Constant Contact

Segment and manage your contacts

Managing your contacts is just as important as sending beautiful emails.

This guide will go over all the ways you can manage and segment contacts in your account.

The days of sending a giant, generic email blast to everyone on your list are long gone. It's been proven that sending targeted emails results in higher open rates and better engagement. Your contacts want to receive content that is relevant to their interests.

So why is segmentation important?
List management and contact segmentation allow you to send the right email to the right contacts.

Creating new lists, removing inactive email addresses, and setting up sign-up forms are all key pieces to list management and segmentation.
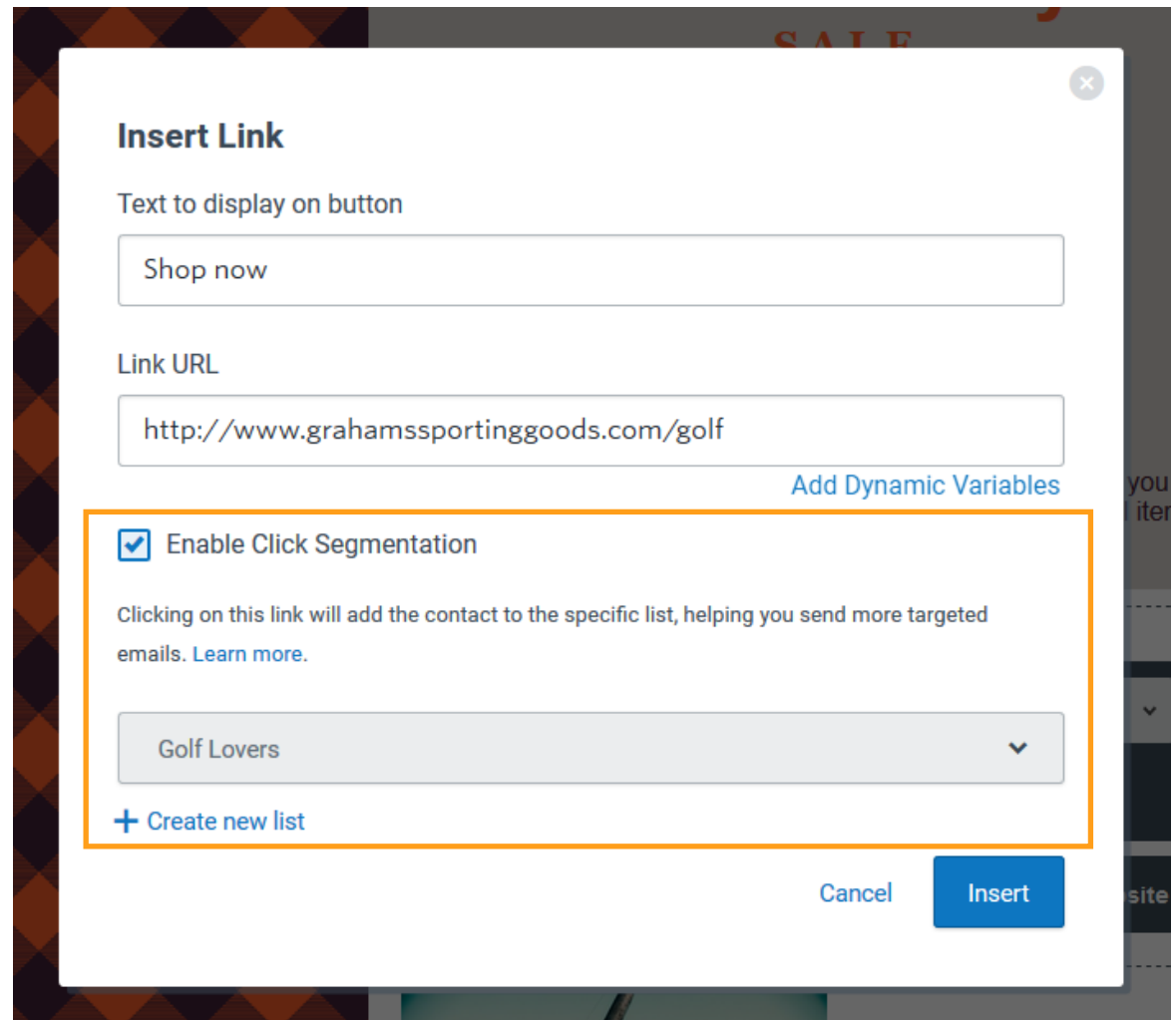
Here's what we'll go over:

Using click segmentation

Click segmentation is a great way to get started with segmenting your contacts.

Enabling click segmentation is as easy as checking a box when adding links to your email and selecting a list from the drop-down.

When your contacts click on the link, they're automatically added to the list you chose!

02

Creating custom segments

Group your contacts based on the criteria you choose.

To get started:

1. Go to the **Contacts** tab.
2. Click **Segments**.
3. Click **Create Segment**.

![lightbulb icon]

Did you know?

Unlike lists, segments are dynamic, meaning contacts are automatically added as they meet the criteria and removed when they no longer do.

