

Segment and manage your contacts

Send the right message to the right audience
with contact segmentation!



Here's what we'll go over:

Want to get higher engagement with your emails? Start by segmenting your audience and sending more targeted content! This guide will go over all the ways you can manage and segment your contacts in Constant Contact.

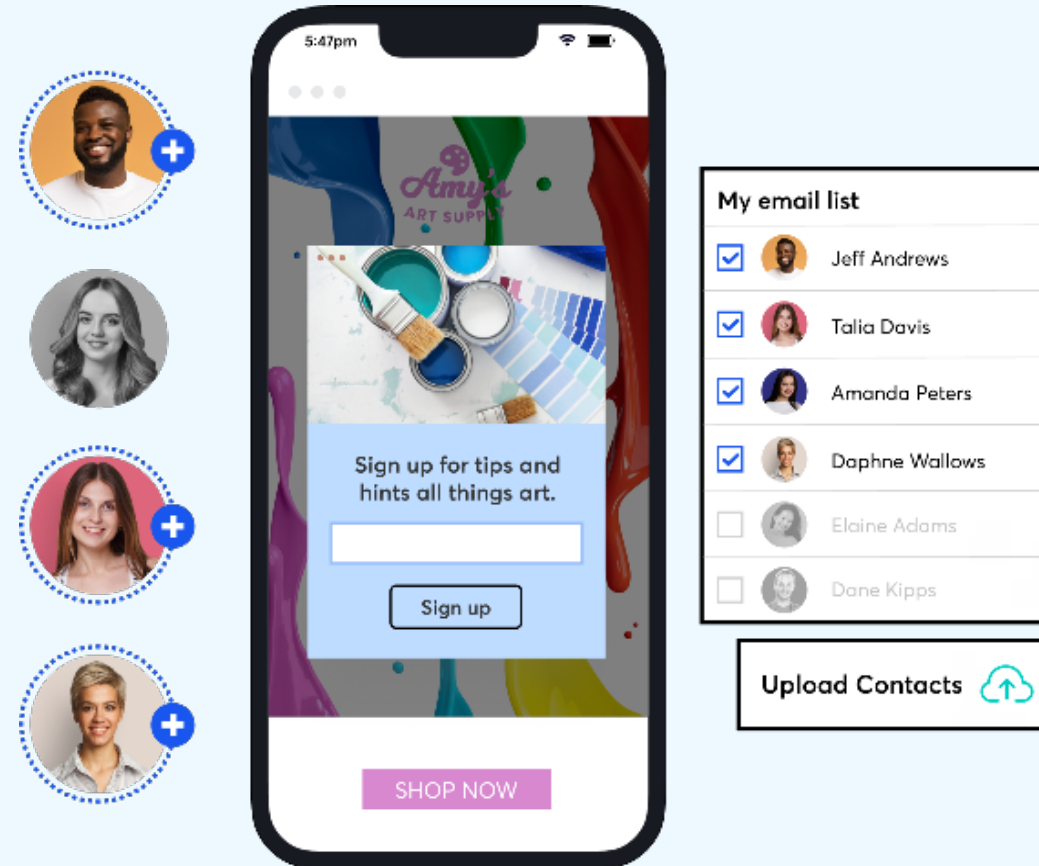
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Understanding segmentation

Segmentation simply means dividing your contacts into smaller groups—or segments—based on shared characteristics or interests. It helps you get the right message to the right people at the right time.

The days of sending a giant, generic email blast to everyone on your list are long gone. Your contacts want to receive content that's relevant to them! When recipients continue to receive information they aren't interested in, they'll stop opening and reading your emails, or worse, they'll unsubscribe from your list completely.

Segmenting your contacts lets you customize your email content for each audience and send more targeted messages, resulting in higher open and click rates.



Creating lists, tags, and custom segments, as well as keeping a steady flow of new contacts coming in and organized with sign-up forms, are all key pieces to managing and segmenting your contacts!

