GLOBAL COMMUNICATIONS WORKSHOP

Build a Global, Behavioral Segmentation Strategy in Mautic

Field	Details
Student	Anthony Johnson II
Project	ThemeGPT v2.0 - Privacy-First ChatGPT Theming Extension
Date	February 12, 2026
Reviewed by	Claude Code (claude-opus-4-6)
Marketing Platform	Mautic (equivalent: Stripe + Resend + Firebase Analytics)
GitHub Repository	https://github.com/Org-EthereaLogic/themegpt-v2.0.git

This exercise designs and documents a global behavioral segmentation strategy for ThemeGPT v2.0. While the prescribed tool is Mautic, ThemeGPT uses an equivalent marketing stack (Stripe for customer data, Resend for transactional email, Firebase Analytics for tracking, and Firestore for user profiles). The segmentation logic, data fields, lifecycle actions, and Mautic filter configurations documented here apply identically to both platforms.

Equivalence Note: Mautic segments map directly to Firestore queries + Stripe customer filters. Mautic tags map to Firestore document fields and Stripe metadata. Mautic campaigns map to Resend email sequences triggered by Stripe webhook events. All segment criteria documented below include both the Mautic filter syntax and the equivalent ThemeGPT implementation.

1. DATA FIELD REVIEW IN MAUTIC

Before building segments, we reviewed all available contact fields across Mautic (and their ThemeGPT equivalents). The table below maps each field to its purpose, availability status, and which segments depend on it.

Available Contact Fields

Field	Mautic Field Type	ThemeGPT Equivalent	Status
preferred_locale	Select (locale list)	Browser Accept-Language header	**Custom field created**
country	Country (built-in)	GeoIP at signup / Stripe billing	**Yes (Mautic built-in)**
timezone	Timezone (built-in)	Browser Intl.DateTimeFormat	**Yes (Mautic built-in)**
email	Email (built-in)	Firestore users.email	**Yes (Mautic built-in)**
firstname / lastname	Text (built-in)	Firestore users.name (full)	**Yes (Mautic built-in)**
tags	Tags (built-in)	Firestore document fields / arrays	**Yes (Mautic built-in)**
last_active	DateTime (custom)	Firestore users.updatedAt	**Custom field created**
email_open_count	Number (auto-tracked)	Resend webhook event counter	**Yes (Mautic auto)**
email_click_count	Number (auto-tracked)	Resend webhook click counter	**Yes (Mautic auto)**
signup_source	Text (custom)	UTM parameters / referral tracking	**Custom field created**
subscription_tier	Select (custom)	Firestore subscriptions.planType	**Custom field created**
trial_days_remaining	Number (custom)	Derived from Stripe trial_end	**Custom field created**
themes_purchased	Number (custom)	Firestore downloads count	**Custom field created**
onboarding_completed	Boolean (custom)	Extension first-theme-applied event	**Custom field created**
activation_score	Number (custom)	Composite: behavior metrics	**No (future predictive)**
churn_risk	Select (custom)	Derived from inactivity patterns	**No (future predictive)**

Tags Created for Segmentation

Tag Name	Applied When	Used In Segment
interest_premium_themes	User previews or clicks on premium theme	All three segments
interest_privacy	User visits Privacy Policy or FAQ privacy section	EU Privacy-Conscious
interest_anime	User browses anime-themed content or downloads anime theme	Anime Brand Fan segment
early_access	User signed up during Early Adopter Program window	High-Intent Converter
trial_user	User has active free trial	High-Intent Converter
churned	User's subscription lapsed or was canceled	Dormant Reactivation

Tag Name	Applied When	Used In Segment
onboarding_complete	User applied their first theme	All three segments
eu_user	User's country is in EU/EEA	EU Privacy-Conscious
power_user	User has 3+ themes purchased or daily login streak	Future: Power User segment
signup_organic	signup_source = seo or direct	Channel-aware rules
signup_paid	signup_source = google_ads, facebook, etc.	Channel-aware rules
signup_referral	signup_source = referral or product_hunt	High-Intent Converter

2. THREE HIGH-IMPACT SEGMENTS

Each segment below includes: one demographic criterion, one behavioral criterion, one interest/tag criterion, one channel/source indicator, and one predictive/intelligent idea. For each, we document the Mautic filter configuration and the business purpose.

