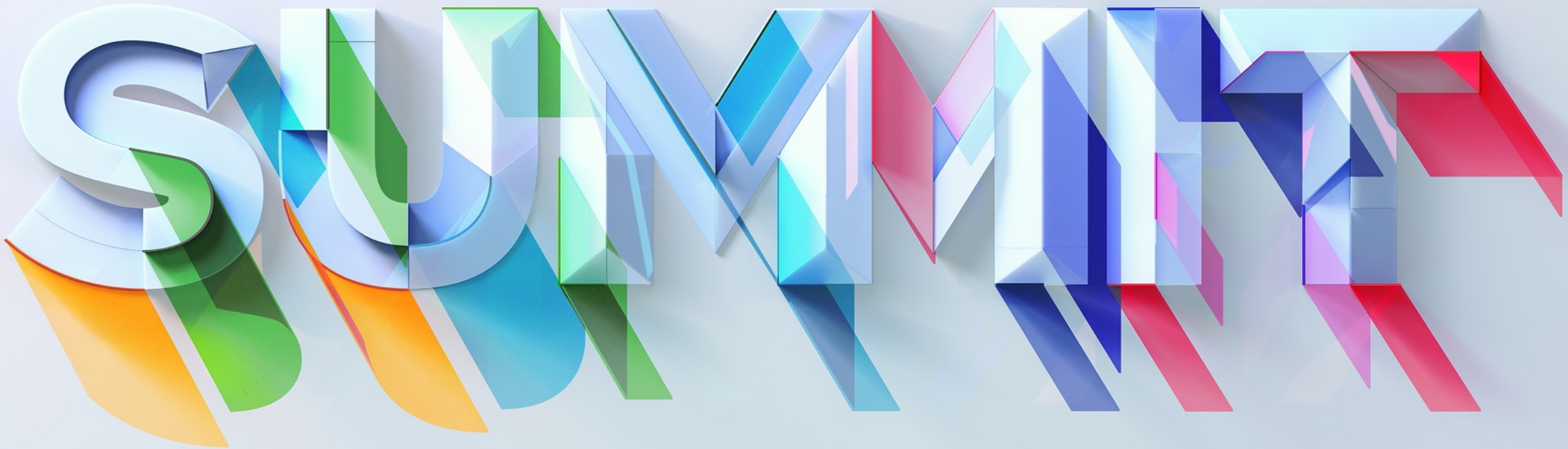




# S133. Find Your Niche Customers Using Adobe Segmentation

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# Thank You...



***Andy Powers***



***Steph Burton***



***Ryan Logas***



***Marc Koif***

Where does this phrase come from?

*I'm going to  
"Pull out all the stops"*

*A: The Pipe Organ*





Where is the largest pipe organ in the world?





# Boardwalk Hall Auditorium Organ, Atlantic City, NJ

- 33,112 pipes
- 1,235 stop tabs
- 587 flue stops
- 265 reed stops
- 35 melodic percussions
- 46 non-melodic percussions
- 164 couplers
- 18 tremolos
- 120 swell pedal selectors
- 6 swell pedals
- 15 swell boxes



# All of the 'pipes' and 'stops' you have with Adobe Analytics

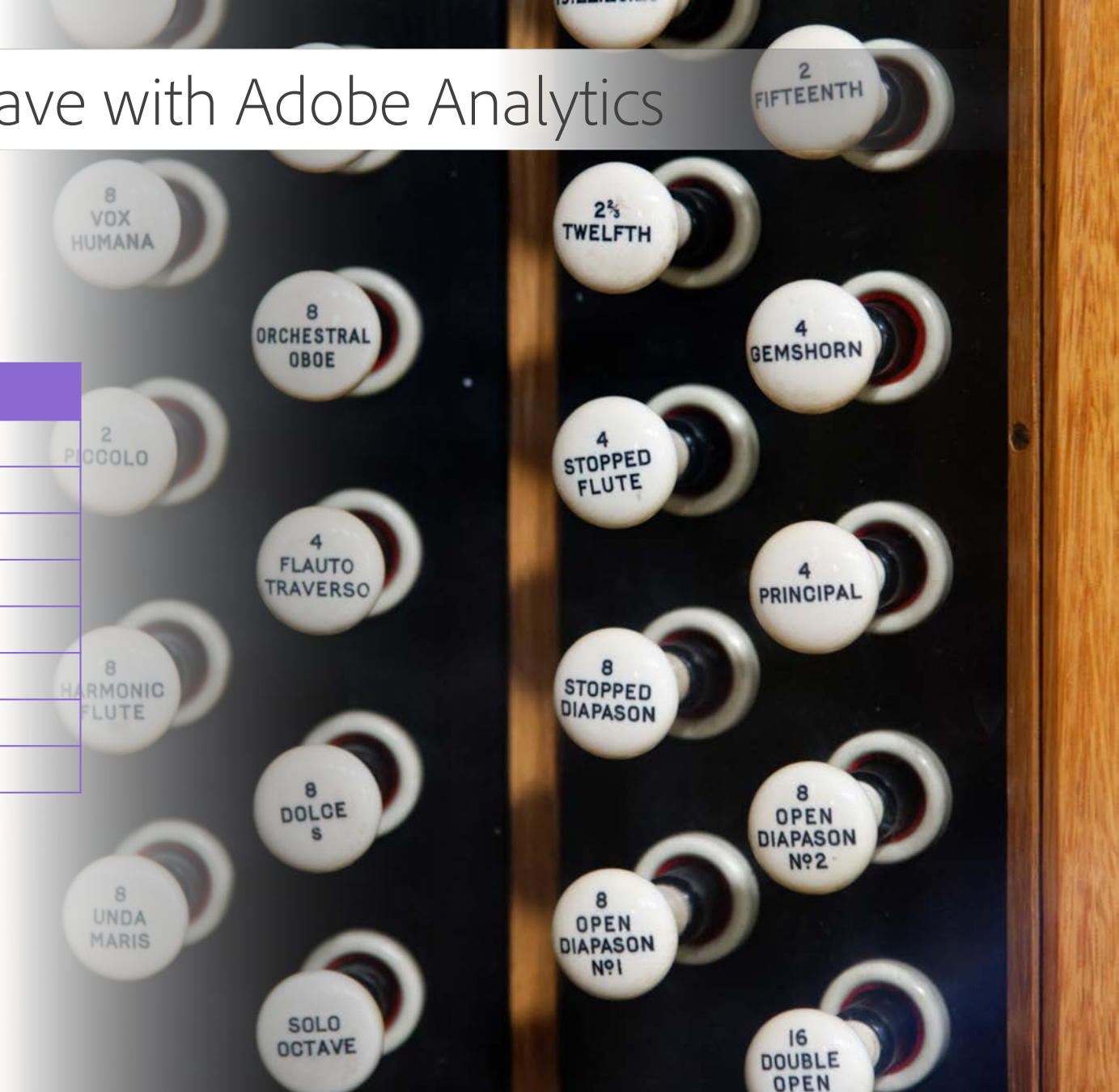
Match Types	
equals	
does not equal	
matches	
does not match	
contains	
does not contain	
contains all of	
does not contain all of	
contains any of	
does not contain any of	
starts with	
does not start with	
ends with	
does not end with	
is null	
is not null	
exists	
does not exist	

Containers
Visitors
Visits
Hits
Exclude
Nesting

Container Operators
And
Or
Then

Sequential
Include Everyone
Only After Sequence
Only Before Sequence
After
Within

Dimensions
Variables
eVars
Props
Metrics
Time
Pre-Built
Components
Calculated Metrics