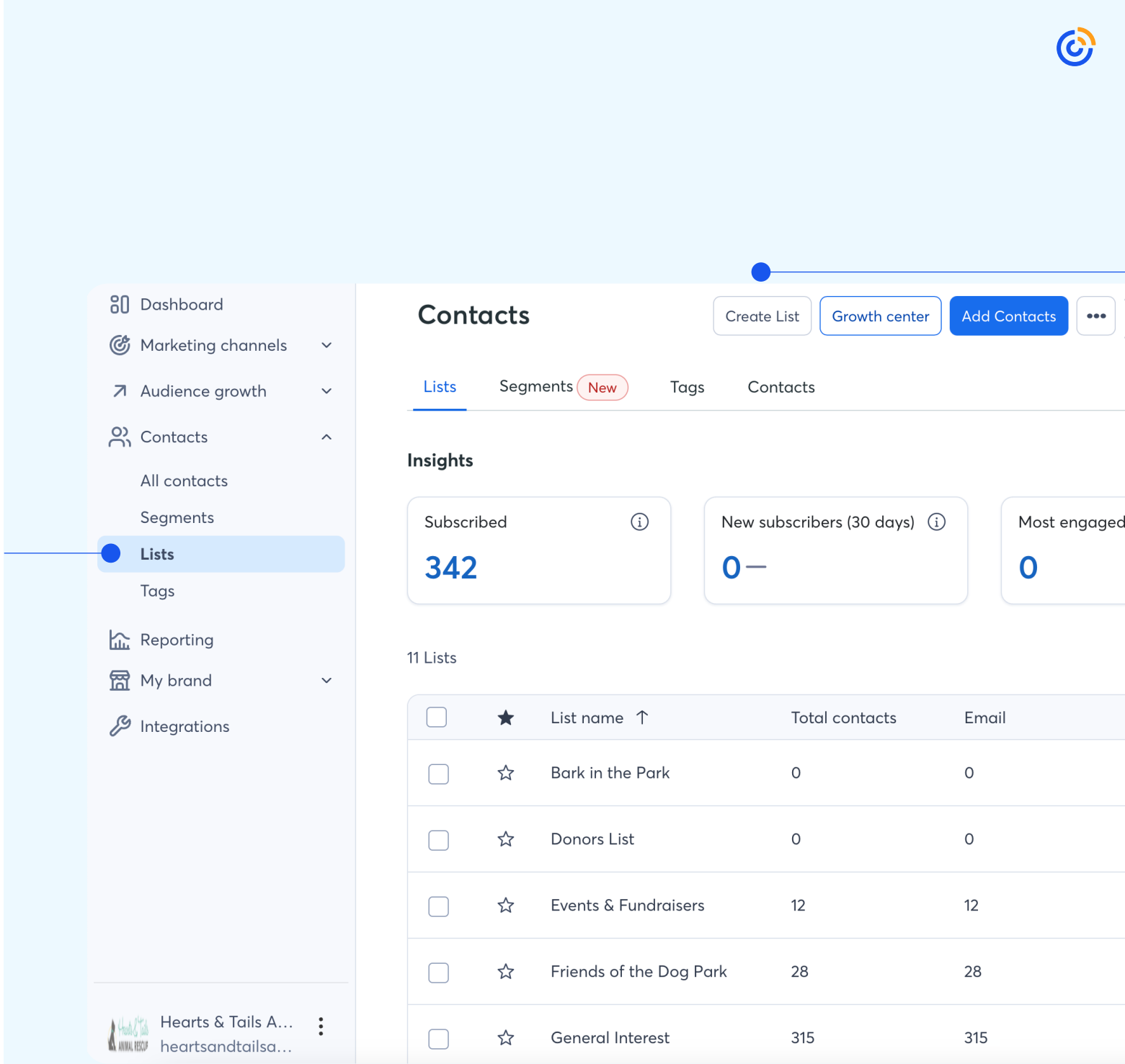
Contact lists

[Creating lists](#) is the most basic way to segment your contacts into groups based on different characteristics that are relevant to your business. For example, you can create different lists of contacts based on their location, preferences on products or services, or if they've attended an event or volunteered with your organization before.

