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E-mail campaign segments: sending only to the customers of a city or a product

SEO & Marketing

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RLX Holdings (Pty) Ltd. · Group RLX Holdings
Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

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E-mail campaign segments: sending only to the customers of a city or a product

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The short answer: a segment is **one part of your list**, such as the customers in one city or of one product. In E-mail Marketing you organise contacts into groups and send the campaign only to the group it is meant for. Segmented campaigns hit the mark: fewer people leaving, fewer complaints, more clicks.

Why not send everything to everyone

Someone who gets an irrelevant promotion once ignores it. By the third time they unsubscribe or press «spam». Each of those actions counts against your domain. Sending less, and better, protects the list and the reputation at the same time.

Segments that usually pay off

Segment	Campaign example
By city or area	A new branch opening, a local event, delivery to a new area.
By product or service	Accessories for people who bought a device, renewal for people with a service.
By type of customer	Businesses and individuals get different offers.
By stated interest	People who asked about courses do not get the product promotions.
New customers	The welcome sequence, with what they need to know at the start.

How to do it

1. **Decide the criterion** before creating groups: what splits your customers in a useful way?

2 **Create the groups** in the SMS Center and put each contact in the right group or groups. A contact can be in several.

3 **Write the campaign for that group**, about what matters to it.

4 **Compare results** between segments in **each campaign's report**.

Start with two or three segments.
Ten badly kept groups are more work than they are worth. Add more when the numbers justify it.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns →
- Automatic welcome e-mails: one message for each new contact in a group, and what to write →
- Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes →
- E-mail campaign templates by sector: what to send in retail, health, education, events and more →

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