

# Segment builder: attributes & conditions, compound attributes, parentheses, exclusion

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## How to add attributes, conditions, move and delete them

Conditions need to be defined for each attribute in the segment. They are used to specify attributes and narrow the audience.

Go to the Segment Detail tab (either create a segment or edit an existing one) and click on the button "Add Condition". You can add as many attributes as you wish and specify a condition or various conditions for each of them.

## Attributes and compound attributes, data types and available conditions

Various attributes are defined as a specific data type, in most cases those are:

- string (attributes like "city" with various cities assigned to each customer)
- numeric (attributes like "number of transactions" with various numbers for each customer)
- date (or datetime) (attributes like "date of birth" with various dates for each customer)
- boolean (attributes like "subscribed to the newsletter" with option yes/ no)

Each of the attributes has certain conditions available based on the above-mentioned types.

Attribute data type	Conditions
String attribute	<p>Equals Not equals Contains Not contains Is known Is unknown</p> <div data-bbox="815 752 1485 983" style="background-color: #e0ffe0; padding: 5px;"> <p><b>Remember:</b> String conditions are not listed in alphabetical order but the most popular values will be listed on the top of the search box instead.</p> <p><b>Remember:</b> Search is case-insensitive.</p> </div>
Numeric attribute	<p>Equals Lower than (for lower than is equal and lower than defined number) Greater than (for greater than is equal and greater than defined number) Between ( from equal and higher to equal and lower than defined number) Is known Is unknown</p> <div data-bbox="815 1323 1485 1435" style="background-color: #e0ffe0; padding: 5px;"> <p><b>Remember:</b> Attributes greater than 0 does not include 0.</p> </div>
Date (datetime) attribute	<p>Exactly Since Until Since- until Matches current day Matches current week (coming soon) Matches current month Matches current year</p> <div data-bbox="815 1738 1485 1899" style="background-color: #e0e0ff; padding: 5px;"> <p><b>Learn more:</b> To learn more about the date (datetime) attribute and how to use them, please refer to <a href="#">this article</a>.</p> </div>
Boolean attribute	<p>Yes No</p>

## Compound attributes

Some conditions have **more dimensions that are built from compound attributes** (like in the example below for the "Current subscription status" attribute, we have various dimensions available "Email", "subscription status", Date of subscription status").

Compound attributes work exactly the same as other attributes, they are there to help you to see that they belong to the same group of attributes logically put together.

NAME ^	DESCRIPTION	DATA SOURCE	LABELS ^	EXAMPLES						
<b>Current subscription status</b> <ul style="list-style-type: none"><li>- Email</li><li>- Subscription status</li><li>- Date of subscription status changed</li></ul>	Current subscription status	 Mailchimp (EDM) 4316 filled		<table border="1"><tr><td>Email</td><td>danielst</td></tr><tr><td>Subscription status</td><td>subscri</td></tr><tr><td>Date of subscription status changed</td><td>Invalid c</td></tr></table>	Email	danielst	Subscription status	subscri	Date of subscription status changed	Invalid c
Email	danielst									
Subscription status	subscri									
Date of subscription status changed	Invalid c									

## "And"/ "or" operators

In between, you can choose the operator "and/ or" to specify the segmentation query further.

**Remember:** AND has higher precedence over OR. For example, if defined A and B or C, in fact it will behave in this way: (A and B) or C.

## Exclusion

It is possible to set **condition negation by** clicking on the "Not" button. In this way, it is possible to exclude certain values.

For example, choose all customers who do not equal email denielscott5523@gmail.com, as we wish to exclude this particular customer.

MEIRO BUSINESS EXPLORER FOR BANKING

CUSTOMERS SEGMENTS DATA

SEGMENTS > MY SEGMENT · INSIGHTS

DELETE CLONE

NAME YOUR SEGMENT

My segment EDIT

TAGS

+ ADD TAG

USERS

LM DS K

NOTES

CHOOSE CONDITIONS

A

SEGMENTED: 80,450 OUT OF 80.5k 100%

A SELECT CUSTOMERS MATCHING ATTRIBUTE:

SEGMENTED: 80,450 100%

NOT

Mixed data source: Stitching email

EQUALS

66 danielscott5523@gm

+ ADD MORE

+ ADD CONDITION

## Parentheses

Set parentheses () to specify query. For example, "(A or B) and (C or D)": customers from "(A Jakarta or B Singapore) and (C subscribed to an email or D made a transaction)".