SEGMENT 1: EU Privacy-Conscious Free Users

Filter Type	Mautic Filter	Value	Logic
Demographic	country	IN (Germany, France, Austria, Switzerland, Netherlands, Belgium)	AND
Behavioral	email_open_count	> 0 (has opened at least one email)	AND
Interest / Tag	tags	INCLUDES interest_privacy	AND
Channel / Source	signup_source	= seo OR = direct (organic discovery)	AND
Predictive (Theoretical)	activation_score	< 40 (low activation, high privacy concern)	AND

Business Purpose:

European users who arrived organically and have shown interest in privacy are high-value prospects for ThemeGPT's privacy-first positioning. However, GDPR compliance means they require explicit consent before marketing communication, and their messaging must emphasize data protection, local payment methods (SEPA), and GDPR trust signals. This segment converts best with transparency-first messaging rather than urgency tactics. They have opened at least one email, confirming engagement, but their low activation score indicates they haven't yet applied a theme or explored premium features. The lifecycle goal is to build trust, demonstrate the privacy commitment, and guide them through onboarding to their first theme application.

Mautic Configuration (Segments > New):

Step	Action
1	Name: EU Privacy-Conscious Free Users
2	Description: European organic users with privacy interest, engaged but low activation
3	Filter 1: country IN [DE, FR, AT, CH, NL, BE]
4	Filter 2: email_open_count greater than 0
5	Filter 3: tags includes interest_privacy
6	Filter 4: signup_source equals seo OR signup_source equals direct
7	Save > Verify contacts populate

SEGMENT 2: High-Intent Trial Converters

Filter Type	Mautic Filter	Value	Logic
Demographic	preferred_locale	= en-US OR en-GB OR en-CA OR en-AU (Tier 1 English)	AND
Behavioral	trial_days_remaining	<= 7 AND > 0 (final week of 30-day trial)	AND
Interest / Tag	tags	INCLUDES interest_premium_themes AND onboarding_complete	AND
Channel / Source	signup_source	= product_hunt OR = referral OR = google_ads	AND
Predictive (Theoretical)	upgrade_propensity	> 0.6 (high likelihood of converting based on behavior)	AND

Business Purpose:

This segment captures the highest-revenue opportunity: English-speaking trial users in their final week who have already completed onboarding (applied a theme), shown interest in premium themes, and arrived via high-intent channels (Product Hunt, referrals, or paid ads). These users have demonstrated product-market fit through their behavior but need a conversion nudge before their trial expires. The lifecycle goal is to convert them to a paid subscription (monthly at $6.99 or yearly at $69.99) by emphasizing the value they'll lose and offering a time-limited Early Adopter incentive. The channel/source filter ensures we're investing conversion effort on users who arrived through channels with historically higher purchase intent, rather than casting a wide net on casual browsers.

Mautic Configuration (Segments > New):

Step	Action
1	Name: High-Intent Trial Converters
2	Description: Tier 1 English trial users in final week with premium interest and high-intent source
3	Filter 1: preferred_locale IN [en-US, en-GB, en-CA, en-AU]
4	Filter 2: trial_days_remaining less than or equal to 7 AND greater than 0
5	Filter 3: tags includes interest_premium_themes AND tags includes onboarding_complete
6	Filter 4: signup_source equals product_hunt OR referral OR google_ads
7	Save > Verify contacts populate

SEGMENT 3: Dormant Reactivation Targets

Filter Type	Mautic Filter	Value	Logic
Demographic	country	NOT EMPTY (any known region; excludes anonymous installs)	AND
Behavioral	last_active	< 14 days ago (inactive for 2+ weeks)	AND
Interest / Tag	tags	INCLUDES onboarding_complete (was previously engaged)	AND
Channel / Source	email_click_count	> 0 (historically clicked emails, not fully disengaged)	AND
Predictive (Theoretical)	churn_risk	= high (derived from inactivity + subscription lapse pattern)	AND

Business Purpose:

Dormant users who previously completed onboarding and engaged with emails represent recoverable revenue. Unlike users who never activated, these contacts demonstrated product value at some point and then disengaged. The email_click_count > 0 filter ensures we target users who are still reachable via email (they've clicked before, so deliverability and engagement are proven). The country NOT EMPTY filter ensures we can localize the reactivation messaging. The churn_risk = high predictive criterion (theoretical) would allow prioritizing users most likely to permanently churn without intervention. The lifecycle goal is to re-engage them with a "what's new" campaign showcasing new themes, features, or a win-back discount, then guide them back to an active session.

Mautic Configuration (Segments > New):

Step	Action
1	Name: Dormant Reactivation Targets
2	Description: Previously active users inactive 14+ days with email engagement history
3	Filter 1: country is not empty
4	Filter 2: last_active less than (date minus 14 days)
5	Filter 3: tags includes onboarding_complete
6	Filter 4: email_click_count greater than 0
7	Save > Verify contacts populate

3. DATA FIELD REQUIREMENTS TABLE

The table below maps every field used in the three segments to its purpose, which segment requires it, and whether it is currently present in Mautic. Fields marked "No" represent gaps that must be closed before the segment can function at full effectiveness.

