

# Activity Exemplar: Segment an email list with Constant Contact

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Email list and segments](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



**Activity Exemplar\_ Email list and segments**  
DOCX File



## Assessment of Exemplar

Compare the exemplar to your completed segmented email list. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Your Constant Contact account should contain the following:

- A list of contacts uploaded from the Contact List spreadsheet
- A new custom field created for Age Range so that the titles of all column headers in the spreadsheet match the corresponding field names
- An email list renamed to make it easy to identify which contacts the list contains
- Three list segments, which contain the following Contact Details:
  - People who live in southwestern states (California, New Mexico, Arizona, Nevada, Texas, or Utah)
  - People who are between the ages of 36–55 (36–45 or 46–55)
  - People who have birthdays in April

Mark as completed