# 1

Basic Capabilities

# 2

Complex Scenarios

# 3

Best Practices &  
Troubleshooting



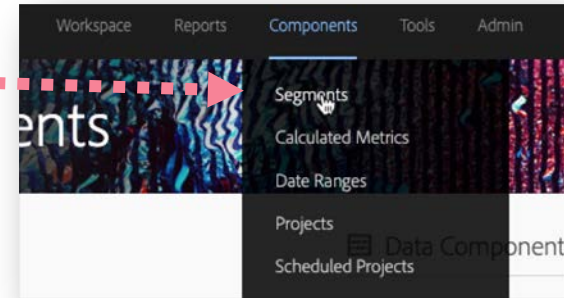
# 1 BASIC CAPABILITIES



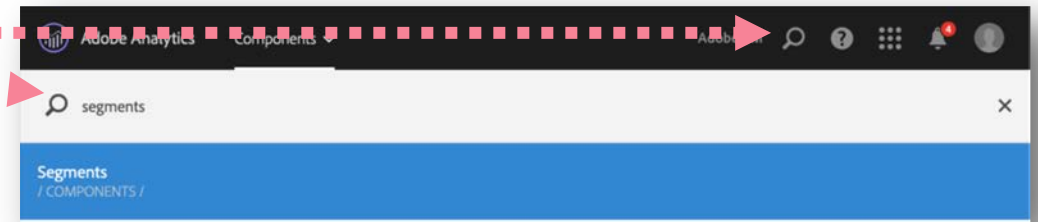


# Where do I access the segment builder...

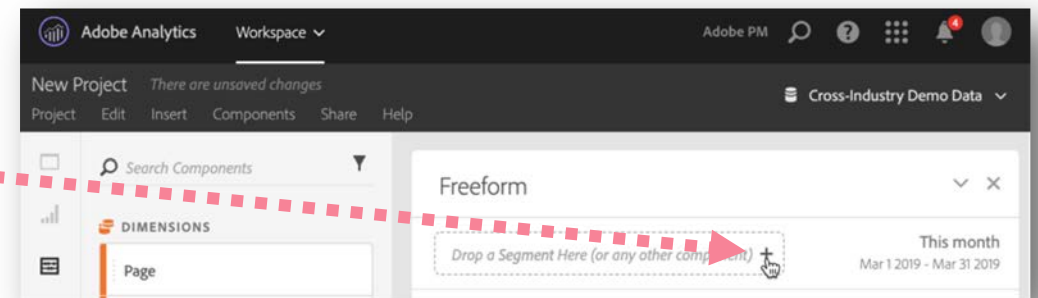
- Option 1: Click from 'components' sub menu



- Option 2: Search for 'segments'



- Option 3: In Workspace – click '+' symbol in the segment area



# The Segment Building Canvas

**Name your segment**

**Add tags for governance and organization**

**Segment Preview** - Lets you preview the key metrics to see whether you have a valid segment and how broad the segment is. Represents the breakdown of the data set you can expect to see if you apply this segment.

**Write a detailed segment description of what is included, excluded, and specific details about your segment**

**Select your top level container**

**Assign AND/OR/THEN operators between rules. The THEN operator lets you define sequential segments**

**Decide what tools can use this segment and if it's 'public' in your organization**

**Container Canvas**

**Drag and drop segment logic**

**Adjust container and settings for each rule, define sequence when using the THEN statement.**

**Add containers or change to an Exclude container**

The screenshot shows the Segment Building Canvas interface. It includes fields for TITLE, DESCRIPTION, TAGS, and DEFINITION. The DEFINITION section has a 'Show' dropdown set to 'Visitor' and an 'Options' gear icon. Below this are two rule containers, each with a 'Drag & drop Metric(s), Segment(s), and/or Dimensions here.' area. The interface also features checkboxes for 'Make this an Experience Cloud audience' and 'Make this segment public', and a note that asterisks indicate required fields.

Metric	Count	Percentage
Unique Visitors	0 of 0	0%
Visits	0 of 0	0%
Page Views	0 of 0	0%

\* Last 90 days

Product Compatibility: None

# Segment Builder Components – Drag and Drop into Canvas

Search Components

**DIMENSIONS**

- Page
- Email Recipient ID
- Campaign Vendor
- Campaign Delivery Method
- Marketing Channel

Show All >

**METRICS**

- Visits
- Questions Answered
- Questions Asked
- Location ID Instances
- List Addition

Show All >

Search Components

**SEGMENTS**

- Purchasers
- Non-Purchasers
- Diamond Customers
- 1-5 Days

Show All >

**TIME**

- Last month
- Last 6 full months
- Last 90 days
- Last Week

Dimensions include all standard attributes collected about the user, device, location, etc. as well as ALL custom variables

Metrics include standard and custom events you're organization has enabled

Components are pre-configured segments you can start with or customize

Time based filters

**TITLE \***  
Enter a title for this segment

**DESCRIPTION**  
Enter a description for this segment

**TAGS**  
Add Tags

**DEFINITION \***

Show Visitor Options

Drag & drop Metric(s), Segment(s), and/or Dimensions here.

☐ Make this an Experience Cloud audience (for Cross-Industry Demo Data) ⓘ

☐ Make this segment public ⓘ

\* All fields with an asterisk are required in order to save.

**Product Compatibility** ⓘ

Unique Visitors	686,396 of 686,396	100%
Visits	997,050 of 997,050	100%
Page Views	4,833,766 of 4,833,766	100%

\* Last 90 days

Analysis Workspace  
Reports & Analytics  
Ad Hoc Analysis  
Data Warehouse

# Components of a Container

Page =

Page

Dimensions

Variables

eVars

Props

Metrics

Time

Pre-Built

Components

Calculated Metrics

Match Types

equals

does not equal

matches

does not match

contains

does not contain

contains all of

does not contain all of

contains any of

does not contain any of

starts with

does not start with

ends with

does not end with

is null

is not null

exists

does not exist

Report.Standard

workspace

launch

Dashboard.Explore

component-manager

ReportSuite Manager

Select Value

Most popular values pre-populate as you click into the filter. Any value can be searched for and added that you want.

# Multiple Containers

- Multiple conditions for segmentation are possible by adding containers
- Use “AND” or “OR” operators between containers to indicate if all criteria must be met or only one
- The segment to the right would return the following

*“All external visitors who are not on a tablet who have visited the mobile app more than once”*

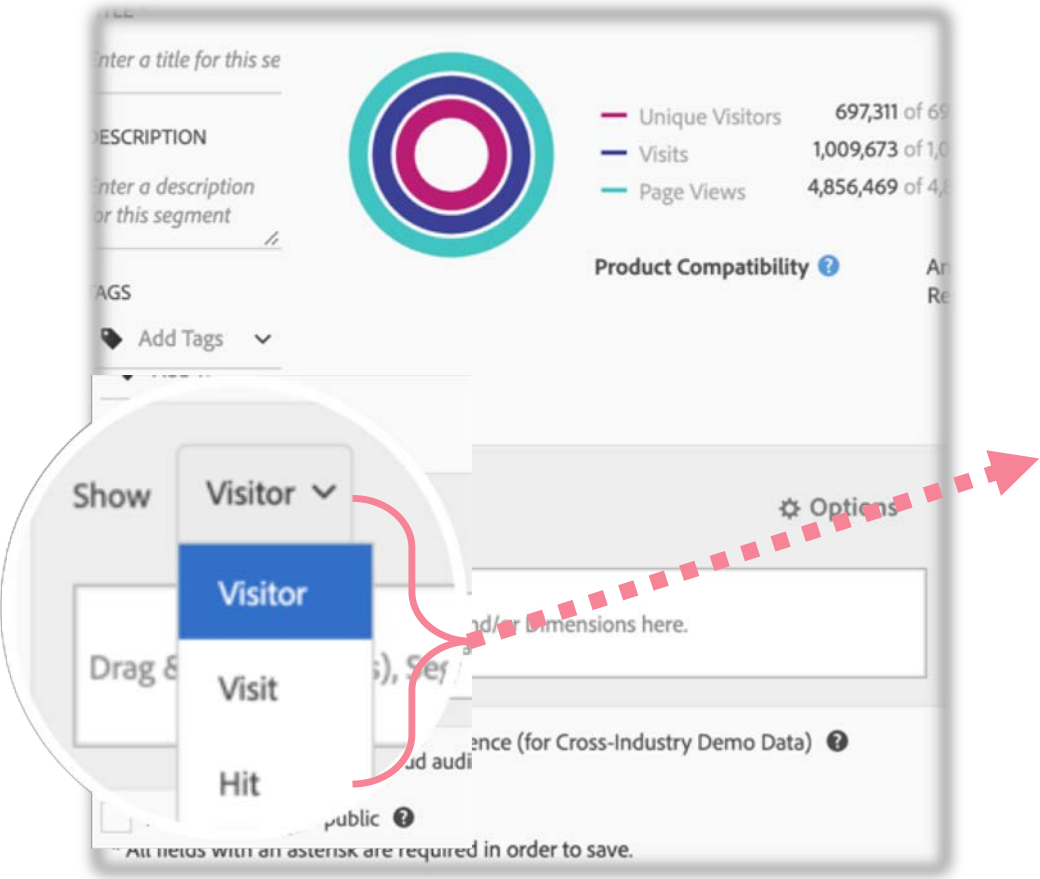
The screenshot displays the Adobe Analytics segmentation interface. At the top, there is a 'Show' button and a 'Visitor' dropdown menu. To the right is an 'Options' gear icon. Below this, three containers are stacked, each enclosed in a dashed border and connected by 'And' operators.

