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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will segment a portion of an email subscriber list for three different email topics. Digital marketers often use email marketing platforms to segment subscribers automatically, especially when managing large email lists. To practice what you've learned about segmentation, you will manually segment a smaller list for this exercise.

Segmentation allows you to ensure you're delivering the most relevant content to your subscribers. By taking demographic, geographic, psychographic, and behavioral data into account, you can drive sales and build brand loyalty.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Now that you've set SMART goals and are growing the email list for Feels Like Home's *For All* line of furniture, it's time to start segmenting your subscribers.

When people sign up for the email list, they can customize their experience by responding to a series of questions. These questions are designed to collect data that you will use to segment the list for different types of emails. Some of the questions include:

What is your main challenge (aside from cost) when buying furniture?

What room(s) are you most interested in furnishing?

Would you like to receive emails about special promotions?

Would you like to be notified of in-store events?

Using subscriber responses to these questions, you will segment the list for three email topics:

- . Promotional email with discounts on space-saving furniture solutions for small kitchens
- . Promotional email with information about exclusive in-store sales
- . Newsletter with tips for keeping bedroom and living room furniture safe from pets

Note: These segments represent only a few possible ways to divide the email list. In a real email marketing campaign, there could be additional segments (for example, special promotions for specific types of furniture).

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Email segmentation](#)

OR

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

 [Activity_Template_Email segmentation
XLSX File](#)



Step 2: Sort and review subscriber data

The template contains the names and survey responses of 18 email subscribers. To familiarize yourself with the subscriber data, select the dropdown menu in one of the column headers (e.g., the Challenge column). Then select *Sort A → Z*. This will group the answers alphabetically. Review and compare the responses, making note of any trends that appear.

Repeat this process for the remaining columns until you're comfortable and familiar with the content.

Note: To return the spreadsheet to its original state, repeat the sort action for the first column.

Step 3: Segment for small kitchen solutions

Select *Sort A → Z* for the Room interest column. Then compare the answers in the Room interest column against the answers in the Challenge column to identify subscribers who selected both "kitchen/dining room" and "small space."

Assign small kitchen solutions emails to these subscribers by selecting *Small kitchen* from the dropdown menu across from their names in the Small kitchen solutions column. Leave this column blank for subscribers who do not meet both of the criteria for this email content.

Step 4: Segment for exclusive in-store sales

Select *Sort A → Z* for the In-store events column. Then compare the answers in the In-store events column against the answers in the Special promotions column to identify subscribers who selected "yes" for both categories.

Assign exclusive in-store sales emails to these subscribers by selecting *In-store sales* from the dropdown menu across from their names in the In-store sales column. Leave this column blank for subscribers who do not meet both of the criteria for this email content.

Note: It is possible for subscribers to receive emails in more than one category.

Step 5: Segment for pet-friendly bedroom and living room content

Select *Sort A → Z* for the Challenge column. Then compare the answers in the column Challenge against the answers in the Room interest column to identify subscribers who selected "pet-friendliness" and "bedroom" OR "living room/den."

Assign pet friendly bedroom and living room content to these subscribers by selecting *Pet-friendly* from the dropdown menu across from their names in the Pet-friendly content column. Leave this column blank for subscribers who do not meet both of the criteria for this email content.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed email segmentation template:

All subscribers who selected "kitchen/dining room" and "small space" are assigned Small kitchen solutions content.

All subscribers who selected "yes" for both "in-store events" and "special promotions" are assigned In-store sales content.

All subscribers who selected "pet-friendliness" and "bedroom" OR "living room/den" are assigned Pet-friendly content.