To get started:

1. Click **Contacts > Lists**.
2. Click **Create List**.

Once you've got your lists created, it's easy to [add](#) or [move existing contacts](#) to the appropriate lists and have new contacts automatically added to a specific list when they subscribe through one of your sign-up forms. You can also let your contacts choose which lists they want to be part of with the [Update Profile Form](#).



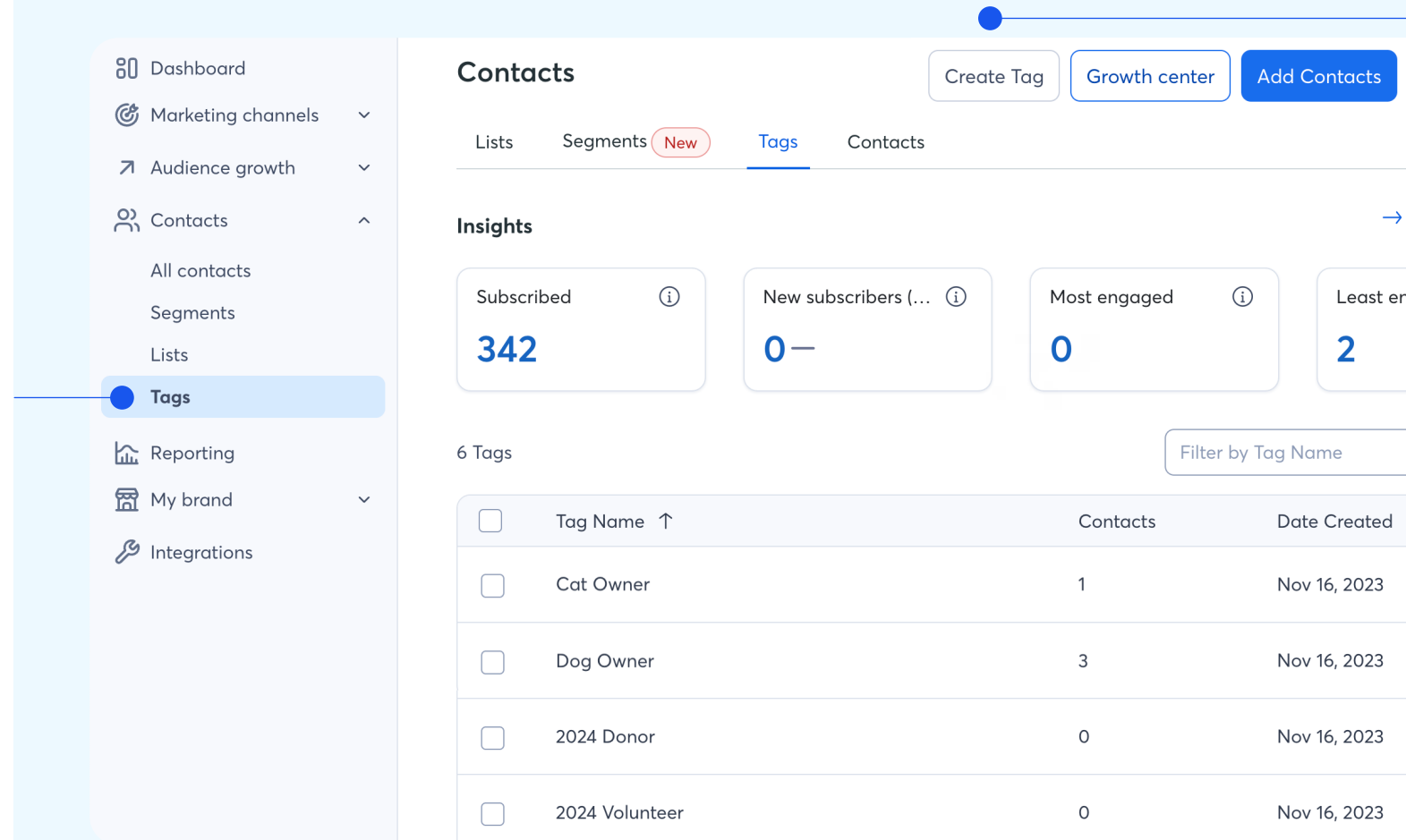
Tags

[Tags](#) are labels that you can add to contacts to help group them together in ways that make sense to you. They can be applied to different contacts across multiple lists and when you go to send an email, you can choose to [exclude or send it only to the tagged contacts](#) on your selected lists.