- Container 1** (blue dashed border):
  - Condition: Mobile Device Type  $\neq$  Tablet
  - Field: Mobile Device Type
  - Operator: does not equal  $\vee$
  - Value: Tablet
- And  $\vee$**
- Container 2** (purple dashed border):
  - Condition: User Type = external
  - Field: User Type
  - Operator: equals  $\vee$
  - Value: external
- And  $\vee$**
- Container 3** (pink dashed border):
  - Condition: Visits is greater than 1
  - Field: Visits
  - Operator: is greater than  $\vee$
  - Value: 1

Each container has a small icon (person, gear, or document) and a settings gear icon in the top right corner. The 'And' operators are shown as 'And  $\vee$ ' between the containers.



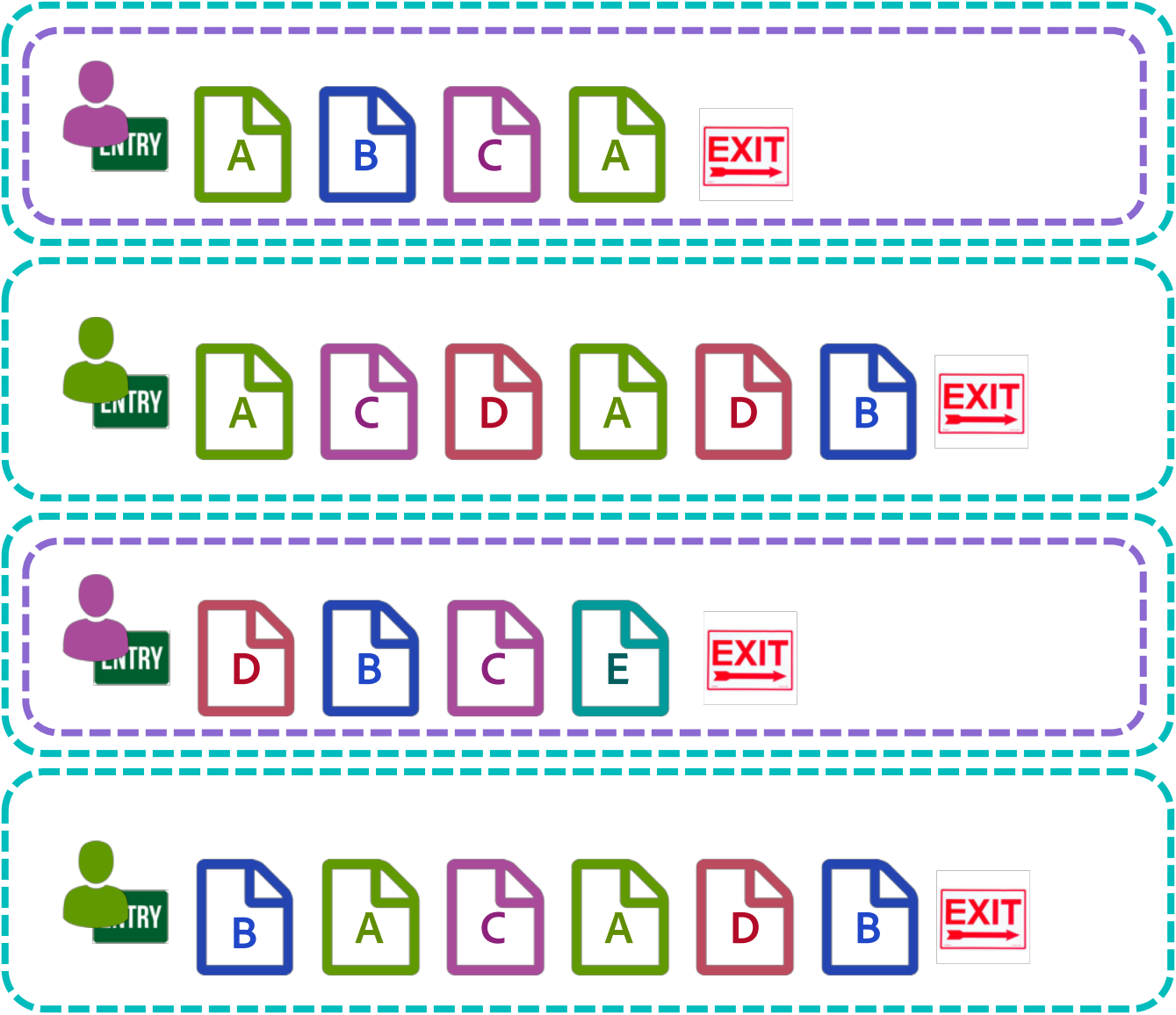
# Segment Container Types



Container	Definition
<b>Visitor</b>	Matches <b>ACROSS SESSIONS</b> and returns <b>ALL</b> data associated with the users or devices identified
<b>Visit</b>	Matches data within a single visit session
<b>Hit</b>	Matches data sent on that single server call

More Inclusive ↑  
More Exclusive ↓

# Container Differences in Action – Visitors



“All Visitors”

Metrics	Total
Page Views	20
Visits / Sessions	4
Visitors	2

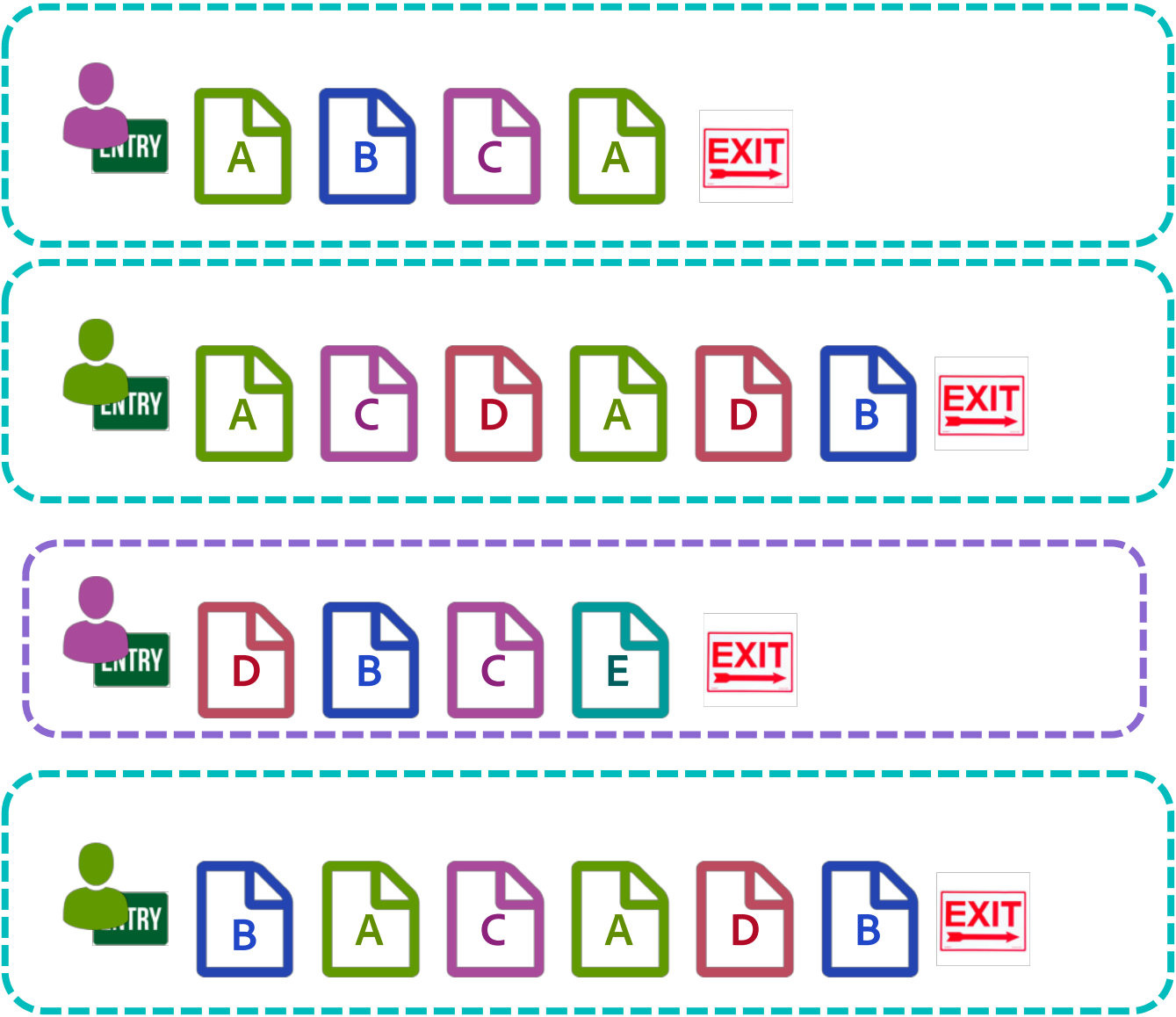
Segment: “Visitors with Page = A”

