

LIST AND SEGMENTATION

In this section, two different segmentation examples were developed. In the first scenario, individuals were segmented based on varying interests and priorities for the fictional furniture company Feels Like Home. In the second scenario, email list data from a spreadsheet was uploaded and segmented using Constant Contact.

I. SEGMENTATION BASED ON VARYING INTEREST AND PRIORITIES:

	Name	Challenge	Room interest	In-store events	Special promotions	Small kitchen solutions	In-store sales	Pet-friendly content
16	Ahmet	Pet friendliness	Living room/den	Yes	Yes		In-store sales	Pet-friendly
4	Ava	Small space	Kitchen/dining room	No	Yes	Small kitchen		
6	Casey	Pet friendliness	Bedroom	Yes	Yes		In-store sales	Pet-friendly
5	Deonte	Small space	Kitchen/dining room	Yes	Yes	Small kitchen	In-store sales	
8	Emmett	Small space	Kitchen/dining room	No	Yes	Small kitchen		
1	Felix	Pet friendliness	Bedroom	Yes	Yes		In-store sales	Pet-friendly
13	Hector	Pet friendliness	Living room/den	No	No			Pet-friendly
2	Jaya	Pet friendliness	Living room/den	No	No			Pet-friendly
19	Kenji	Pet friendliness	Kitchen/dining room	Yes	Yes		In-store sales	
10	Leona	Small space	Kitchen/dining room	Yes	Yes	Small kitchen	In-store sales	
17	Min	Small space	Kitchen/dining room	Yes	Yes	Small kitchen	In-store sales	
14	Penny	Small space	Kitchen/dining room	No	No	Small kitchen		
11	Quinn	Pet friendliness	Living room/den	No	Yes			Pet-friendly
18	Riley	Small space	Living room/den	Yes	Yes		In-store sales	
3	Rosa	Pet friendliness	Living room/den	Yes	Yes		In-store sales	Pet-friendly
9	Saanvi	Pet friendliness	Living room/den	No	No			Pet-friendly
15	Shirin	Pet friendliness	Living room/den	Yes	Yes		In-store sales	Pet-friendly
12	Stefania	Small space	Kitchen/dining room	No	Yes	Small kitchen		
7	Tarit	Small space	Bedroom	Yes	Yes		In-store sales	

2. EMAIL LIST SEGMENTATION USING CONSTANT CONTACT: Email List and Segments

The screenshot displays the Constant Contact interface for managing email lists and segments. At the top, there are sections for 'Contacts' and 'Insights'. The 'Contacts' section includes buttons for 'Add Contacts', 'Create List', and a three-dot menu. Below this are tabs for 'Lists', 'Segments', 'Tags', and 'Contacts', with 'Lists' currently selected. The 'Insights' section shows key metrics: 31 Subscribed contacts, 31 New subscribers (30 days), 100% Subscriber growth (30 days), and 0 Unsubscribed contacts. A 'Filter by List Name' search bar is also present. The main area shows a table of contacts with columns for 'List Name', 'Contacts', and 'Date Created'. A 'Recent subscribers' row is highlighted, showing 30 contacts from April 15, 2022. Navigation buttons for 'Show 50' and 'Page 1 of 1' are at the bottom. Below this, another 'Contacts' section is shown with tabs for 'Lists', 'Segments', 'Tags', and 'Contacts', with 'Segments' selected. It features a 'Pre-built segments' section with four options: 'Most engaged', 'Somewhat engaged', 'Least engaged', and 'Everyone else'. Each segment has a brief description and a 'Send an email' button.

Segments you've created
Filter contacts based on specific criteria like open and click activity, purchase history, and location so you can send them targeted emails. [Learn more about segments](#)

Name	Contacts	Refreshed	...
People who live in the Southwest United States	12	7 minutes ago	...
People who have birthdays in April	4	Apr 15, 2022	...
People between the ages of 36–55	11	Apr 15, 2022	...

[← Back to segments](#)

People who have birthdays in April

[Edit Criteria](#)

...

Summary

Contacts whose **birthday month** is April.

Last Refreshed: Apr 15, 2022

4 Contacts

[Modify columns](#)

Email address

Filter by Email address



Email address	First name	Last name	Company name	Status	Source	Date added	...
armando.bellmas461@gmail.com	Armando	Bellmas		Subscribed	Added by you	Apr 15, 2022	...
bruce.tang8691@gmail.com	Bruce	Tang		Subscribed	Added by you	Apr 15, 2022	...
james.j.terrance21@gmail.com	James	Terrance		Subscribed	Added by you	Apr 15, 2022	...
malik.n.wood64@gmail.com	Malik	Wood		Subscribed	Added by you	Apr 15, 2022	...

