Adobe® Marketing Cloud
Analytics Segmentation
Contents

Analytics Segmentation.................................................................4

Frequently Asked Questions.......................................................5
  Segment Definition Changes..........................................................8
  Transition Guide for Ad Hoc Analysis.............................................11

Setting up a Segmentation Workflow.............................................14
  Segment Manager..............................................................................15
  Planning Segments...........................................................................17
  Building Segments............................................................................17
    Segment Builder.............................................................................21
    Creating Segments from a Fallout Report........................................25
    Stacking Segments........................................................................25
  Segment Templates...........................................................................26
  Segment Examples............................................................................29
  Tagging Segments............................................................................45
  Approving Segments.......................................................................46
  Sharing Segments............................................................................46
  Publishing Segments to the Marketing Cloud.................................47
  Selecting and Applying Segments..................................................48
  Filtering Segments..........................................................................49
  Marking Segments as Favorites.......................................................50
  Deleting Segments..........................................................................50

About Segments.............................................................................52
  About Segment Containers............................................................54
  Reports based on Container Data.....................................................57
  Persistence across Containers.........................................................61

Last updated 10/18/2016
Segment Reference

- Comparison Operators for Segments
- Data Warehouse Segment Compatibility
- Segment Rights by Role
- Troubleshooting
Analytics Segmentation

Adobe Analytics lets you build, manage, share, and apply powerful, focused audience segments to your reports using Analytics capabilities, the Adobe Marketing Cloud, Adobe Target, and other integrated Adobe products.

Analytics segmentation includes the Segment Builder to construct segments and run a pre-test, and the Segment Manager to collect, tag, approve, set security, and share segments across your organization.

Data Scientists and Marketing Analysts can employ, extend, and refine segments for analysis specific to his or her needs, and then save the segment for other users to extend, refine and save as a new segment to the library. Once set in motion, it’s a cycle of designing and managing codified audience insights as a unified segment workflow.

Getting Started

Existing customers should start with the Frequently Asked Questions to learn about what’s new.

New customers should start at Setting up a Segmentation Workflow or Building Segments, or see About Segments for a quick overview.
Frequently Asked Questions

Features

- You can apply multiple segments to a report.
- Segments are universal to all report suites.
- The Segment Builder is redesigned from the ground up to simplify segment creation.
- The new Segment Manager lets you set up workflows with segment sharing, tagging, verification, and approval features.
- You can tag segments to organize and search later instead of using folders. Previously, you used folders (in Ad Hoc Analysis) to organize your segments.
- You can create Sequential Segments outside of Ad Hoc Analysis.
- The Page View container was renamed to the Hit container to indicate that this container segments all types of data and not just page views. For example, link tracking calls, and trackAction calls from the mobile SDKs are all included or excluded by the hit container. Note that there wasn’t a change to the way this container functions - it was simply renamed.

See the Improving Segmentation in Adobe Analytics post on the Digital Marketing Blog for more details.

Accessing the Segmentation Tools

How do I get to the Segment Builder?

You can access the Segment Builder by:

- Displaying an existing report and clicking the Segments icon in the left navigation. In the segment rail that displays, then click Add, or
- At the top of the Segment Manager, clicking + Add, or
- Clicking an existing segment title in the Segment Manager to edit the segment in the Segment Builder.

How do I get to the Segment Manager?

Access the Segment Manager by:

- Going to Analytics > Components in the top navigation. Then click Segments, or
- Displaying an existing report and clicking the Segments icon in the left navigation. Then click Manage, or
- Pressing the slash key ‘/’ anywhere in the interface and searching for segment manager.

Where did the legacy segment drop-down go?

The segment drop-down in Reports & Analytics has been replaced by a much more feature rich Segment Builder interface that lets you to create “universal” segments usable across report suites and across Adobe Analytics solutions. To view a list of existing segments, click the Segments icon in the left navigation and the segment rail displays.

Where did the legacy report suite drop-down go?

The report suite drop-down has been moved next to the date selector in the top right-hand corner of each report or dashboard.
Permissions

What rights and privileges do I need to use, create, and manage segments?

By default, all users can create and edit personal segments. However, Admins can decide who should have permissions to create segments and can assign them to specific groups. These segments can be shared directly with any other Analytics user. Admins can edit any segment, and share segments with groups and with everyone in the organization. More...

Can I see all segments in my company?

