Segmentation Quality Assurance Exercise

The questions below are designed to evaluate your logic and data segmentation skills. Please do
your best to solve these problems using the minimal context provided. Try not to leave anything blank and show
your work for any incomplete answers.

1. Create a query that only targets donors within our full mailing list who have opened an email within the last 6 months. If they joined the list in the last 6 months, they should be included regardless of whether or not they have opened in the last 6 months.

   Use:
   ● "ALS – Full List"
   ● "Donor = yes" / "Donor = no"
   ● "Opened in the last 6 months"
   ● "Joined in the last 6 months"

   Circle one of the following in each instance:
   ∪ = union (all members of both subsets)
   ∩ = intersection (only members who are in both subsets)

Query =

(Full List∩Donor = yes) ∩ (opened in last 6 mo∪ joined in last 6 mo)

2. Consider an email is set to go out at the same time to a client's full list in four segments. Each segment will receive the same content and are sent separately for tracking purposes only.

   Please review each of the four segments below and provide an explanation of who will receive that individual segment and, additionally, identify what (if anything) is wrong with the overall segmentation of this email when sent to all four segments at once. Be sure to walk us through how you came to your conclusion.

   SEGMENT 1: ALS – **Ad Donors**
   ● INCLUDE: "ALS – Full List" ∩ "ALS – Ad names"
   ● EXCLUDE: "Donor = no" ∪ "20180111 – 90 day non-opener suppression"

   ● INCLUDE: People on both Full List and Ad names
   ● EXCLUDE: non-donors or people who haven't opened within the last 90 days

   SEGMENT 2: ALS – **Ad Non-Donors**
   ● INCLUDE: "ALS – Full List" ∩ "ALS – Ad names" ∩ "Donor = no"
   ● EXCLUDE: "20180111 – 90 day non-opener suppression"

   ● INCLUDE: People on both Full List, Ad names, and aren't donors
   ● EXCLUDE: people who haven't opened within the last 90 days

   SEGMENT 3: ALS – **Non-ad Donors**
   ● INCLUDE: "ALS – Full List" ∩ "Donor = yes"
   ● EXCLUDE: "ALS – Ad names" ∪ "20180111 – 90 day non-opener suppression"

   ● INCLUDE: People on both Full List and are donors
   ● EXCLUDE: People in Ad names or haven't opened within the last 90 days
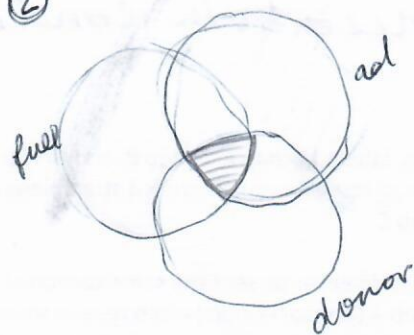
SEGMENT 4: ALS – **Non-ad Non-Donors**
- INCLUDE: "ALS – Full List"
- EXCLUDE: "Donor = yes" ∪ "20180111 – 90 day non-opener suppression"

- INCLUDE: People on Full List
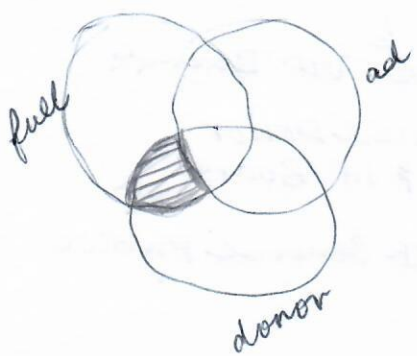- EXCLUDE: Donors or people who haven't opened within the last 90 days

①

full list
ad names
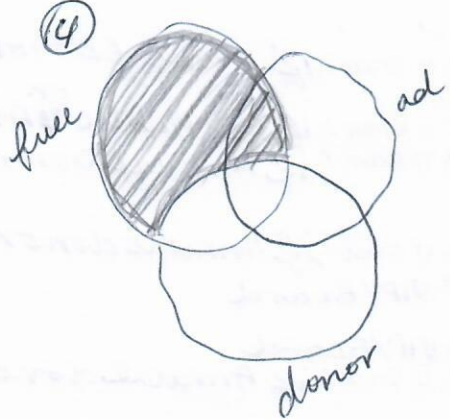donor = yes

②

full
ad
donor
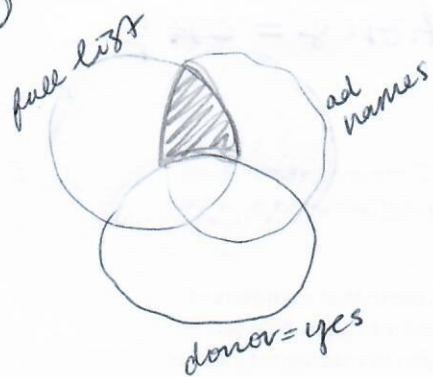
Note: Excluded 90 day
supression as its a
constant btwn all
four segments.

③

full
ad
donor

④

full
ad
donor

✱ Segment #4 overlaps
with seg #2.
↳ Need to exclude
ppl included in
Ad names to avoid
overlap in Seg #4.

3. There are three groups of constituents, labeled Group A, Group B, and Group C. There is overlap in each pair of groups and some people are in all three groups. There is a strict hierarchy of importance as follows (high to low): Group B, Group A, Group C.

Group B (VIPs and board members) should never be sent the same version of an email that members of Group C (general public) receive. Group A (Annual Donors) often receive versioned messages that can be distinct from both Group B and Group C. Group A can also receive the same version of messages as either Group B or Group C.

No one constituent should receive more than one version of an email.

Of the emails below, which will violate the above constraints?

Day 1:
Version I: INCLUDE: Group A ∩ Group B

                    INCLUDE: If Annual Donors OR VIP/Board

Version II: INCLUDE: Group C ∪ Group A
                    EXCLUDE: Group A ∩ Group B

                    INCLUDE: If General Public OR Annual Donor
                    EXCLUDE: If both Annual Donors and VIP/Board

Day 2:
Version I: INCLUDE: Group A ∪ Group C
                    EXCLUDE: Group B

                    INCLUDE: If Annual Donor OR General Public
                    EXCLUDE: VIP/Board

Version II: INCLUDE: Group B
                    EXCLUDE: Group A ∪ Group C

                    INCLUDE: VIP/Board
                    EXCLUDE: If Annual Donor OR General Public

Day 3:
Version I: INCLUDE: Group B ∪ Group A

                    INCLUDE: If VIP/Board OR Annual Donor

Version II: INCLUDE: Group C

                    INCLUDE: General Public