Metrics	Total
Page Views	20
Visits / Sessions	4
Visitors	2

Segment: “Visitors with Page = E”

Metrics	Total
Page Views	8
Visits / Sessions	2
Visitors	1

# Container Differences in Action – Visits



## “All Visitors”

Metrics	Total
Page Views	20
Visits / Sessions	4
Visitors	2

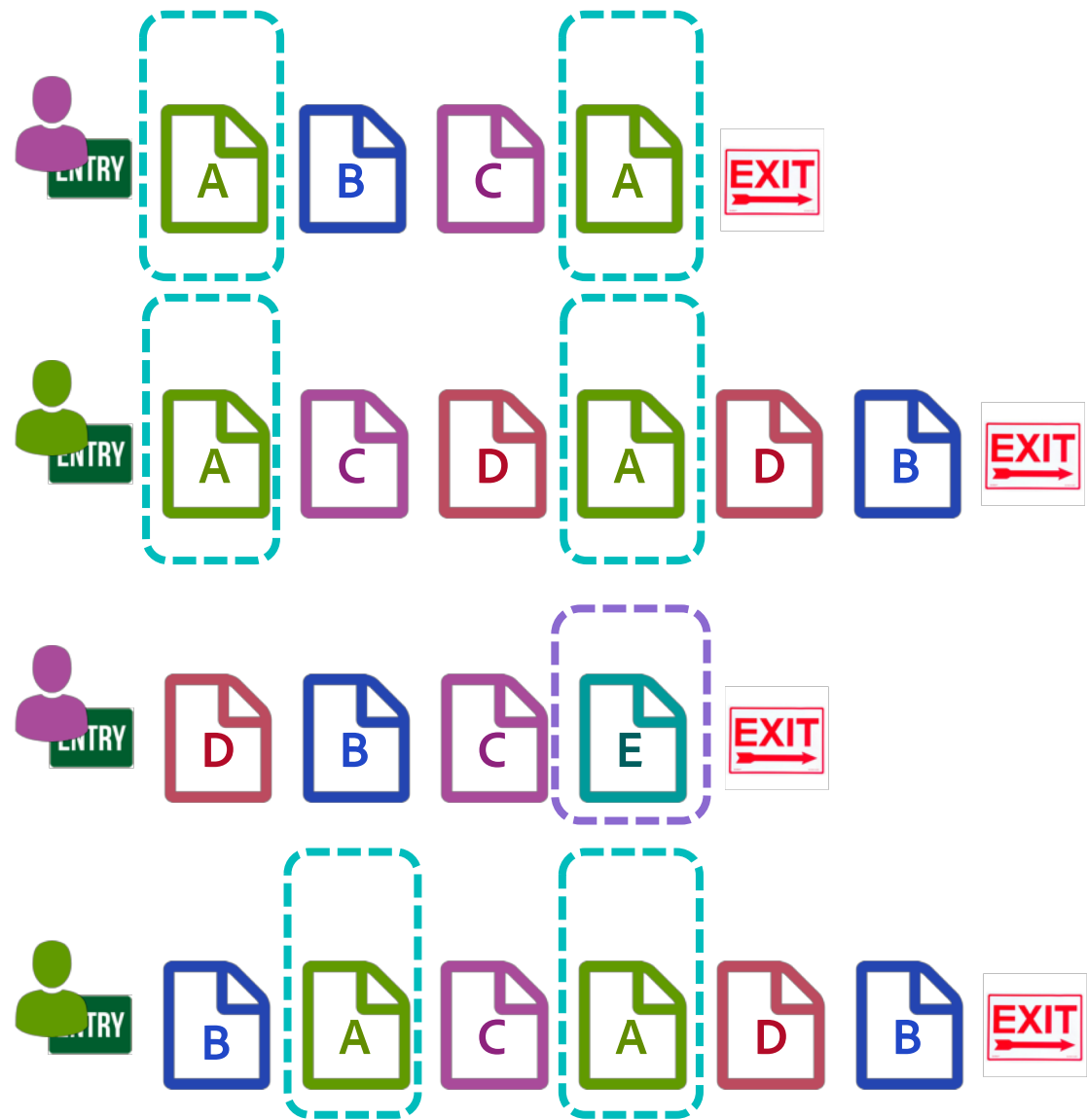
## Segment: “Visits with Page = A”

Metrics	Total
Page Views	16
Visits / Sessions	3
Visitors	2

## Segment: “Visits with Page = E”

Metrics	Total
Page Views	4
Visits / Sessions	1
Visitors	1

# Container Differences in Action – Hit



## Segment: "All Visitors"

Metrics	Total
Page Views	20
Visits / Sessions	4
Visitors	2

## Segment: "Hits with Page = A"

Metrics	Total
Page Views	6
Visits / Sessions	3
Visitors	2

## Segment: "Hits with Page = E"

Metrics	Total
Page Views	1
Visits / Sessions	1
Visitors	1

# Container Type Cheat Sheet

Container	Definition	Keywords	
<b>Visitor</b>	Matches across sessions and returns all data associated with the users or devices identified	PEOPLE or DEVICES	More Inclusive ↑
<b>Visit</b>	Matches data within a single visit session	VISITS or SESSIONS	
<b>Hit</b>	Matches data sent on that single server call	PAGES, SECTIONS, FEATURES, or HITS	More Exclusive ↓



# 2 COMPLEX SCENARIOS

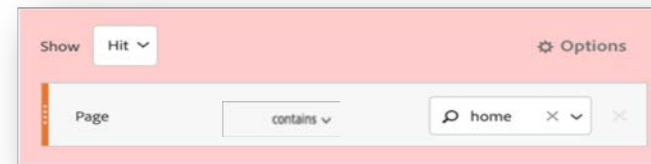
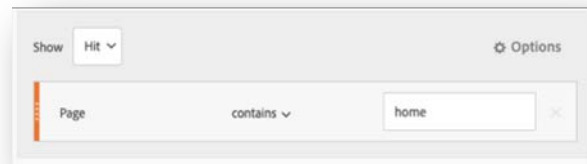


Exclusion...

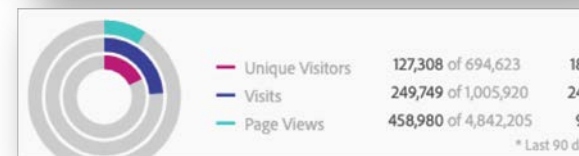
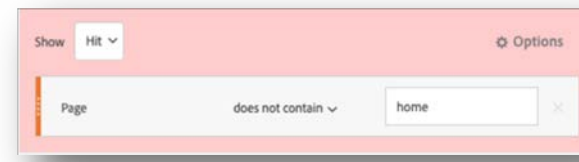
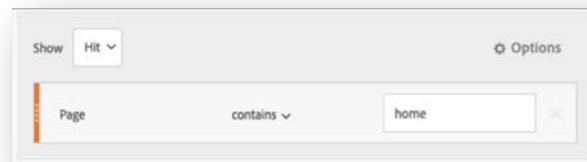


# Container Inclusion or Exclusion?

- Default setting for a container is to be an 'include' container
- Toggling a container to be 'exclude' turns all operators negative and will give you the INVERSE of the existing rule



- Be cognizant of double negatives



# Nesting

- Nesting is when one container is added **within** another
- With nesting you can include both 'AND' and 'OR' operators so long as they exist on different levels
- Be careful to test judiciously if you nest different container types to understand results... (e.g. Hit with a Visitor container nested within)

The screenshot displays a testing tool interface with two nested layers, Layer 1 and Layer 2, both outlined with dashed purple borders.

**Layer 1:** At the top, it has a 'Show' button, a 'Visit' dropdown, and an 'Options' gear icon. Below this is a filter row containing 'Mobile Device Type', a 'does not equal' dropdown, and a search box with 'Tablet' entered. To the left of this row is a vertical orange bar with three dots. Below the filter row is an 'And' dropdown.

