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 = Select \* from ALS WHERE “Opened in last 6 months”

(\_\_\_Donor\_\_\_\_ALS\_\_) (\_\_Opened in the last 6 months\_\_\_ Joined in 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”
* The ALS – Ad Donors full list only has members is ALS -Ad names. Exclude non-Donors and 90 day non-opener with the code 20180111

SEGMENT 2:

* INCLUDE: “ALS – Full List” “ALS – Ad names” “Donor = no”
* EXCLUDE: “20180111 – 90 day non-opener suppression”
* ALS – Ad Non-Donors ALS full list contains only Ad Names with non-Donors. Exclude 90 day non-opener with the code 20180111
* ALS - The Ad Non-Donors

SEGMENT 3: ALS – Non-ad Donors

* INCLUDE: “ALS – Full List” “Donor = yes”
* EXCLUDE: “ALS – Ad names” “20180111 – 90 day non-opener suppression”
* ALS – Ad Non- ad Donors ALS full list contains only Ad Names with Donors. Exclude Ad names and 90 day non-opener with the code 20180111

SEGMENT 4: ALS – Non-ad Non-Donors

* INCLUDE: “ALS – Full List”
* EXCLUDE: “Donor = yes” “20180111 – 90 day non-opener suppression”
* The ALS – Non-ad Non-Donors full list only has members is ALS -Ad names. Exclude non-Donors and 90 day non-opener with the code 20180111

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

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

This Day Version I & II violates the constraints mentioned above messages from Group A are shares a subset of Group A. As well as Group B is distinct from Groups A & Group C.