How to Segment a List

If you would like to divide your email mailing list into different customer groups based on geographic location or other rules, you can use the EasyContact segmentation feature to create subsets within your master email list.

To segment within an email contact list:

➡️ From the EasyContact Main Menu screen, select the "Add & Manage" link under the "Contacts" heading in the grey box to the right, then choose **Create/Edit Lists** from the list of choices on the left side of the screen.

➡️ Click on the checkbox to the left of **I want to segment my contacts**.

➡️ Choose from the first drop-down list to specify whether you want the segment to follow one or all of the rules you will be defining.

➡️ You can then set up rules based on parameters such as city, ZIP code or other contact information. Simply select a field from the drop-down list. Next, define whether you want your field to be included, excluded, or to match other criteria by selecting from the next drop-down list.

➡️ You can add additional rules by clicking the "Add another rule" link underneath the drop-down list, or delete a rule by clicking the "Remove rule" link to the right of the drop-down list.

➡️ In order to count the number of recipients of your email based on your rule, click on the "Recalculate" link to the right of the "Estimated recipients" text.

➡️ Click on the **Next** button to save and proceed to the next step. Once saved, these segmentation rules will be displayed in your "Email Summary" results, and can be edited in the future.