**Layer 2:** This layer is nested within Layer 1. It starts with a collapsed dropdown menu showing 'Mobile Device contains samsung AND Mobile Device does not contain A5', followed by a square icon and a gear icon. Below this is another filter row with 'Mobile Device', a 'contains' dropdown, and a search box with 'samsung' entered. To the left of this row is a vertical orange bar with three dots. Below this row is another 'And' dropdown, followed by a final filter row with 'Mobile Device', a 'does not contain' dropdown, and a search box with 'A5' entered. To the left of this row is a vertical orange bar with three dots.

# How Deep Can You Go?





In Limbo...

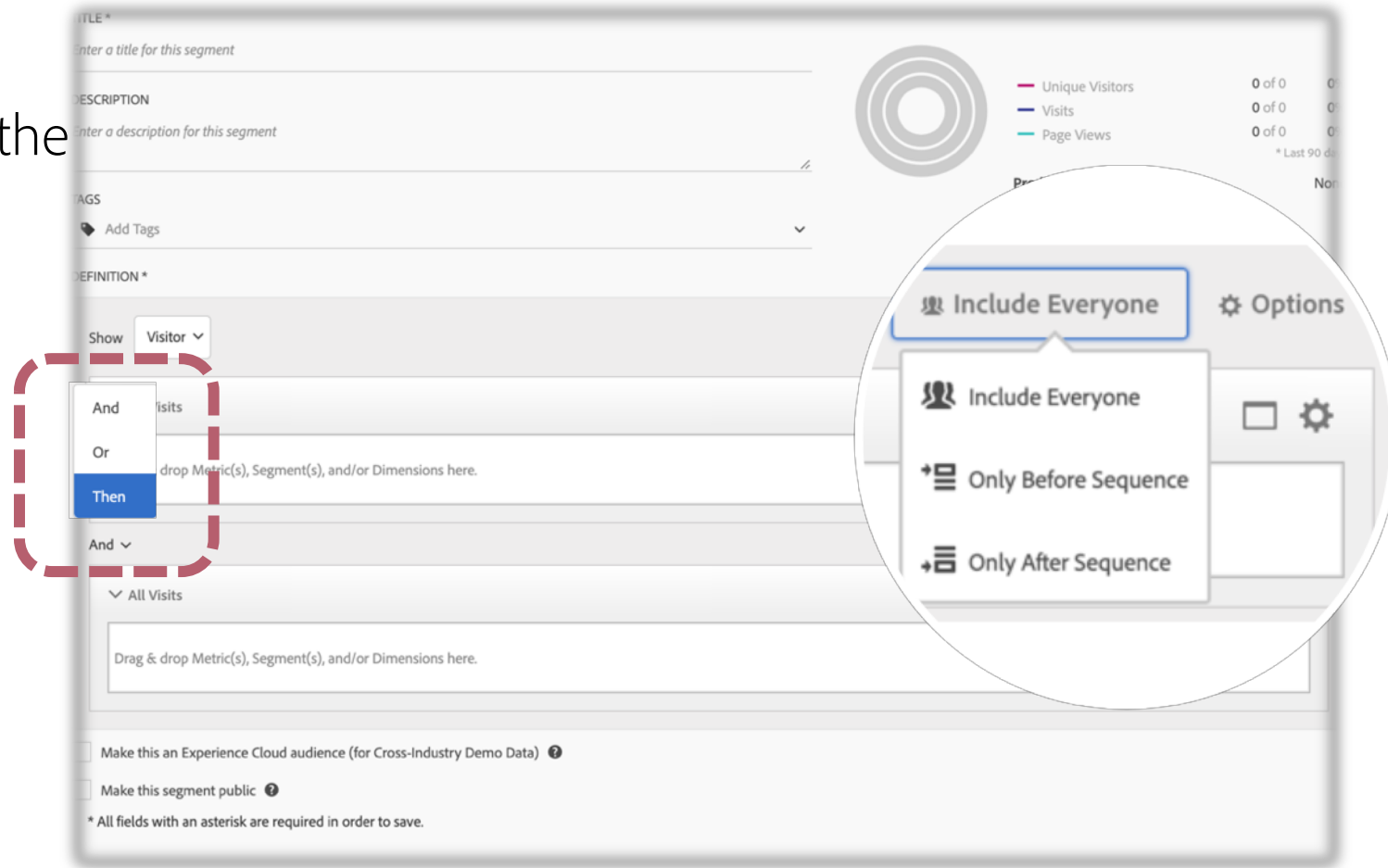
A metallic, three-pointed star-shaped object, possibly a stylized anchor or a decorative piece, is positioned on a dark, reflective surface. The object is highly polished, reflecting light from its surroundings. The background is dark and smoky, with a subtle gradient of colors ranging from deep purple to black. The overall mood is mysterious and ethereal.

5/22 pages of  
segment up to 9  
levels nested

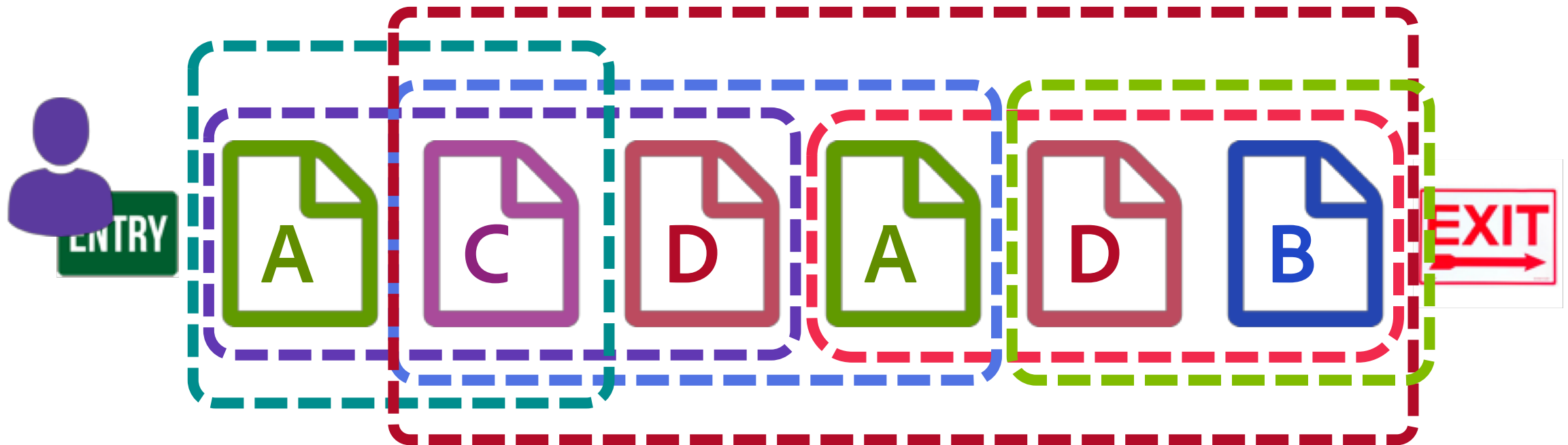
5/35 pages of segment with complexity between includes and excludes

# Sequential / Time Based Segmentation

- Sequential and time-based segmentation allows for the detailed scrutiny of visitors across sessions to the exact step by step sequences of individual hits
- Toggling “Then” between containers allows to toggle between 3 different time based segments:
  - Include Everyone
  - Only Before Sequence
  - Only After Sequence



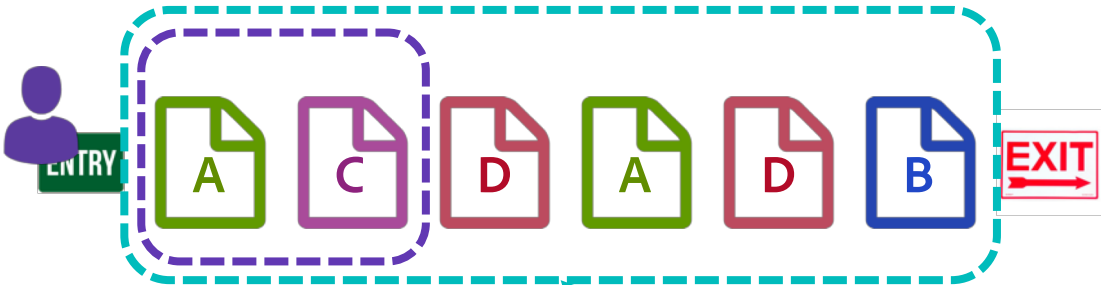
# What Happens Last...First...Middle...