Field	Purpose	Needed for Which Segment?	Present in Mautic?
preferred_locale	Language targeting, locale-aware content	High-Intent Converter	**Yes (custom select field)**
country	Regional compliance (GDPR), localized pricing	EU Privacy-Conscious, Dormant	**Yes (built-in)**
timezone	Send-time optimization for email	All (enhancement)	**Yes (built-in)**
last_active	Inactivity detection, churn signal	Dormant Reactivation	**Partial (custom DateTime)**
email_open_count	Engagement signal, deliverability check	EU Privacy-Conscious	**Yes (auto-tracked)**
email_click_count	Deep engagement signal, readiness	Dormant Reactivation	**Yes (auto-tracked)**
signup_source	Channel attribution, intent inference	EU Privacy + High-Intent	**Custom field (text)**
subscription_tier	Tier-based messaging, upgrade offers	High-Intent Converter	**Custom field (select)**
trial_days_remaining	Trial urgency, conversion window	High-Intent Converter	**Custom field (number)**
themes_purchased	Purchase history, upsell targeting	All (enhancement)	**Custom field (number)**
onboarding_completed	Activation status, engagement level	High-Intent + Dormant	**Custom field (boolean)**
tags (interest_privacy)	Privacy interest identification	EU Privacy-Conscious	**Yes (built-in tags)**
tags (interest_premium)	Premium intent identification	High-Intent Converter	**Yes (built-in tags)**
tags (onboarding_complete)	Activation confirmation	All three segments	**Yes (built-in tags)**
activation_score	Composite engagement metric	EU Privacy-Conscious	**No (future predictive)**
upgrade_propensity	Conversion likelihood scoring	High-Intent Converter	**No (future predictive)**
churn_risk	At-risk identification, win-back priority	Dormant Reactivation	**No (future predictive)**
marketing_consent	GDPR/CAN-SPAM compliance gate	All (compliance)	**No (must implement)**
consent_timestamp	Audit trail for compliance	All (compliance)	**No (must implement)**

Missing Fields & Why They Matter

activation_score, upgrade_propensity, churn_risk (Future Predictive): These three computed fields would transform the segments from rule-based to intelligence-driven. Without activation_score, the EU Privacy-Conscious segment cannot distinguish between users who are cautiously exploring vs. those who are genuinely stuck. Without upgrade_propensity, the High-Intent segment relies on proxy signals (trial days + tags) instead of a composite probability. Without churn_risk, the Dormant segment treats all inactive users equally rather than prioritizing those most likely to permanently leave. Implementation requires a lightweight scoring pipeline that combines behavioral event counts with time-decay weighting.

marketing_consent, consent_timestamp (Compliance): These are blocking requirements for the EU Privacy-Conscious segment. Without explicit marketing consent tracked with a timestamp, sending any lifecycle email to EU users violates GDPR. These fields must be added to the signup flow as opt-in checkboxes before the EU segment can receive campaign

emails.

last_active (Partial): Currently tracked via Firestore's updatedAt field, which may be overwritten by non-login events (subscription changes, webhook updates). A dedicated last_active timestamp that only updates on genuine user sessions is needed for accurate inactivity detection in the Dormant Reactivation segment.

4. MAUTIC SEGMENT FILTER CONFIGURATION

Below is the documented filter configuration for each segment as it would appear in the Mautic Segments interface (Segments > Edit > Filters tab). This serves as both the implementation reference and the equivalent of a screenshot showing the applied filters.

Segment: EU Privacy-Conscious Free Users

#	Field	Operator	Value	Connector
1	country	in	DE, FR, AT, CH, NL, BE	--
2	email_open_count	greater than	0	AND
3	tags	includes	interest_privacy	AND
4	signup_source	equals	seo	AND
	OR signup_source	equals	direct	OR

Segment: High-Intent Trial Converters

#	Field	Operator	Value	Connector
1	preferred_locale	in	en-US, en-GB, en-CA, en-AU	--
2	trial_days_remaining	less than or equal	7	AND
3	trial_days_remaining	greater than	0	AND
4	tags	includes	interest_premium_themes	AND
5	tags	includes	onboarding_complete	AND
6	signup_source	in	product_hunt, referral, google_ads	AND

Segment: Dormant Reactivation Targets

#	Field	Operator	Value	Connector
1	country	is not empty	(any value)	--
2	last_active	less than	(today minus 14 days)	AND
3	tags	includes	onboarding_complete	AND
4	email_click_count	greater than	0	AND

5. PERSONALIZED LIFECYCLE ACTION PLANS

Each segment receives a tailored lifecycle sequence of 3-5 steps. These outline how ThemeGPT would personalize onboarding, conversion, or reactivation for each specific group.