Yes, Admins can see all segments within the Reports & Analytics user interface.

Ad Hoc Analytics and Report Builder display segments that you own and segments that are shared with you.

Can I manage all Analytics segments in the Segment Manager?

Yes, all segments can be managed in the Segment Manager in both Reports & Analytics and Ad Hoc Analysis. Segment Manager displays segments that are visible to the owner (user who created the segment), shared users, and admin users. The segment selector displays segments that are owned by and shared with the user.

Admins can see all segments within the Reports & Analytics user interface.

Ad Hoc Analysis and Report Builder display only segments built by you or segments that have been shared specifically with you.

Why can’t I delete this segment?

If the segment was published to the Marketing Cloud, you cannot delete it or edit it. However, you can copy it and edit the copied version.

Best Practices

What should I do with duplicate segments that have the same name but may have different definitions?

Now that segments work in multiple report suites, you might find that you have multiple segments with the same name. We recommend that you either

- Rename segments that have the same name, but different definitions, or
- Delete segments that are no longer necessary.

What does Adobe recommend with regards to cleaning up segments?

- Tag all segments with legacy tag.
- Review the segments that you have.
- Add them to the segment library where applicable.
- Approve segments that are canonical.
- Tag segments according to best practices.

Managing Legacy Segments

What happened to my existing segments?
Your existing segments will continue to work as they did before. Any reports that have these segments applied will continue to work correctly. More...

Most former pre-defined and suite segments will be migrated over as segment templates into the segment builder. Segment templates are used to quickly build custom segments with common audiences. Segment templates can’t be applied to a report directly, but they can be easily saved to a custom segment.

Segment templates are marked with a special icon in Segment Builder:

![Visits from Mobile Devices](image)

**What happened to my existing segment folders?**

Instead of (Ad Hoc Analysis) folders, the Segment Manager uses tags. Your folder names are automatically converted to tags and those tags are applied to the respective segments.

**What happened to scheduled reports that have segments applied?**

Scheduled reports continue to run properly with the segments that you defined.

When you delete a segment, scheduled reports and dashboards that have this segment applied continue to work normally, i.e. the segment or dashboard continues to use the deleted segment.

Scheduled reports do not update when you edit a segment with the same name. Here is an example: Let’s suppose you have 2 segments with the same name in different report suites:

<table>
<thead>
<tr>
<th>Segment Name</th>
<th>Report Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits from California</td>
<td>mainprod</td>
</tr>
<tr>
<td>Visits from California</td>
<td>maindev</td>
</tr>
</tbody>
</table>

You have a bookmark that references the segment for the mainprod report suite. Then you delete that segment because it’s a duplicate. The bookmark will continue to run, referencing the definition of the deleted segment. If you change the segment definition for the maindev segment to include Catalina Island and Tijuana Mexico, the segment applied to the bookmark will not change. It will use the old definition. To fix this, update the bookmark to reference the new definition. If you are unsure whether a bookmark, dashboard or scheduled report is using a deleted segment, you could change the name of the remaining segment so it’s more clear whether the bookmark is using the remaining segment.

**What happens to Data Warehouse segments?**

All existing Data Warehouse segments still work in Data Warehouse. Most Data Warehouse segments will also work in other components such as Ad Hoc Analysis and Reports & Analytics.

You can create or edit a new Data Warehouse segments in the segment builder/manager. The Product Compatibility mechanism in the Segment Builder automatically determines whether a segment is compatible with Data Warehouse.

The v14 Data Warehouse segmentation user interface was phased out in May 2014.

**What happens to Favorites Segments (Ad Hoc Analysis)?**

These Ad Hoc Analysis segments are displayed as regular segments in Adobe Analytics.

They should not be confused with the Favorites feature in the Segment Manager that lets you mark segments as favorites.

**What happens to Pre-Configured Segments?**

- Single Page Visits
- Visits from Mobile Devices
• Visits from Natural Search  
• Visits from Paid Search  
• Visits with Visitor ID Cookie  

These segments will be migrated over as segment templates into the segment builder.  

Existing reports that have these segments applied will continue to work correctly.  

What happens to Marketing Cloud (Suite) segments:  
• Non-Purchasers  
• Purchasers  
• First Time Visits  
• Visits from Social Sites  
• Visits of More than 10 Minutes*  
• Visits with 5+ Previous Visits*  
• Visits from Facebook*  

Most of these segments (except the ones marked with an asterisk *) will be migrated over as segment templates into the segment builder. Additionally, several new segment templates have been added.  

