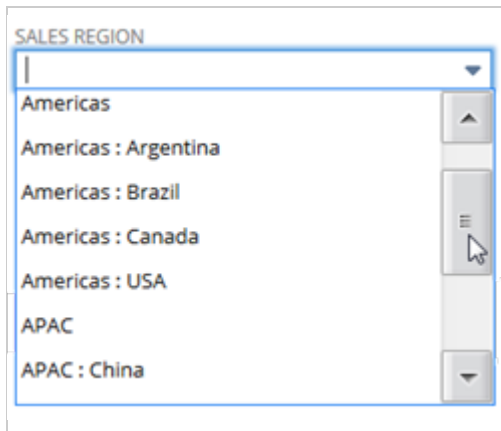# Configure Segment Values to Be Hierarchical

In the list of available segment values, you can create hierarchal relationships. For example, a segment called Sales Region can have values such as Americas, APAC, and EMEA. However, you may also want to add options that are more specific. When you create the new options, you can specify in the segment definition that they are children of the broader geographic categories. These relationships are shown in the list of values from which the user can select.

For more details, see Creating Hierarchies Among a Custom Segment's Values.

Also, see Benefits of Custom Segments.

Related Topics