How do I create segments using contacts?

Segments are a powerful tool in Mailvio that helps you organize your contacts and communicate with them more effectively. By creating subsets based on specific criteria, you can personalize your communication and increase engagement.

Using Segments in Mailvio

Step 1: Log in to your Mailvio account.

Step 2: Click on the Contacts tab in the navigation menu.

Step 3: Select Segments from the dropdown menu.

Step 4: By default, you will see two pre-defined segments: Bounced and Blacklisted.

Step 5: To create a new segment, click on the Create New Segment button.

Step 6: Enter a name for your segment.

Step 7: Choose the criteria you want to apply to filter your contacts. You can select multiple criteria based on fields such as email address, group, score, country code, date created, last updated, last open date, etc.

Step 8: Define the condition for each criterion (e.g., equal to, contains, greater than, etc.).

Step 9: Save your segment.

Applying Segments in Email Campaigns

Step 1: When creating an email campaign, you can select the target audience by using groups or segments.

Step 2: Choose the desired segment from the dropdown menu.

Step 3: This allows you to send the email campaign specifically to contacts within the selected segment.

Applying Segments in Automations

Step 1: In automations, you can use segments to define conditions or actions.

Step 2: Select the desired segment when configuring a trigger or action within an automation.

Step 3: This enables you to target contacts from specific segments for automation sequences.

Thank you for choosing Mailvio. We wish you success in your email marketing endeavors! If you have further questions, please reach out to us here.

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URL: https://support.mailvio.com/content/9/64/en/how-do-i-create-segments-using-contacts.html

Subscriber Management

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