Existing reports that have these segments applied will continue to work correctly.  

What happens to Admin segments (also known as "Global" segments)?  

Admin segments will be migrated into the new segment interface and will show up as segments shared with everyone.  

The owner of these segments is set to the admin with the oldest account in the login company’s list of admin users, however, all Admins can delete, edit and share these segments.  

The segment management interface in the Admin Console where Admins created and managed these global segments is no longer available. Admins should now use the new segment builder to create segments and share them with appropriate groups or individuals or with everyone.  

Segment Definition Changes  

Describes additional changes that were made to segment definitions with the release of unified segmentation.  

Existing segments that use logic that has changed as described in this document continue to work correctly, though they must be updated before they can be saved again. For example, if you have an existing segment where US States contains 'New York', it continues to work correctly, though the next time you edit the segment you’ll need to update it to use the enumerated type with an equals condition.  

Migration tips  

The following tips will help you migrate common dimensions:  
• Geo-city/region/country – search for and select specific cities, regions or countries instead of using a partial match.  
• Browsers – use the Browser Types dimension to get all browsers in a type, e.g. Google Chrome  
• Operating Systems – use the OS Types dimensions to get all operating systems in a type, e.g. Microsoft Windows.  

• New and Renamed Dimensions  
• Changes to String-Based Dimensions that have Known Values  
• Changes to Integer-Based Dimensions that have Known Values
## New and Renamed Dimensions

The following table contains a list of dimensions that were renamed in Segment Builder.

<table>
<thead>
<tr>
<th>New Dimension Name</th>
<th>Previous Name</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating System Types</td>
<td>New</td>
<td>Added in Spring 2015.</td>
</tr>
<tr>
<td>Browser Width - Bucketed</td>
<td>Browser Width</td>
<td>This dimension is compatible with all interfaces, and is split into an enumerated list of ranges instead of specific integer values. If you need to segment specific values, use the granular version of this dimension in a data warehouse segment.</td>
</tr>
<tr>
<td>Browser Height - Bucketed</td>
<td>Browser Height</td>
<td>This dimension is compatible with all interfaces, and is split into an enumerated list of ranges instead of specific integer values. If you need to segment specific values, use the granular version of this dimension in a data warehouse segment.</td>
</tr>
<tr>
<td>Browser Width - Granular</td>
<td>Browser Width</td>
<td>This was renamed and is now compatible with data warehouse only. When defining segments that are compatible with all interfaces, use the enumerated type, Browser Width - Bucketed.</td>
</tr>
<tr>
<td>Browser Height - Granular</td>
<td>Browser Height</td>
<td>This was renamed and is now compatible with data warehouse only. When defining segments that are compatible with all interfaces, use the enumerated type, Browser Height - Bucketed.</td>
</tr>
<tr>
<td>Cookie Support</td>
<td>Cookies</td>
<td></td>
</tr>
<tr>
<td>Color Depth</td>
<td>Monitor Color Depth</td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>&quot;App - *&quot;</td>
<td>the &quot;App - &quot; prefixes were removed from a number of dimension types. Since mobile app data is typically captured in a report suite that does not contain web data, these prefixes were not necessary.</td>
</tr>
<tr>
<td>Entry Page Original</td>
<td>Original Entry Page</td>
<td></td>
</tr>
<tr>
<td>Java Enabled</td>
<td>Java</td>
<td></td>
</tr>
<tr>
<td>Mobile Max Browser URL Length</td>
<td>Mobile Browser URL Length</td>
<td></td>
</tr>
<tr>
<td>Mobile Mail Decoration</td>
<td>Mobile Decoration Mail Support</td>
<td></td>
</tr>
<tr>
<td>Mobile Device</td>
<td>Mobile Device Name</td>
<td></td>
</tr>
<tr>
<td>Mobile Max Bookmark Length</td>
<td>Mobile Max Bookmark URL Length</td>
<td></td>
</tr>
<tr>
<td>Mobile Max Email Length</td>
<td>Mobile Max Mail URL Length</td>
<td></td>
</tr>
<tr>
<td>Mobile Operating System (Deprecated)</td>
<td>Mobile OS</td>
<td>Use the Operating System dimension and apply a visits from mobile devices segments instead.</td>
</tr>
<tr>
<td>Mobile Push To Talk</td>
<td>Mobile PTT</td>
<td></td>
</tr>
<tr>
<td>Survey Views</td>
<td>Total Survey Views</td>
<td></td>
</tr>
<tr>
<td>Survey Responses</td>
<td>Total Survey Responses</td>
<td></td>
</tr>
<tr>
<td>Visit Depth</td>
<td>Path Length</td>
<td></td>
</tr>
</tbody>
</table>
Notes
Previous Name | New Dimension Name
--- | ---
Zip Code | Zip/Postal Code | -

