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”) (“ALS – Full List” )

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”

Please note that all segments do not include people who have not opened the mail in the last 90 days (from 20180111).

***Segment 1: Explanation***

This segment will be received by the ALS full mailing list with ad names excluding non-donors.

***Segment 2: Explanation***

This segment will be received by the ALS full mailing list with ad names and non-donors.

***Segment 3: Explanation***

This segment will be received by the donors in the ALS full mailing list not having ad names.

***Segment 4: Explanation***

This segment will be received by the non-donors in the ALS full mailing list. There is a mistake as this segment should include only non-ad names and non-donors. So, to rectify this exclude statement should be as follows:

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

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

**Ans**: I have created below venn diagrams for day 1, day 2 and day 3 emails.

A picture containing game, drawing

Description automatically generated A picture containing room

Description automatically generated

i) Day 1 ii) Day 2

Day 1 email’s version II is violating the constraint “Group B (VIPs and board members) should never be sent the same version of an email that members of Group C (general public) receive”.

Day 2 email’s both versions are correctly following the constraints.

A picture containing drawing

Description automatically generated

iii) Day 3

Day 3 emails’ both versions are violating the constraints. B and C are receiving the same versions of the email. And also, group A, B and C are receiving more than one version of emails, highlighted by brown color or hue.