# Sequence Capabilities & Differences – “Include Everyone”

Control Segment:  
"All Hits"

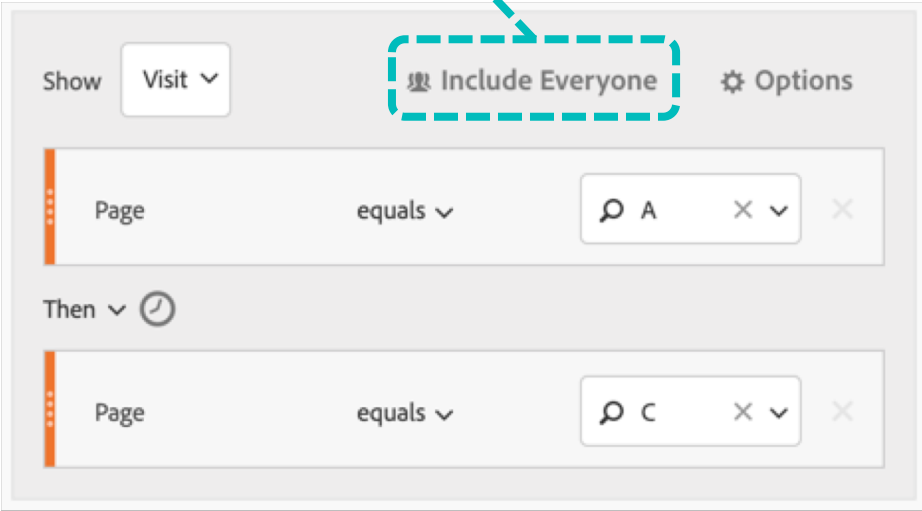
Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1



Include Everyone Segment:  
"Visits where hit equal A then hit equal C"

Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1

**Result:**  
**No Difference in metrics**



*Returns all the hits within visits where A occurred and was followed by C*

# Sequence Capabilities & Differences – “Only After Sequence”

Control Segment:  
"All Hits"

Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1

Only After Sequence Segment:  
"Visits where hit equal A then hit equal D"

Metrics	Total
Page Views	2
Visits / Sessions	1
Visitors	1

*Find the match of sequence A then D, return its final hit, plus all subsequent hits*



**Only the final 'hit' of sequence of A then D is returned and beyond – the entire sequence is not returned**



# Sequence Capabilities & Differences – “Only Before Sequence”

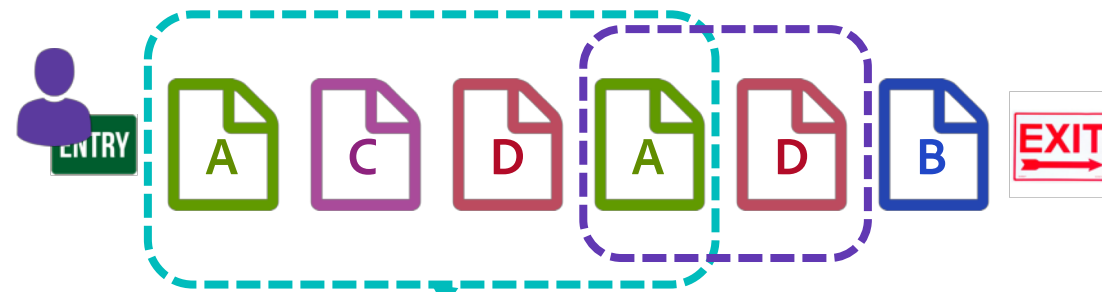
Control Segment:  
"All Hits"

Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1

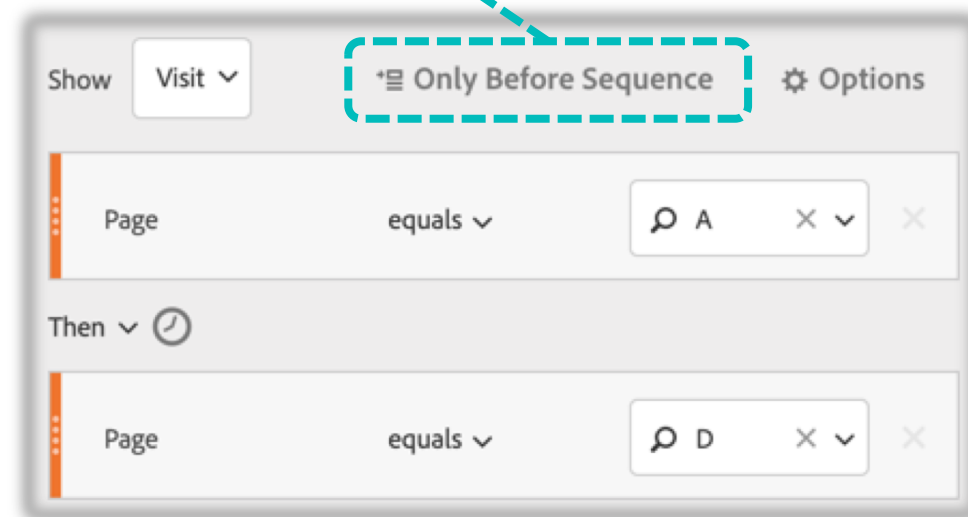
Only Before Sequence Segment:  
"Visits where hit equal A then hit equal D"

Metrics	Total
Page Views	4
Visits / Sessions	1
Visitors	1

*Find the last match of sequence A then D,  
return its first hit, plus all previous hits*



**Adobe Analytics finds the  
sequence match – and  
returns the first part of  
sequence & ALL data prior  
for that session**





# Sequence Capabilities & Differences – “Include Everyone + Exclude”

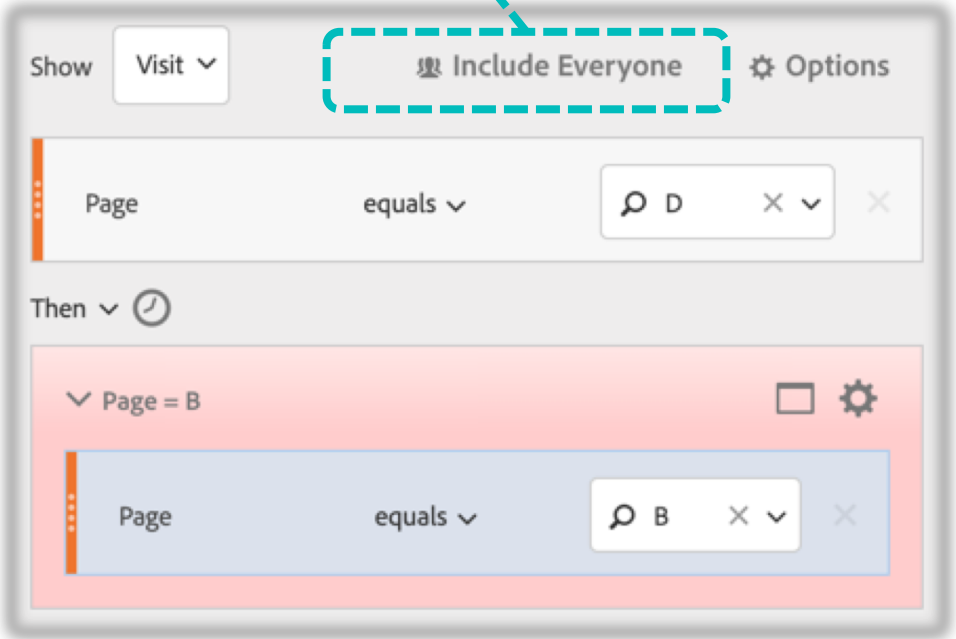
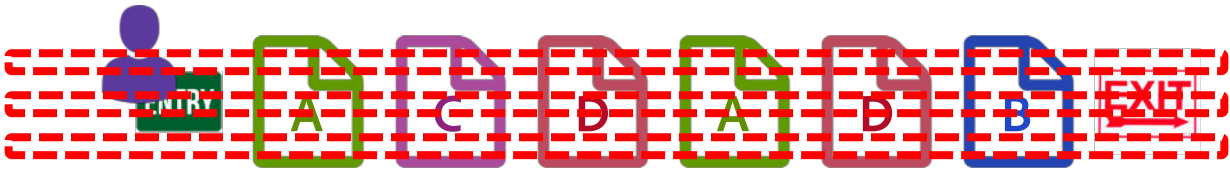
Control Segment:  
"All Hits"

Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1

Include Everyone + Exclude Segment  
"Visits where hit equal D then exclude hit equal B"