To create a tag:

1. Click **Contacts > Tags**.
2. Click **Create Tag**.

Once you have tags created, you can [import a spreadsheet](#) of contacts with tags included to automatically apply them to specific contacts, or you can manually search for contacts and [apply the tag](#) to them.



The screenshot shows the HubSpot interface. On the left is a sidebar with navigation options: Dashboard, Marketing channels, Audience growth, Contacts, Tags (highlighted with a blue dot and line), Reporting, My brand, and Integrations. The main content area is titled 'Contacts' and has tabs for Lists, Segments, New, Tags (selected), and Contacts. At the top right of the main area are buttons for 'Create Tag', 'Growth center', and 'Add Contacts'. Below the tabs is an 'Insights' section with four cards: 'Subscribed' (342), 'New subscribers (...)' (0), 'Most engaged' (0), and 'Least engaged' (2). Below the insights is a section titled '6 Tags' with a 'Filter by Tag Name' input. It contains a table with the following data:

<input type="checkbox"/>	Tag Name ↑	Contacts	Date Created
<input type="checkbox"/>	Cat Owner	1	Nov 16, 2023
<input type="checkbox"/>	Dog Owner	3	Nov 16, 2023
<input type="checkbox"/>	2024 Donor	0	Nov 16, 2023
<input type="checkbox"/>	2024 Volunteer	0	Nov 16, 2023



Did you know? When sending an email, you can choose a combination of lists and tags to reach the right audience with your message!

Custom segments

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're then able to [send an email to one of your segments](#) rather than to a list.

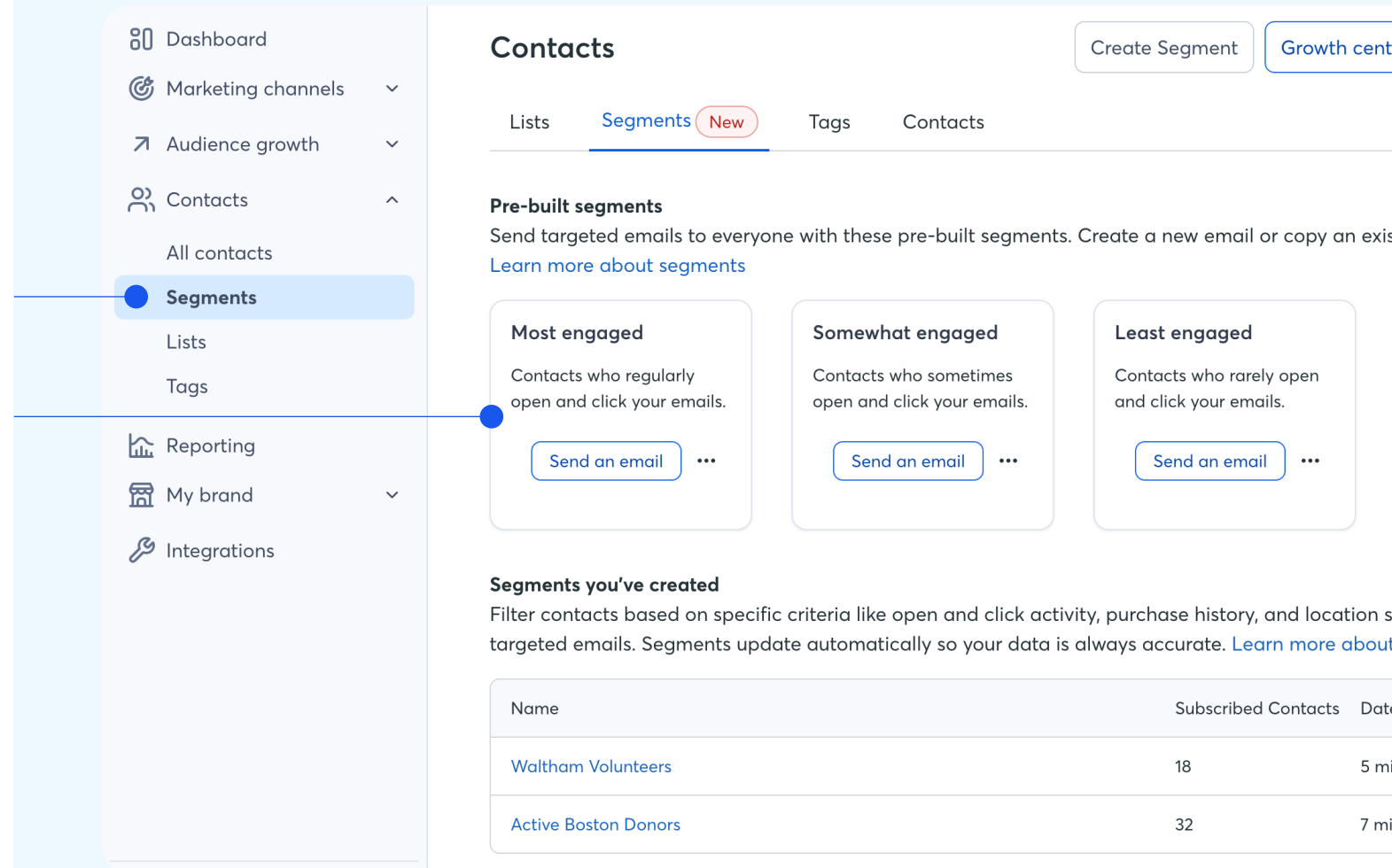
You can [create a segment](#) based on any combination of criteria:

- 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

To create a segment:

1. Click **Contacts > Segments**.
2. Click **Create Segment**.

We also have pre-built segments so you can [target contacts based on their engagement](#) with your emails!



The screenshot shows the HubSpot interface. On the left, the 'Segments' menu item is highlighted. The main content area is titled 'Contacts' and has tabs for 'Lists', 'Segments' (which is active and has a 'New' badge), 'Tags', and 'Contacts'. Under the 'Segments' tab, there's a section for 'Pre-built segments' with three cards: 'Most engaged', 'Somewhat engaged', and 'Least engaged'. Each card has a 'Send an email' button. Below this is a section for 'Segments you've created' with a table showing two segments: 'Waltham Volunteers' and 'Active Boston Donors'.

Name	Subscribed Contacts	Date
Waltham Volunteers	18	5 mi
Active Boston Donors	32	7 mi

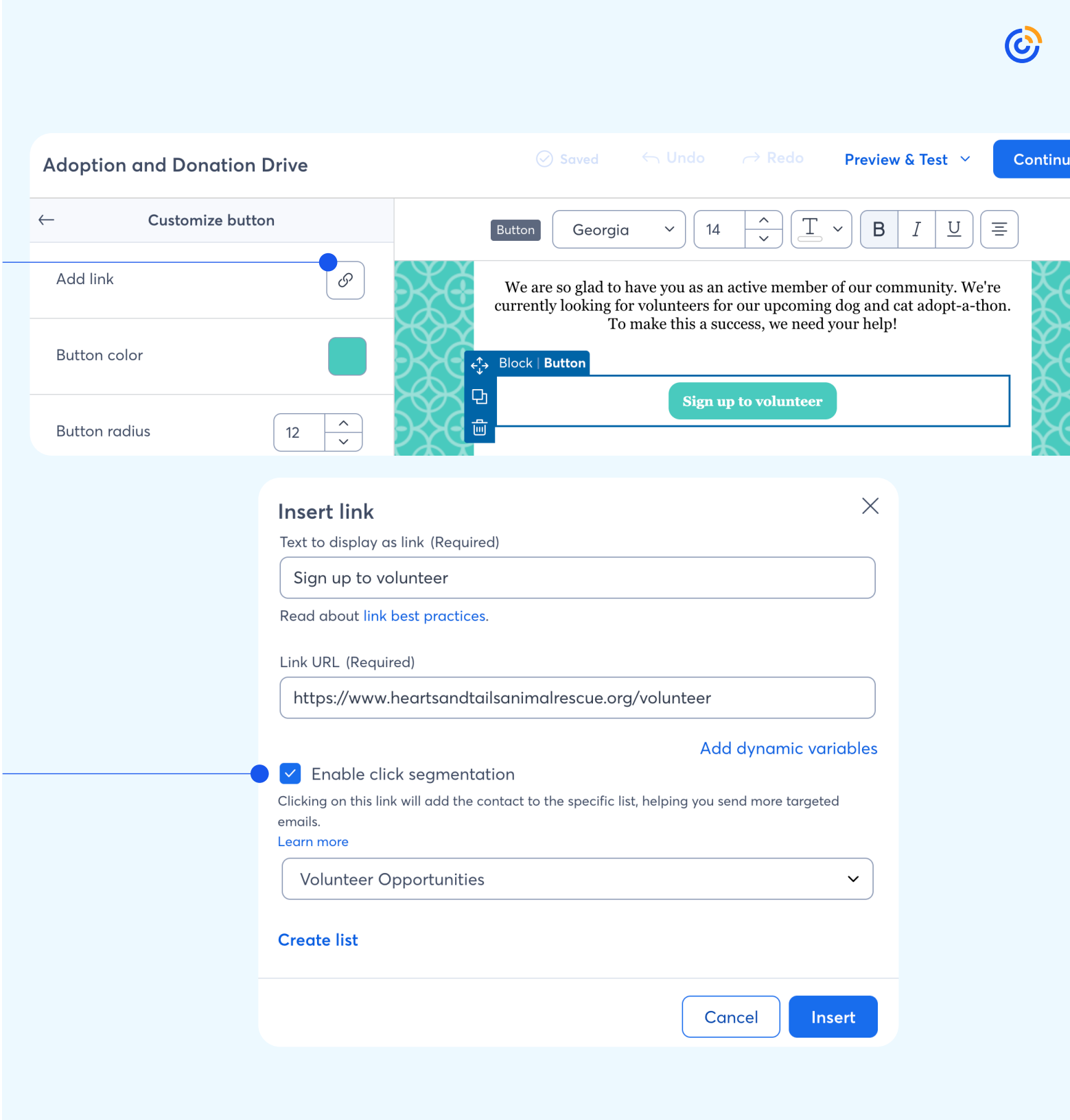


Unlike lists, segments are dynamic, meaning contacts are automatically added as they meet the criteria and removed when they no longer do.

Click segmentation

Click segmentation is a great way to automatically segment your contacts based on the links they engage with in your emails. Enabling click segmentation is as easy as checking a box when inserting a link and selecting a list from the drop-down.