### Changes to String-Based Dimensions that have Known Values

String-based dimensions that have a known set of values were changed to enumerated types. When creating a segment using these dimensions, the list is pre-populated with all known values and the only operator supported is equals. This lets you quickly segment the exact values you were looking for without selecting unintended values when using less restrictive matching.

The following dimensions were changed to enumerated lists:

<table>
<thead>
<tr>
<th>mobile manufacturer</th>
<th>mobile email length</th>
<th>color depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>mobile screen size</td>
<td>mobile device number</td>
<td>monitor resolution</td>
</tr>
<tr>
<td>mobile screen height</td>
<td>mobile push to talk</td>
<td>plugin</td>
</tr>
<tr>
<td>mobile cookie support</td>
<td>mobile mail decoration</td>
<td>operating system</td>
</tr>
<tr>
<td>mobile image support</td>
<td>mobile information services</td>
<td>refererrer type</td>
</tr>
<tr>
<td>mobile color depth</td>
<td>mobile device type</td>
<td>search engine</td>
</tr>
<tr>
<td>mobile audio support</td>
<td>browser type</td>
<td>state</td>
</tr>
<tr>
<td>mobile video support</td>
<td>browser</td>
<td>geo country</td>
</tr>
<tr>
<td>mobile drm</td>
<td>connection type</td>
<td>geo region</td>
</tr>
<tr>
<td>mobile net protocols</td>
<td>mobile carrier</td>
<td>geo city</td>
</tr>
<tr>
<td>mobile os</td>
<td>cookie</td>
<td>geo dma</td>
</tr>
<tr>
<td>mobile java vm</td>
<td>customer loyalty</td>
<td>persistent cookie</td>
</tr>
<tr>
<td>mobile bookmark length</td>
<td>java enabled</td>
<td>paid search</td>
</tr>
<tr>
<td>mobile url length</td>
<td>language</td>
<td></td>
</tr>
</tbody>
</table>

### Changes to Integer-Based Dimensions that have Known Values

Integer-based dimensions (such as browser width) with a known set of values were split into enumerated ranges so you can quickly define segments for a specific range. These enumerated lists are appended with " - Bucketed" after the dimension name. The following screen demonstrates how these dimensions are segmented using the previous and new segment builder interfaces:
The less than, greater than, and similar operators are now compatible with Data Warehouse segments only. Segments intended to be compatible with all reporting interfaces should use the "Bucketed" version of the metric with the equals operator.

**Transition Guide for Ad Hoc Analysis**

If you are used to working with the Segment Builder in Ad Hoc Analysis, this FAQ explains what happens to existing segments and folders and what actions you need to take.

**Features**

- Segments are universal to all report suites. Previously, segments were report-suite specific.
- Ad Hoc Analysis includes updates to the Segment Builder and a complete update of the Segment Manager.
- You can now tag segments to organize and search later instead of using folders. Previously, you used folders in Ad Hoc Analysis to organize your segments.

See [ad hoc analysis release notes](#) for additional information.

**What happened to my existing segments?**

Your existing segments will continue to work as they did before. Any reports that have these segments applied will continue to work correctly.

Most former pre-defined and suite segments will be migrated over as segment templates into the segment builder. Segment templates are used to quickly build custom segments with common audiences. Segment templates can’t be applied to a report directly, but they can be easily saved to a custom segment.

Segment templates are marked with a special icon in Segment Builder.

**What happened to my existing segment folders?**

Instead of ad hoc analysis folders, the Segment Manager uses tags. Your folder names are automatically converted to tags and those tags are applied to the respective segments.
What happened to scheduled reports that have segments applied?
Scheduled reports continue to run properly with the segments that you defined.
When you delete a segment, scheduled reports and dashboards that have this segment applied continue to work normally, i.e. the segment or dashboard continues to use the deleted segment.

