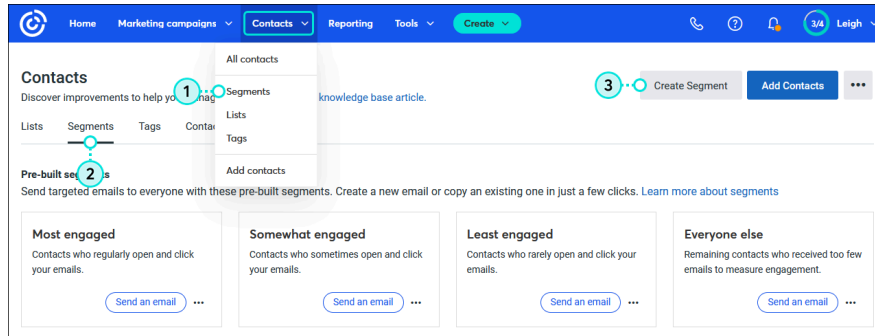
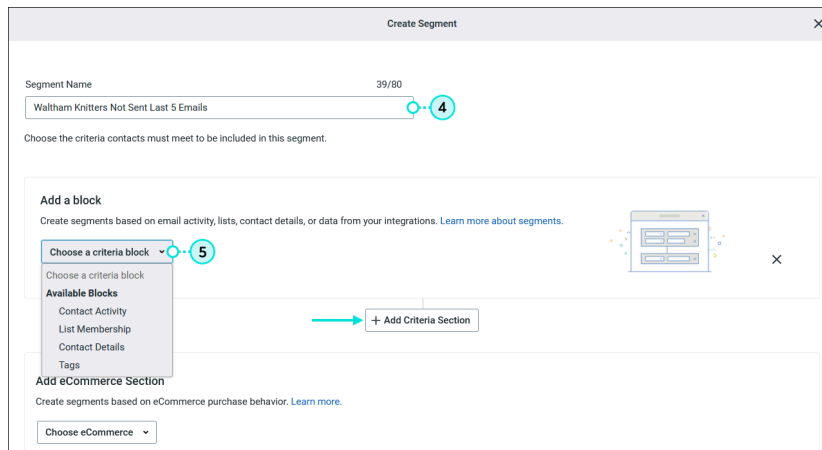


How to create a custom segment

1. Click **Contacts > Segments**.
2. The **Segments** sub-tab is automatically selected for you.
3. Click the **Create Segment** button in the upper right-hand corner of the screen.



4. Give your segment a name so that you'll recognize it in your account later.
5. Select the criteria you want to use. You can use any criteria on its own, or click **+ Add Selection Criteria** to create a segment using multiple criteria.



6. Use the drop-down menus to select the following criteria for each filter:
Note: You can add logic to your criteria by clicking **+ OR** or **+ AND**. Selecting **+ OR** finds contacts who meet any of the selected detail criteria, while **+ AND** finds contacts who meet all of the selected criteria.
 - **Contact Activity** -For more information about creating a segment based on contact engagement, including using pre-built segments, please see our articles for segmenting your [most](#) and [least engaged](#)
 - **List Membership**
 - **Contact Details** - To view an example of using contact details to segment your list, please view our article for [filtering contacts by company name](#).
 - **Tags** - For more detailed information about sending a segment to tagged contacts, please see our article for [filtering your contacts by tags](#).

7. Click **Save and Preview**.

Segment Name 39/80
Waltham Knitters Not sent Last 5 emails

Contacts who **were not sent** any of your last 5 emails **AND** who are members of General Interest list **AND** whose city is Waltham or blank.

Contact Activity

Were not sent any of your last 5 emails

+ OR + AND

any of your last 5 emails
any of your last 5 emails
a specific email
any email

List Membership

On list Knitting Circle

+ OR + AND

Contact Details

City is Waltham

OR

City is blank

+ OR + AND

+ Add Criteria Section

Cancel **Save and Preview**

8. (Optional) Review the list of contacts included in your segment. If your list is short, consider **changing your criteria** to capture a few more contacts by clicking **Edit Criteria**.

← Back to segments

Waltham Knitters Not Sent Last 5 emails **8** Edit Criteria

Summary

Contacts who **were not sent** any of your last 5 emails **AND** who are members of Knitting Circle list.

Last Refreshed: a few seconds ago

18 Contacts

Modify columns Email address Filter by Email address

Email address	First name	Last name	Company name	Status	Source	Date added	
audrey@outlook.com	Audrey	Hepburn		Subscribed - Implied	Added by you	Oct 21, 2021	...
those.eyes@outlook.com	Bette	Davis		Subscribed - Implied	Added by you	Oct 21, 2021	...
christinaknits@gmail.com	Christina	Hendricks		Subscribed - Implied	Added by you	Oct 21, 2021	...
walken@gmail.com	Christopher	Walken		Subscribed - Implied	Added by you	Oct 21, 2021	...

Your new segment can be found on the Segments dashboard and is available to select when you **schedule your email**. Your segments are automatically refreshed at the time your email sends, ensuring that only the contacts who meet your criteria at the time you send your email receive it.

What to do with your segment

Segmentation is very flexible and can change to accommodate your organization's needs.

- **Send an email to your segment** - Once your segment is created, you can send emails to it regularly, just like you can send to any list. The segment refreshes before each send, ensuring that you're reaching the most current group of contacts that meet your criteria.
- **Add your segment to a list** - There may be times when different audiences all need to receive the same message. You can create segments to find your audiences based on different criteria and then combine them into a single list.
- **Edit your segment** - If the group of contacts in your segment is too large or too small, you can change the criteria at any time. The segment can even be renamed to reflect your changes.