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



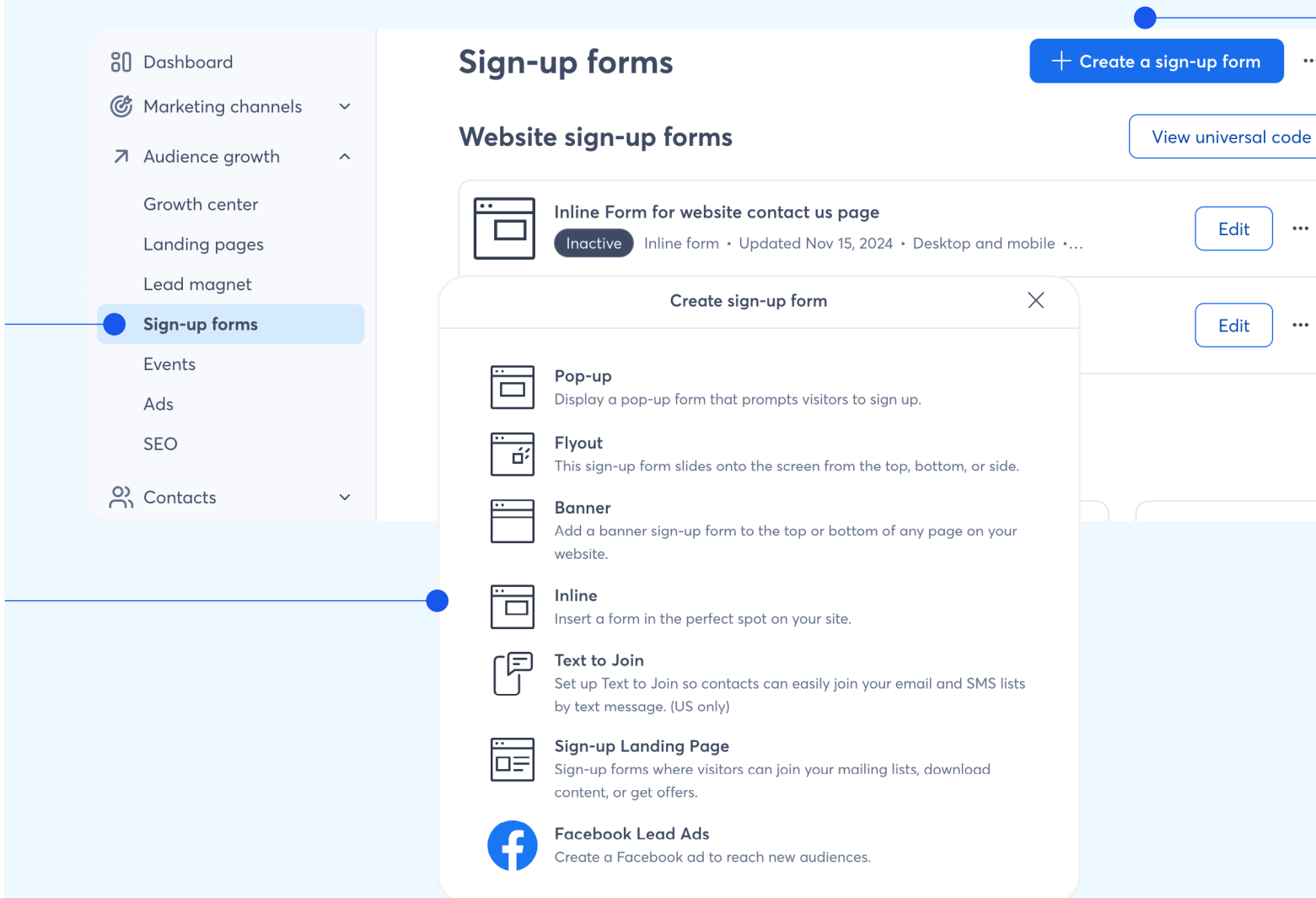
Sign-up forms

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](#). With our forms, you have the option to let contacts select which email lists they want to subscribe to, helping to keep your lists segmented as they grow! Click **Audience growth** > **Sign-up forms** to begin.

[Inline sign-up forms](#) can be embedded on a specific page of your website, while [pop-up](#), [banner](#), and [flyout](#) sign-up forms catch your website visitors' attention and display when and where you want them to.

[Sign-up Landing Pages](#) can be shared on social media, in an ad, or anywhere online to capture new subscribers to a specific list.

[Facebook Lead Ads](#) let you target a specific audience and turn Facebook traffic into new subscribers.



Sign-up forms

+ Create a sign-up form

View universal code

Website sign-up forms

Inline Form for website contact us page
Inactive • Inline form • Updated Nov 15, 2024 • Desktop and mobile • ...

Create sign-up form

- Pop-up**
Display a pop-up form that prompts visitors to sign up.
- Flyout**
This sign-up form slides onto the screen from the top, bottom, or side.
- Banner**
Add a banner sign-up form to the top or bottom of any page on your website.
- Inline**
Insert a form in the perfect spot on your site.
- Text to Join**
Set up Text to Join so contacts can easily join your email and SMS lists by text message. (US only)
- Sign-up Landing Page**
Sign-up forms where visitors can join your mailing lists, download content, or get offers.
- Facebook Lead Ads**
Create a Facebook ad to reach new audiences.



TIP

Create multiple sign-up forms and embed them on different pages of your site to attract different audiences!



More resources

By managing and segmenting your contacts, you'll be ready to send targeted emails to the right audience.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

[Using the Contact Management Dashboard](#)

[Using contact lists, tags, and segments based on your list size](#)

[Segment your contacts through your sign-up form](#)

[Keeping clean contact lists](#)