What is a Hit Container? Is it different from a Page View Container?
The Page View container was renamed to the Hit container to indicate that this container segments all types of data and not just page views. For example, link tracking calls, and trackAction calls from the mobile SDKs are all included or excluded by the hit container.
Note that there wasn't a change to the way this container functions, it was simply renamed.

What rights and privileges do I need to use, create, and manage segments?
All users can create and edit personal segments. These segments can be shared directly with any other Analytics user. Ad Hoc Analysis users can see the segments each created and those shared directly with the user.
In the Unified Segmentation web console, Admins can edit any segment, and share segments with groups and with everyone in the organization.

Can I see all segments in my company?
All ad hoc analytics segments that you own and segments that are specifically shared with you are displayed.

Can I manage all Analytics segments in the Segment Manager?
Ad hoc analysis only displays segments built by you or segments that have been shared specifically with you. For ad hoc analysis only, you can use the Segment Manager (Organize Segments) to manage ad hoc analysis segments. Use the Segment Manager in Unified Segmentation to manage all Analytics' segments.

What should I do with duplicate segments that have the same name but may have different definitions?
Now that segments work in multiple report suites, you might find that you have multiple segments with the same name. We recommend that you either
• Rename segments that have the same name, but different definitions, or
• Delete segments that are no longer necessary.

How does Adobe recommend that I clean up segments?
• Tag all segments with legacy tag.
• Review the segments that you have.
• Add them to the segment library where applicable.
• Approve segments that are canonical.

Why can't I delete this segment?
If the segment was published to the Marketing Cloud, you cannot delete it or edit it. However, you can copy it and edit the copied version.
**More on what happens to your existing segments**

<table>
<thead>
<tr>
<th>Segment Category</th>
<th>What happens to these segments?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorites Segments in Ad Hoc Analysis</td>
<td>These ad hoc analysis segments are displayed as regular segments in Adobe Analytics. They should not be confused with the Favorites feature in the Segment Manager that lets you mark segments as favorites.</td>
</tr>
<tr>
<td>Pre-Configured Segments in ad hoc analysis:</td>
<td>These segments will be migrated over as segment templates into the segment builder. Existing reports that have these segments applied will continue to work correctly.</td>
</tr>
<tr>
<td>• Single Page Visits</td>
<td></td>
</tr>
<tr>
<td>• Visits from Mobile Devices</td>
<td></td>
</tr>
<tr>
<td>• Visits from Natural Search</td>
<td></td>
</tr>
<tr>
<td>• Visits from Paid Search</td>
<td></td>
</tr>
<tr>
<td>• Visits with Visitor ID Cookie</td>
<td></td>
</tr>
<tr>
<td>Marketing Cloud (Suite) segments:</td>
<td>Most of these segments (except the ones marked with an asterisk *) will be migrated over as segment templates into the segment builder. Additionally, several new segment templates have been added. Existing reports that have these segments applied will continue to work correctly.</td>
</tr>
<tr>
<td>• Non-Purchasers</td>
<td></td>
</tr>
<tr>
<td>• Purchasers</td>
<td></td>
</tr>
<tr>
<td>• First Time Visits</td>
<td></td>
</tr>
<tr>
<td>• Visits from Social Sites</td>
<td></td>
</tr>
<tr>
<td>• Visits of More than 10 Minutes*</td>
<td></td>
</tr>
<tr>
<td>• Visits with 5+ Previous Visits*</td>
<td></td>
</tr>
<tr>
<td>• Visits from Facebook*</td>
<td></td>
</tr>
</tbody>
</table>
Setting up a Segmentation Workflow

Describes a suggested workflow for segments created with the Segment Builder and managed through the Segment Manager.