Show 50

< Page 1 of 1 >

[← Back to segments](#)

People who live in the Southwest United States

[Edit Criteria](#)

...

Summary

Contacts whose **state** is California or Arizona or New Mexico or Nevada or Texas or Utah.

Last Refreshed: 12 minutes ago

12 Contacts

[Modify columns](#)

Email address

Filter by Email address



Email address	First name	Last name	Company name	Status	Source	Date added	...
adam.ezra2761@gmail.com	Adam	Ezra		Subscribed	Added by you	Apr 15, 2022	...
alex.f.taylor3910@gmail.com	Alex	Taylor		Subscribed	Added by you	Apr 15, 2022	...
armando.bellmas461@gmail.com	Armando	Bellmas		Subscribed	Added by you	Apr 15, 2022	...
davos.l.tarly32@gmail.com	Davos	Tarly		Subscribed	Added by you	Apr 15, 2022	...

THE EMAIL LIST SPREADSHEET:

First Name	Last Name	Email Address	Age Range	State	Birthday
Adam	Ezra	Adam.Ezra2761@gmail.com	18–25	Arizona	5/16/2000
Aditi	Patel	Aditi.Patel732@gmail.com	26–35	Maryland	1/18/1992
Alex	Taylor	Alex.F.Taylor3910@gmail.com	36–45	New Mexico	2/16/1980
Armando	Bellmas	Armando.Bellmas461@gmail.com	46–55	Texas	4/4/1970
Bonna	Foster	Bonna.S.Foster77@gmail.com	56–65	Ohio	9/1/1960
Bruce	Tang	Bruce.Tang8691@gmail.com	18–25	Washington	4/13/2001
Charlie	Tyson	CharTyson291@gmail.com	26–35	Florida	10/19/1991
Cheyenne	Williams	Cheyenne.Williams728@gmail.com	36–45	Connecticut	9/7/1981
Davos	Tarly	Davos.L.Tarly32@gmail.com	66–75	Utah	1/2/1954
Ibrahim	Chowdhury	Ibrahim.Chowdhury222@gmail.com	36–45	Arizona	12/10/1982
Issa	Traore	issat4140@gmail.com	66–75	Montana	1/7/1955
James	Terrance	James.J.Terrance21@gmail.com	76–85	New York	4/5/1942
Joyce	Perry	DrJoycePerry33@gmail.com	36–45	California	5/30/1982
Keith	Portone	Keith.Portone88@gmail.com	56–65	New York	11/21/1961
Linda	Yamamoto	Linda.Yamamoto382@gmail.com	26–35	Texas	3/10/1990
Eleni	Gerevini	Eleni.Gerevini367@gmail.com	76–85	Pennsylvania	11/3/1943
Malik	Wood	Malik.N.Wood64@gmail.com	46–55	Indiana	4/15/1971
Mark	Abadi	MrcAbadi71@gmail.com	66–75	Arizona	1/9/1952
Megan	Pirato	Megan.F.Pirato261@gmail.com	18–25	New Jersey	6/3/2002
Nancy	Liu	Nancy.C.Liu361@gmail.com	46–55	California	2/20/1972
Norman	Oshiro	Norman.Oshiro37@gmail.com	56–65	Colorado	6/6/1963
Pedro	Lopez	Pedro.Lopez01934@gmail.com	18–25	Oregon	2/2/1998
Rosie	Bradshaw	Rosie.Mae.Bradshaw13@gmail.com	46–55	Nevada	3/5/1973
Sam	Lemere	Sam.Lemere27361@gmail.com	18–25	Vermont	12/3/1999
Sara	Romero	Sara.Romero1407@gmail.com	26–35	Pennsylvania	7/3/1989
Sue	Pham	Sue.Pham579@gmail.com	36–45	Illinois	8/2/1978
Thierry	Archambeault	Thierry_Archambeault941@gmail.com	26–35	Texas	1/17/1992
Turner	Bailey	TurnerS_Bailey675@gmail.com	46–55	Maine	8/12/1974
Xavier	Greene	Xavier_GreeneJr229@gmail.com	36–45	California	11/9/1979
Zach	Jones	Zach_Jones281@gmail.com	26–35	Washington	2/14/1993