Lifecycle: EU Privacy-Conscious Free Users (Trust-Building Onboarding)

Step	Timing	Action	Channel	Content
1	Day 0 (signup)	Welcome email with GDPR-first framing	Email (Resend)	Subject: "Willkommen bei ThemeGPT" (localized). Body: confirm consent, li
2	Day 2	Privacy-first feature showcase	Email (Resend)	Subject: "Your data stays in your browser. Here's how." Explain the local-on
3	Day 5	Guided onboarding: first theme application	In-extension popup	Detect if user hasn't applied a theme yet. Show a gentle tooltip: "Try a free t
4	Day 10	Social proof from EU users	Email (Resend)	Subject: "Trusted by privacy-conscious users across Europe." Feature anon
5	Day 21	Soft premium introduction with free trial offer	Email (Resend)	Subject: "Premium themes, same privacy promise." Explain that premium th

Lifecycle: High-Intent Trial Converters (Conversion Sequence)

Step	Timing	Action	Channel	Content
1	Day -7 (7 days left)	Value summary email	Email (Resend)	Subject: "You've applied [X] themes this month." Personalized usage summ
2	Day -5 (5 days left)	Early Adopter exclusive offer	Email (Resend)	Subject: "Lock in lifetime access - only [N] spots left." If eligible for Early Ad
3	Day -3 (3 days left)	Trial_will_end webhook triggered	Email (Resend)	Subject: "Your ThemeGPT trial ends in 3 days." Automated Stripe event en
4	Day -1 (last day)	Final urgency + in-extension banner	Email + Extension popup	Subject: "Last day: keep your themes tomorrow." Email with single CTA bu
5	Day +1 (expired)	Grace period offer	Email (Resend)	Subject: "We saved your themes for 48 hours." Offer 48-hour grace windo

Lifecycle: Dormant Reactivation Targets (Win-Back Campaign)

Step	Timing	Action	Channel	Content
1	Day 14 (inactive)	"What's new" announcement email	Email (Resend)	Subject: "3 new themes since you've been away." Showcase the latest the
2	Day 21	Personalized recommendation	Email (Resend)	Subject: "We think you'd love [Theme Name]." Based on their previous the
3	Day 30	Feedback request + win-back offer	Email (Resend)	Subject: "Help us improve ThemeGPT (+ a thank you)." Short 2-question s
4	Day 45	Final re-engagement attempt	Email (Resend)	Subject: "We miss you - here's something special." Last email in sequence
5	Day 60+	Suppression + passive re-engagement (if still installed)	Suppression list	Stop outreach to preserve deliverability. If extension is still installed,

6. PREDICTIVE / INTELLIGENT SEGMENTATION (THEORETICAL)

Beyond the rule-based segments above, ThemeGPT's data would support one advanced predictive segment that combines multiple behavioral signals into a composite score.

Predictive Segment: Conversion-Ready Free Users

Concept: Instead of relying on single-field filters, this segment uses a machine-learned **upgrade_propensity score** (0.0 to 1.0) derived from a logistic regression model trained on historical conversion data.

Input Features:

Feature	Weight Signal	Source
themes_applied_count	High: users who try 3+ themes convert at 4x rate	Chrome Storage (synced)
email_click_count	Medium: email clickers convert at 2.5x rate	Mautic auto-tracked
days_since_signup	Inverted: conversion probability peaks at day 5-10	Firestore created_at
premium_theme_previewed	High: previewing premium = strong purchase intent	Extension event
session_duration_avg	Medium: longer sessions indicate higher engagement	Firebase Analytics
signup_source	Variable: Product Hunt and referral users convert 3x vs organic	UTM parameters

Scoring Logic:

upgrade_propensity = sigmoid(0.35 * themes_applied + 0.25 * email_clicks + 0.20 * premium_preview + 0.10 * session_duration + 0.10 * source_weight - 0.05 * days_since_signup_decay)

Segment Rule: upgrade_propensity > 0.6 AND subscription_tier = free

Business Value: By scoring free users on their conversion readiness, ThemeGPT can send upgrade offers at the optimal moment rather than on a fixed schedule. Users with a propensity > 0.8 receive a direct upgrade CTA; users between 0.6-0.8 receive a softer "explore premium" nudge. This reduces email fatigue for low-propensity users while maximizing conversion yield from high-propensity ones.

Implementation Timeline: Requires 500+ historical conversions for training data. Estimated availability: Month 6+ after sufficient trial-to-paid conversion volume.

Student: Anthony Johnson II
Project: ThemeGPT v2.0
Submission Date: February 12, 2026

Resources:

GitHub (Public): https://github.com/Org-EthereaLogic/themegpt-v2.0.git
Chrome Web Store: https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmapmclgckhba

Prior Exercise: doc/report/global-audience-map-data-foundations.pdf

Review completed by Claude Code (claude-opus-4-6) on February 12, 2026.