<table>
<thead>
<tr>
<th>Step</th>
<th>Workflow Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Planning Segments</strong></td>
<td>Have you asked all the right questions before building segments and setting up a segment management environment? Have you designed the segment with its intended purpose and distinct usage in mind? See the Segment Planning Checklist for help in planning and organizing your segments.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Building Segments</strong></td>
<td>Build and edit segments for use in all Analytics capabilities. See examples of how to build segments.</td>
</tr>
<tr>
<td>3</td>
<td><strong>Tagging Segments</strong></td>
<td>Tag segments for ease of organization and sharing. Tagging replaces folder hierarchies in ad hoc analysis. See how to plan and assign tags for simple and advanced searches and organization.</td>
</tr>
<tr>
<td>4</td>
<td><strong>Approving Segments</strong></td>
<td>Approve segments to make them canonical.</td>
</tr>
<tr>
<td>5</td>
<td><strong>Applying Segments</strong></td>
<td>You can apply segments directly from a report, from the segment rail (Show Segments).</td>
</tr>
<tr>
<td>6</td>
<td><strong>Sharing Segments</strong></td>
<td>Share your segments with the intended audience in other Analytics tools and to Adobe Target and the Adobe Marketing Cloud.</td>
</tr>
<tr>
<td>7</td>
<td><strong>Filtering Segments</strong></td>
<td>Filter by tags, owners, and other filters (Show All, Mine, Shared With me, Favorites, and Approved.)</td>
</tr>
<tr>
<td>8</td>
<td><strong>Marking Segment as Favorites</strong></td>
<td>Marking segments as favorites is another way to organize them for ease of use.</td>
</tr>
<tr>
<td>Step</td>
<td>Workflow Task</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
</tbody>
</table>

**Segment Manager**

The Segment Manager offers many ways of curating segments, such as sharing, filtering, tagging, approving, copying, deleting, and marking as favorites.

The Reports & Analytics Segment Manager shows you all the segments you own and that have been shared with you. Admin-level users can see all segments in the organization. This overview presents the user interface and the capabilities of the Segment Manager. Access the Segment Manager by

- Going to **Analytics > Components > Segments** in the top navigation.
- Displaying an existing report and clicking the Segments icon in the left navigation. Then click **Manage**.

**How-To Videos**

These two Adobe Enterprise TV Videos give a short overview of how to use the Segment Manager.

<table>
<thead>
<tr>
<th>Video Name</th>
<th>Embedded Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment Manager - Part 1</td>
<td><a href="https://outv.omniture.com/?v=Z4cW9wbzrRY1Pxp7A8Jokm9tNYTRU_K">Adobe EnterpriseTV Training Video</a></td>
</tr>
<tr>
<td>Segment Manager - Part 2</td>
<td><a href="https://outv.omniture.com/?v=Yycm9wbzrhvOaE5OZjGYe3Xp6moOAq4">Adobe EnterpriseTV Training Video</a></td>
</tr>
</tbody>
</table>

**Segment Manager**
<table>
<thead>
<tr>
<th>#</th>
<th>UI Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Segment Management Tool Bar</td>
<td>Once you have checked a segment, this tool bar appears. Most management tasks can be completed from this tool bar.</td>
</tr>
<tr>
<td>2</td>
<td>Show Filters</td>
<td>Clicking the filter icon brings up the filter menu. You can filter by Tags, Owners, Show All (Admin only), Mine, Favorites, Approved, and Shared with Me.</td>
</tr>
<tr>
<td>3</td>
<td>Check boxes</td>
<td>Check a segment in order to manage it.</td>
</tr>
<tr>
<td>4</td>
<td>Favorites</td>
<td>Clicking the star next to a segment turns the star yellow and marks the segment as a favorite.</td>
</tr>
<tr>
<td>5</td>
<td>Segment titles and descriptions</td>
<td>Provided in the Segment Builder. To edit the title and description, click the title link - this takes you back to the Segment Builder.</td>
</tr>
<tr>
<td>6</td>
<td>Report Suites</td>
<td>This column indicates in which report suite the segment was last saved.</td>
</tr>
<tr>
<td>7</td>
<td>Owner</td>
<td>Indicates who owns the segment. As a non-Admin, you can see only segments you own or those that were shared with you.</td>
</tr>
<tr>
<td>8</td>
<td>Tags (not checked in column selector, hence column not appearing)</td>
<td>Tags that were applied to the segment, either by you or by people who shared the segment with you.</td>
</tr>
<tr>
<td>9</td>
<td>Shared with</td>
<td>Lists individuals or groups (Admin only) or All (Admin only) that you shared the segment with.</td>
</tr>
<tr>
<td>10</td>
<td>Column selector</td>
<td>Lets you select or deselect columns in the Segment Manager.</td>
</tr>
<tr>
<td>11</td>
<td>Shared icon</td>
<td>Indicates that this segment is shared by you or with you.</td>
</tr>
<tr>
<td>12</td>
<td>Approved icon</td>
<td>Indicates that this segment has been approved by an Administrator.</td>
</tr>
</tbody>
</table>

**Segment Manager in Ad Hoc Analysis**

The Segment Organizer in ad hoc analysis shows you all the segments you own and those shared with you.

