groups of user attributes to a segment by selecting the checkbox to choose your attribute(s). Use this option if you want to explore the types of attributes you can use to define your segment or quickly add groups of attributes to a segment.

Selecting attributes using the segment creation panel

6. From the drop-down list on the middle of the page, select one of the following:

- **Consumer Characteristics**, to find demographic, lifestyle and lifestyle attributes, such as the number of children in household or how long have you lived in your property?

- **Search Terms**, to find keywords searched for online in a search query, such as “Topshop store hours” or “top holiday destinations”.

- **Search Term Portfolios**, to find lists of Search Terms that you or another AudienceView user has previously grouped together and saved.

- **Websites**, to find a distinct list of URLs, such as www.bbcnewis.co.uk or www.netflix.com.

- **Industries**, to find websites visited online that AudienceView has pre-grouped for analysis as a vertical market sector, based on subject matter, content, market orientation and competitive
context, such as “Automotive” or “Business and Finance”.

- **Website Portfolios**, to find a group of websites that you or another AudienceView user has previously grouped together and saved.

- **Custom Sections**, to find specific sections visited on websites or actions performed on websites, such as making a travel booking on Expedia.com. (These need to be pre-defined by Hitwise through a custom engagement.)

- **Segments**, to find all saved segments created from Segment Builder.

7. Once you have made a selection, you can enter in your Search.
   - As an example, select “**Search Terms**” from the drop down list then enter in “sock” to find terms that include the word “**sock**”, then hit Enter on your keyboard or click on the “Search” button on your screen. A list of matching terms will display.

8. Use the check boxes on the left to select those terms you want to use to define your segment. Click Done.
   - The panel with the chosen terms will collapse showing only a summary statement of those selected.

9. In the text box on the top of your screen, enter the title of your segment, then click on the Save button to save the audience segment you’ve created.

10. Check off the attribute(s) you want to use to define your audience segment. Your selected attributes will now be shown in the middle of your screen.
11. Click on Done if you are finished selecting your attribute.

12. Adding more attributes to your segment.
   - To add more than one attribute, check off your desired attribute(s).
   - You’ll notice the argument button displayed on the middle of the page is defaulted to the operator OR.
   - Click on Done when you are finished adding attributes to your segment.
Combining attributes in different ways

13. Select the operator button to toggle between the following:

- **OR**, to broaden a segment by including agreement to one or more of the chosen attributes (for example, respondents have you taken an international flight in the past 12 months).

- **AND**, to restrict a segment to a certain group by only including agreement to all chosen attributes (for example, respondents who have visited both www.ebay.com and www.amazon.com).

- **OR NOT**, to restrict a segment to a certain group by only including those that agree to one of the selected variables and excluding anyone who agrees to two or more of the selected variables (for example, respondents who have visited www.topshop.com or www.gap.com exclusively, but anyone who visited both websites would not be included).

- **AND NOT**, to restrict a segment to a specified attribute and excluding unwanted attribute(s). (For example, respondents who watch TV and not have used their tablet in the past week).

Saving your segment

14. From the top right of the page, click the Save button. Note you are required to enter the title of your segment in order to save.
Editing your saved segment

15. From the Manage drop-down, click “Segments”.

16. The List Manager page with your saved segments will display.

17. If you click on the title of a saved segment in the List Manager, it will take you back to the Segment Builder listing out all the attributes of that selected segment.