Metrics	Total
Page Views	0
Visits / Sessions	0
Visitors	0

Returns all the visits where D occurred and was never followed by B

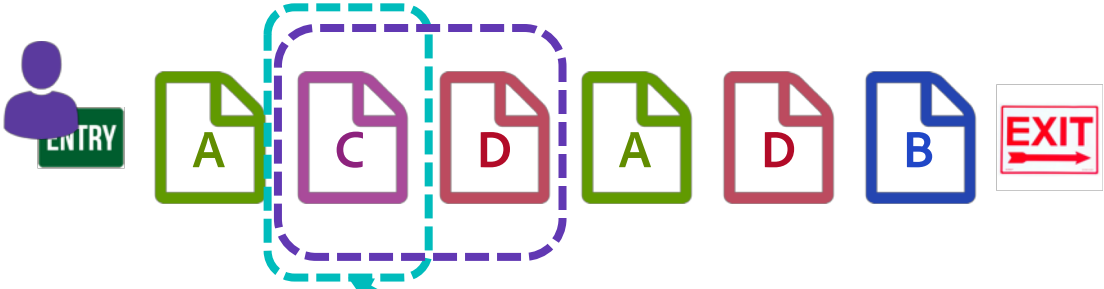


The entire session is ignored because this session included a sequence where a 'B' follows a 'D'

# Sequence Capabilities & Differences – “Excludes + Only After”

Control Segment:  
"All Hits"

Metrics	Total
Page Views	6
Visits / Sessions	1
Visitors	1

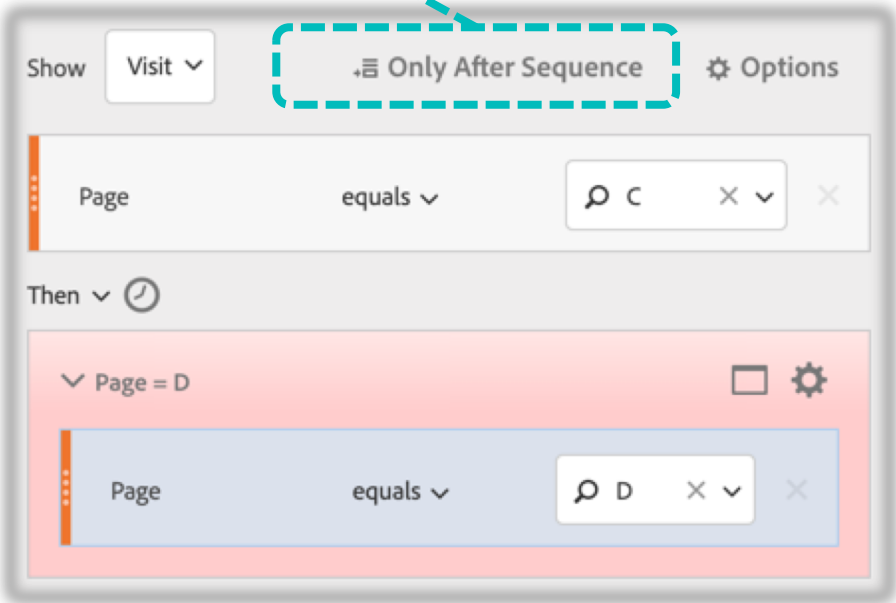


Excludes + Only After Sequence:  
"Visits with hit equal C then exclude hit equal D, only **after** sequence"

Metrics	Total
Page Views	1
Visits / Sessions	1
Visitors	1

*Find the last match of sequence A then D, return its first hit, plus all previous hits*

**Exclusion of all hits up to the entire matched sequence and then records the 'C' and excludes everything thereafter until the next 'D' which triggers exclusion**



# Sequence Capabilities & Differences – “Excludes + Only After Variation”

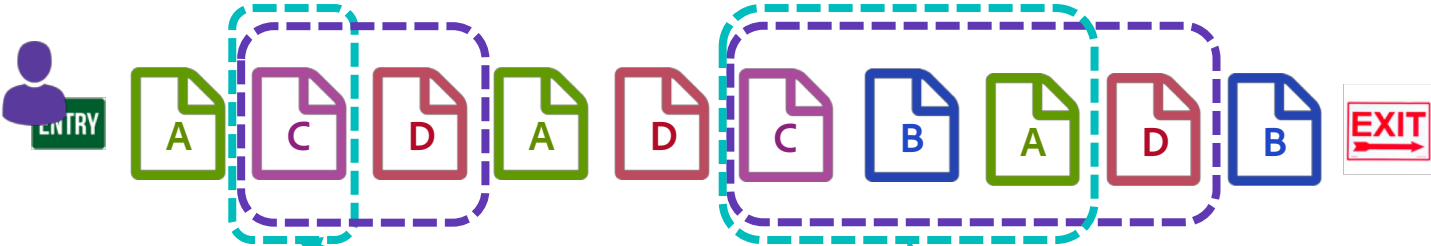
Control Segment:  
"All Hits"

Metrics	Total
Page Views	10
Visits / Sessions	1
Visitors	1

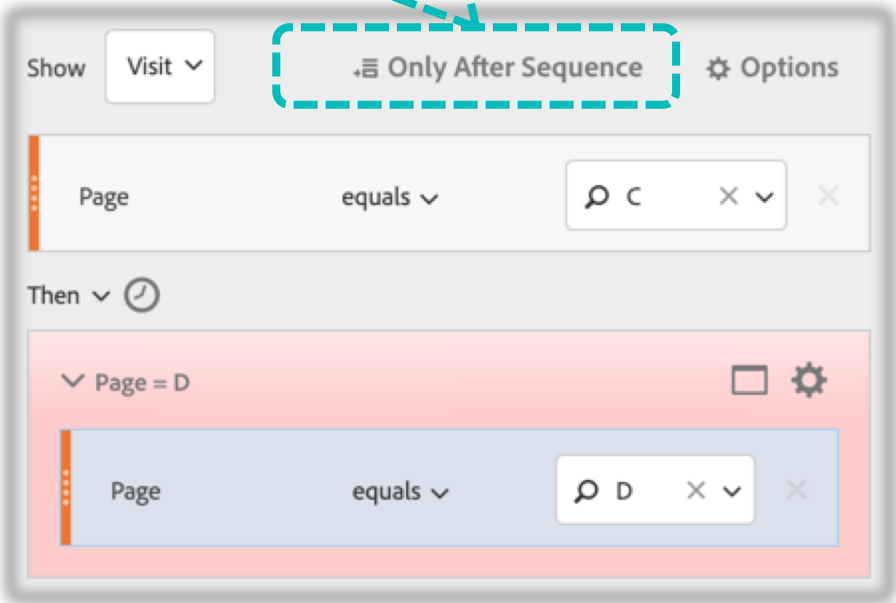
Excludes + Only After Sequence:  
"Visits with hit equal C then exclude hit equal D, only **after** sequence"

Metrics	Total
Page Views	4
Visits / Sessions	1
Visitors	1

*Returns all the hits from the sequence C then D is matched*



**Exclusion of all hits up to the entire matched sequence and then records the 'C' and includes everything thereafter until the next 'D' which triggers exclusion**



# Advanced Scenarios Cheat Sheet

Feature		Notes
Include / Exclude		<ul style="list-style-type: none"> <li>• Default setting for a container is to be an 'include' container</li> <li>• Toggling a container to be 'exclude' turns all operators negative and will give you the INVERSE of the existing rule</li> <li>• Be cognizant of double negatives</li> </ul>
Nesting		<ul style="list-style-type: none"> <li>• Nesting is when one container is added within another</li> <li>• With nesting you can include both 'AND' and 'OR' operators so long as they exist on different levels</li> <li>• Every dimension within the same container level roll up to the same type (Visitor, Visit, or Hit)</li> </ul>
Sequences	Include Everyone	<ul style="list-style-type: none"> <li>• Evaluates hits &amp; conditions in order (first-to-last)</li> <li>• Only the final match state matters (on last hit of container scope)</li> <li>• Returns entire container scope</li> </ul>
	Only After Sequence	<ul style="list-style-type: none"> <li>• Evaluates hits &amp; conditions in order (first-to-last)</li> <li>• Returns only match hits</li> <li>• Returns hits after the sequence</li> </ul>
	Only Before Sequence	<ul style="list-style-type: none"> <li>• Evaluates hits &amp; conditions in backward order (last-to-first)</li> <li>• Returns only match hits</li> <li>• Returns hits before the sequence</li> </ul>

