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About: Explore Traffic Segments

About: Explore Traffic Segments



Written by Geetanjali Tyagi

Updated over a week ago

What is it?

The Explore Traffic Segments is a tool that lets you visualize your Google Analytics audiences' performance in Optmyzr.

In Google Analytics, a lot of times, it can be difficult to segment and visualize multiple audiences at the same time; however, using Explore Traffic Segments becomes very straightforward. This tool allows you to segment audiences by multiple dimensions and helps to visualize them easily.

For instance, you can check out the performance of multiple audiences in terms of their behavior, geography, and demographics - all at once. This can help you create targeted audiences for your Google Ads campaigns faster.

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