To access the Segment Organizer in ad hoc analysis:

- Go to the **Segments** tab in the left side panel and then click the wrench icon and select **Organize Segments** from the menu.
Like the Segment Manager in the web user interface, this console provides multiple features, including segment sharing, filtering, tagging, approving, copying, deleting, and marking as favorites.

**Planning Your Segmentation Environment**

Outlines the steps and best practices to follow when planning your segments.

Devoting some time to plan segments improves the chances that they will be useful for your organization and that their numbers will be kept in check.

1. Consider the **audience**: Who will consume it? With whom will you share it? Which groups of people will use this segment and how should I tag it accordingly? This also means providing a good segment description. At minimum, the description should answer these questions:
   - What is this segment useful for?
   - When should I use this segment?
2. Determine the segment **scope**. Which segment container best represents the scope? Use the smallest container possible.
3. Decide which **elements** to include in the segment definition, and which values. Consider **variable persistence** in this decision.
4. Consider how you want your **approval process** to unfold. Will a single person review and approve segments or will it be a committee decision?
5. Define your segments with view to a **segment library** that gives business users the ability to stack and reuse segment pieces or components in a modular fashion. What “modules” do you need to define to make this library a reality?

**Building Segments**

The **Segment Builder** provides a canvas to drag and drop Metric Dimensions, Segments, and Events to segment visitors based on container hierarchy logic, rules, and operators. This integrated development tool lets you build and save simple or complex segments that identify visitor attributes and actions across visits and page hits.

1. Simply drag a Dimension, Segment, or Metric Event from the left pane to the **Definitions** field.
The default top-level Hit container is shown after dragging an element to Definitions. You can change the container type to Visit or Visitor from the Show drop-down menu.

2. Set the operator from the drop-down menu.
3. Enter or select a value for the item selected.
4. Add additional containers if needed, using And, Or, or Then rules.
5. After placing the containers and setting the rules, see the results of the segment in the validation chart at the top right. The validator indicates the percentage and absolute number of page views, visits, and unique visitors that match the segment you created.
6. Under Tags, tag the container by selecting an existing tag or creating a new one.
7. Click Save to save the segment.

You are now taken to the Segment Manager, where you can tag, share, and manage your segment in multiple ways.

**Building and Nesting Containers**

You can build a framework of containers and then place rules and operators between.

1. Click Options > Add Container.

A new Hit container opens without a Hit (Page View) identified.
2. Change the container type as needed.
3. Drag a Dimension, Segment, or Event from the left pane to the container.
4. Continue to add new containers from the top-level Options > Add container button at the top of the definition, or add containers from within a container to nest logic.

   **OR**

   Select one or more rules and then click Options > Add container from selection. This turns your selection into a separate container.

**Building Segments in Ad Hoc Analysis**

See *About Building Segments* for additional information.

1. Open the Segment Builder from the Segments panel in the left sidebar. Click the wrench icon and select New Segment from the menu.

   ![Segment Builder](image)

   The Segment Builder will open.

2. Drag entities from the Dimension, Dimension element, Event, Templates, or Segment panels from the left sidebar to the Segment Canvas.
3. Enter a value for the dimension.

Enter a value or select value by clicking the magnifying glass icon. A menu will open to select possible value for the dimension.

4. Set the operator from the list of operators.
5. Resolve any errors identified by the **Error** icon ⚠️. Mousing over the **Error** icon brings up a message identifying the error.

6. After placing the containers and setting the rules, click the **Run** icon ✨ to run the segment against the selected dataset.

7. View a preview of the results in applying the segment at the bottom of the pane.

![Preview of Segment Results](image)

8. Click the **Save** button to save the segment in the **Segments** pane for future use.

---

**Segment Builder**

The **Segment Builder** lets you build simple or complex segments that identify visitor attributes and actions across visits and page hits. It provides a canvas to drag and drop metric dimensions, events, or other segments in order to segment visitors based on hierarchy logic, rules, and operators.

**How-To Videos**

These two Adobe Enterprise TV Videos give a short overview of how to use the Segment Builder.