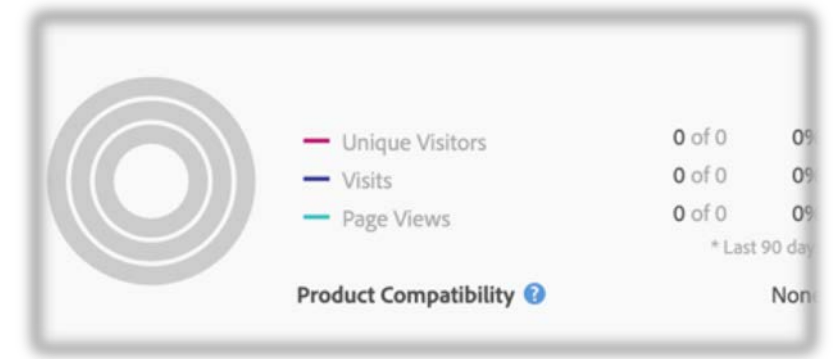


# 3 TROUBLESHOOTING & BEST PRACTICES



# Tips for Troubleshooting – No Data Returned

1. Evaluate from innermost to outermost container
2. Have you inadvertently reverse nested
  - Visitors typically nest Visitors, Visits & Hits
  - Visits typically nest Visits, & Hits but not Visitors
  - Hits typically only nest Hits, No Visit or Visitor Nesting
3. Have you excluded when you intended to include? Vice versa?
  - Exclusion turns everything into the inverse
  - Double negatives will often throw analysts off
  - Nesting inclusion containers within an excluded container produces mixed results
4. Is the data being captured properly?
  - Ensure that the dimension you're trying to segment off of is deployed properly or are expiring before you realize in the configuration



# Tips for Troubleshooting – Where'd My Segment Go?

- Double check compatibility
  - Data Warehouse & Reports & Analytics have less compatibility as Workspace
- Segment is enabled for only a single report suite

TITLE & DESCRIPTION	REPORT SUITE	OWNER	TAGS	SHARED WITH	DATE MODIFIED
★ Feature: Data Sources	Analytics SPA			All	Aug 30 2017 3:2...

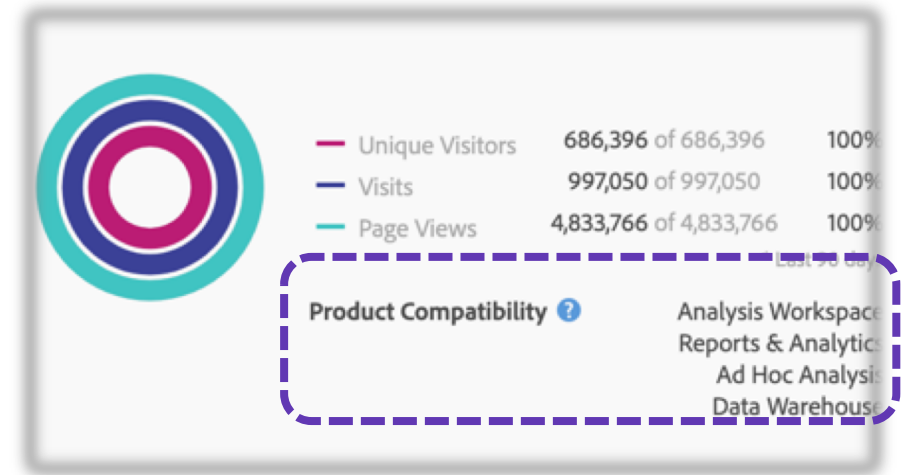
- Shared segment was deleted (accidentally or intentionally) by another user in the organization

+	Add	Tag	Share	Delete	Rename	Approve	Copy	Export to CSV	
	TITLE & DESCRIPTION	REPORT SUITE	OWNER	TAGS	SHARED WITH	DATE MODIFIED			
<input checked="" type="checkbox"/>	★ Feature: Data Sources	Analytics SPA	Eva Gong		All	Aug 30 2017 3:2...			



# Tips for Troubleshooting – Product Compatibility

- Not all segments are compatible with all products
- Workspace supports the most functionality as the advanced capabilities have been engineered with Workspace in mind
- The most common errors when not finding a segment in Data Warehouse are below:
  - Sequential Segments are not compatible with Data Warehouse
  - Segment Stacking is not compatible with Data Warehouse
  - “AND” & “OR” combinations without limits is supported in Workspace but has limitations on the # for Data Warehouse
- A full list of limitations and exclusions is found here:  
[https://marketing.adobe.com/resources/help/en\\_US/analytics/segment/seg\\_compatibility.html](https://marketing.adobe.com/resources/help/en_US/analytics/segment/seg_compatibility.html)





Genius...or not?



# Adobe Analytics Segment Building

## 2 – Document

Writing down your segment (or typing) will force you to process the segment logically with words first. Reading aloud helps.

## 4 – Validate

Test & validate small components individually as needed before completing the build. Apply segment to known report and filter to test the segment rules.

## 6 – Act

Once insights are gleaned, activate a new experience, offer, or promotion to influence a change in the users' behavior

1

2

3

4

5

6

## 1 – Objective

Review the business question you're trying to answer and identify the 'who' 'what' 'when' and 'how' that will dictate which features will be needed

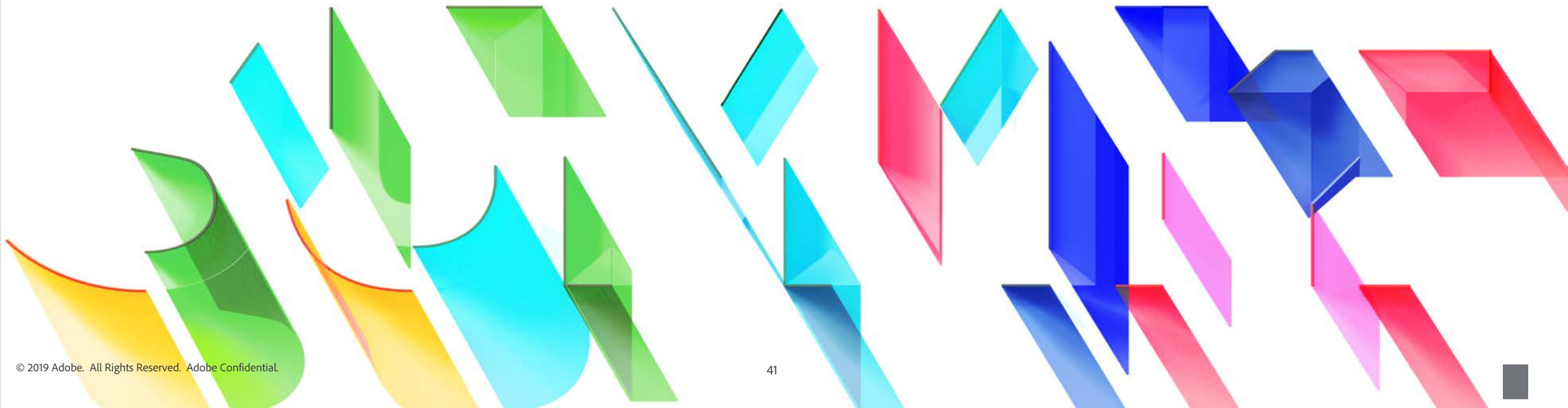
## 3 – Start Build

Break apart the complexities of the segment into individual container groups. Be exact in your use of operators. Be mindful of include / exclude.

## 5 – Analyze

Apply your segment in Workspace and other areas of Analytics to uncover insights. Leverage Analysis Workspace and embedded use of Adobe Sensei for statistical anomaly detection.

# SUMMARY





# We've Covered Some Ground

## 1

### Basic Capabilities

- Segment Builder Canvas
- Container Components
- Container Types

## 2

### Complex Scenarios

- Inclusion vs. Exclusion
- Nesting
- Sequential & Time Based

## 3

### Best Practices & Troubleshooting

- Troubleshooting
- Define Segments Like a Pro



# Experience Success expert zone at the Adobe booth.

- Talk with Adobe's top experts in digital experiences
- Learn about Adobe's Digital Performance Services
- Meet with customer support teams
- Check-in for your personalized assessment

VISIT US AND  
*Enter*  
TO *WIN*  
**AN iPad PRO**  
& OTHER PRIZES

[Adobe.com/go/experience-success](https://adobe.com/go/experience-success)



# Take the Survey for a chance to win!

(Survey section of the mobile app)



**\$10** Starbucks Card



Day 1  
Bash  
Experience



Day 2  
Signed Sports  
Memorabilia



Day 3  
Bose  
Home Speaker



ADOBE SUMMIT | MARCH 26–28 LAS VEGAS