Whether you want to segment your contacts based on who opened a specific email or contacts who live in a certain state, the possibilities are endless! You can <u>create a segment</u> based on any combination of the following criteria:

- Their engagement with your emails
- The email lists they're currently on
- Any personal information you've collected
- Any tags you've added
- Their purchase activity

Create Segment ✕

Contact Activity

| Select activity ▾ | Select the activities contacts must complete to be included in this segment. ✕ |

AND

List Membership

| Select listing ▾ | Choose the lists you'd like to pull contacts from. ✕ |

AND

Contact Details

| Select details ▾ | Tell us what other criteria contacts must meet to be included in this segment. ✕ |

AND

Tags

| Select tagging ▾ | Include or exclude contacts from this segment based on tags. ✕ |

+ Add Criteria Section

03

Setting up a sign-up form

Contacts come and go, so it's important to keep a constant supply of new contacts coming in by setting up a sign-up form.
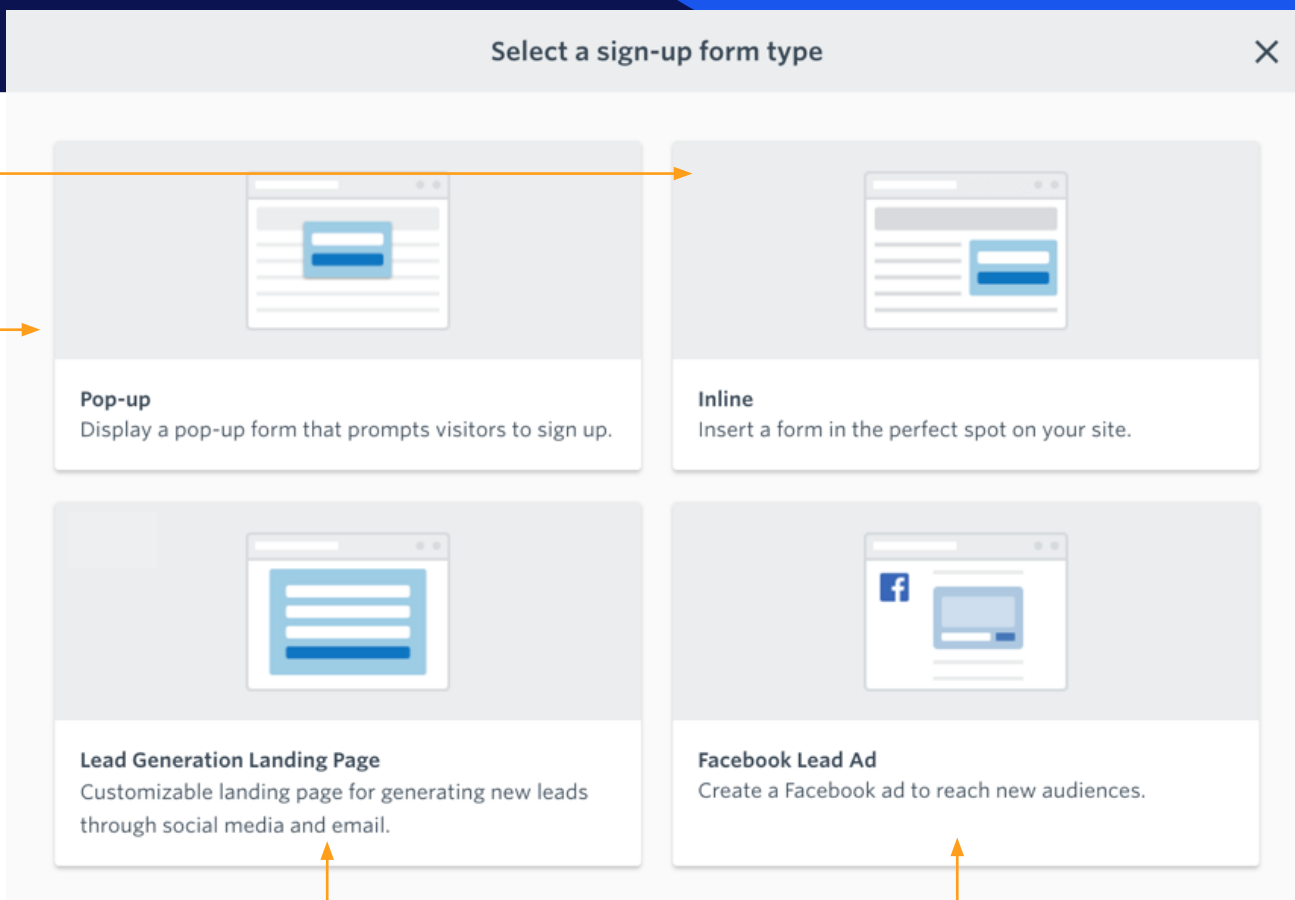
Inline sign-up forms can be embedded on a specific page of your website, while pop-up forms display when visitors land on your site.

With these forms, you have the option to let contacts select which email lists they want to sign up for, helping to keep your lists segmented as they grow!

Tip

Consider setting up multiple sign-up forms that are customized for different audiences!

Select a sign-up form type ✕

Pop-up
Display a pop-up form that prompts visitors to sign up.

Inline
Insert a form in the perfect spot on your site.

Lead Generation Landing Page
Customizable landing page for generating new leads through social media and email.

Facebook Lead Ad
Create a Facebook ad to reach new audiences.

Lead Generation Landing Pages can be shared on social media, in an ad, or anywhere online to capture new sign-ups to a specific list.

Facebook Lead Ads let you target a specific audience and turn Facebook traffic into new subscribers.

More resources

By managing and <u>segmenting your contacts</u>, you'll be ready to send targeted emails to the right audience. Be sure to <u>remove inactive contacts</u> and keep a steady flow of new contacts coming!

Articles

- <u>Move Contacts to a Different List</u>
- <u>Customize the Update Profile Form to Help Keep Contacts Up-To-Date</u>
- <u>Create a Segment from Your Contact Insights</u>

Video tutorials

- <u>Manage Your Contacts and Lists</u>
- <u>Different Ways to Segment Your Contacts</u>
- <u>Create a Did Not Open Contact List</u>
- <u>Grow Your Contact List</u>

Visit our <u>Knowledge Base</u> for more how-to articles, tutorials, and guides.

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