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 =

(ALS – Full List Donor = yes) (opened in the last 6 months joined in the last 6 months )

1. 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”

SEGMENT 2: ALS – Ad Non-Donors

* INCLUDE: “ALS – Full List” “ALS – Ad names” “Donor = no”
* EXCLUDE: “20180111 – 90 day non-opener suppression”

SEGMENT 3: ALS – Non-ad Donors

* INCLUDE: “ALS – Full List” “Donor = yes”
* EXCLUDE: “ALS – Ad names” “20180111 – 90 day non-opener suppression”

SEGMENT 4: ALS – Non-ad Non-Donors

* INCLUDE: “ALS – Full List”
* EXCLUDE: “Donor = yes” “20180111 – 90 day non-opener suppression”

Segment 1: Members that are only in the ALS – Full List and Ad names subset that are not donors and that do not have a 90 day non-opener suppression.

Segment 2: Members that are in all the ALS – Full List, ALS – Ad names and Donor = no subsets that do not have a 90 day non-opener suppression.

Segment 3: Members that are in the ALS – Full List that are donors and are not in the ALS – Ad names subset and have a 90 day non-opener suppression.

Segment 4: All members of the ALS – Full List subset excluding members that are donors and have a 90 day non-opener suppression.

The difference between segments one and two is that segment two includes members in all three subsets while segment one include members from the intersection of two subsets excluding the third. The differences are shown below:



Segment 1. Segment 2.

Segment 1. Segment 2.

It is not clear if segment 4 excludes members that may include members in the ALS – Ad names and non-donors subsets.

1. 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



Version II: INCLUDE: Group C Group A

EXCLUDE: Group A Group B

The version I email in day one violates the constraint that says members in Group B should never be sent the same version of an email that members of Group C receive.

Day 2:

Version I: INCLUDE: Group A Group C

EXCLUDE: Group B

Version II: INCLUDE: Group B

EXCLUDE: Group A Group C

Day 3:

Version I: INCLUDE: Group B Group A

Version II: INCLUDE: Group C

The version II email in day 3 violates the constraint that say members in Group B should never be sent the same version of an email that members Group C receive.