**Remember:** AND has higher precedence over OR. For example, if defined A and B or C, in fact it will behave in this way: (A and B) or C.

CHOOSE CONDITIONS

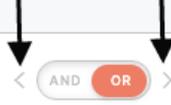
(A OR B) AND (C OR D)

SEGMENTED: 540 OUT OF 75k 1%

**A** | Select customers matching attribute: SEGMENTED: 540 1%

Bikinis (WEB): City (based on IP) IS KNOWN

+ ADD MORE



**B** | Select customers matching attribute: SEGMENTED: 540 1%

Bikinis (WEB): City (based on IP) IS KNOWN

+ ADD MORE



**C** | Select customers matching attribute: SEGMENTED: 960 1%

Gado (WEB): Country (based on IP) IS KNOWN

+ ADD MORE

Example 1: Segment customers that have ever made a purchase, highly engaged on the website that either cancelled order or subscribed to an email campaign select respective conditions.

CHOOSE CONDITIONS A AND (B OR C) AND D SEGMENTED: 271 OUT OF 84.6k <1%

**A** | Select customers matching attribute: SEGMENTED: 688 1%

POS Presta: Purchase made ever YES

+ ADD MORE

AND OR

**B** | Select customers matching attribute: SEGMENTED: 84,469 100%

POS Presta: Canceled order NO

+ ADD MORE

AND OR

**C** | Select customers matching attribute: SEGMENTED: 913 1%

Email MC: Customer subscribed YES

+ ADD MORE

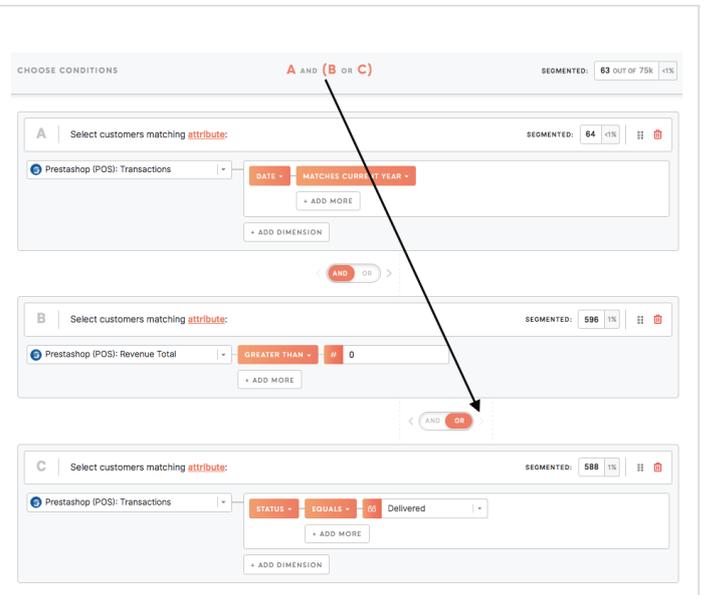
AND OR

**D** | Select customers matching attribute: SEGMENTED: 8,457 10%

Web II shop: WEB Engagement GREATER THAN # 50

+ ADD MORE

Example 2: Segment customers that have made a transaction in the current year and spent altogether more than 0 or has ever made a transaction with status Delivered, select conditions.



## Tutorials

Customers who have email engagement in a particular country

Customers who visited the website, added items in the cart but left without a purchase

Engaged customers who prefer browsing on a mobile device

Website visitors who are non-customers

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Revision #23

Created Tue, Mar 16, 2021 8:57 PM by Karina

Updated Fri, May 14, 2021 11:44 AM by Karina