<table>
<thead>
<tr>
<th>Video Name</th>
<th>Embedded Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment Builder - Part 1</td>
<td>🎥 Adobe EnterpriseTV Training Video: <a href="https://outv.omniture.com/?v=Z2cW9wbzpFHJzsme-G0qHb1aLNPVXvN">https://outv.omniture.com/?v=Z2cW9wbzpFHJzsme-G0qHb1aLNPVXvN</a></td>
</tr>
<tr>
<td>Segment Builder - Part 2</td>
<td>🎥 Adobe EnterpriseTV Training Video: <a href="https://outv.omniture.com/?v=Y0cm9wbzokqOkRu_j9BcrT7sq1NnyaUp">https://outv.omniture.com/?v=Y0cm9wbzokqOkRu_j9BcrT7sq1NnyaUp</a></td>
</tr>
</tbody>
</table>

**Web UI Features**

The **Segment Builder** lets you build and edit segments in the web UI (or in a *Java UI in ad hoc analysis*). You can add rule definitions and containers to refine your segments, stack segments, and nest them to refine them. You can also validate how many page views, visits, and unique visitors result from your current segment definition. Then save the segment for future needs.

Access the Segment Builder by

- Displaying an existing report and clicking the Segments icon 📊 in the left navigation. In the segment rail that displays, click **Add**.
- From within the Segment Manager, clicking + **Add**.
- Clicking an existing segment title in the Segment Manager to edit the segment in Segment Builder.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Title field</td>
<td>Let you name or rename the segment.</td>
</tr>
<tr>
<td>2. Description</td>
<td>This is where you provide a description for the segment. You must provide</td>
</tr>
<tr>
<td>field</td>
<td>a description if you want to share the segment.</td>
</tr>
<tr>
<td>3. Tagging</td>
<td>Lets you tag the segment you are creating by picking from a list of existing</td>
</tr>
<tr>
<td>interface</td>
<td>tags or creating a new tag.</td>
</tr>
<tr>
<td>4. Definitions</td>
<td>This is where you build and configure segments, add rules, and nest and</td>
</tr>
<tr>
<td>canvas</td>
<td>sequence containers. Allows you to provide a description for the new segment</td>
</tr>
<tr>
<td></td>
<td>by selecting the container and dragging and dropping dimensions, segments,</td>
</tr>
<tr>
<td></td>
<td>or metrics into the definition.</td>
</tr>
<tr>
<td>5. Top Container</td>
<td>Lets you select the top-level container (Visitor, Visit, Hit). The default</td>
</tr>
<tr>
<td>selector</td>
<td>top-level container is the Hit container.</td>
</tr>
<tr>
<td>6. Options</td>
<td>• + Add container: Lets you add a new container (below the top-level</td>
</tr>
<tr>
<td>(gear) icon</td>
<td>container) to the segment definition.</td>
</tr>
<tr>
<td></td>
<td>• + Add container from selection: Lets you create a new container from the</td>
</tr>
<tr>
<td></td>
<td>element/s that you (multi-) selected in the Definitions field.</td>
</tr>
<tr>
<td></td>
<td>• Exclude: Lets you define the segment by excluding one or more dimensions,</td>
</tr>
<tr>
<td></td>
<td>segments, or metrics.</td>
</tr>
<tr>
<td>7. Dimension</td>
<td>Dimension that was dragged and dropped from the Dimensions list.</td>
</tr>
<tr>
<td>(orange sidebar)</td>
<td></td>
</tr>
<tr>
<td>8. Comparison</td>
<td>You can compare and constrain values using selected operators.</td>
</tr>
<tr>
<td>operator</td>
<td></td>
</tr>
<tr>
<td>9. Value</td>
<td>The value you entered or selected for the dimension or segment or metric.</td>
</tr>
<tr>
<td>Feature</td>
<td>Description</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>And/Or/Then operators Assigns the AND/OR/THEN operators between containers or rules. The THEN operator lets you define sequential segments.</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>Metric (green sidebar) Metric that was dragged and dropped from the Metrics list.</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>Comparison operator You can compare and constrain values using selected operators</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td>Value The value you entered or selected for the dimension or segment or metric.</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td>X (Delete) Lets you delete this part of the segment definition.</td>
</tr>
<tr>
<td><strong>15</strong></td>
<td>Save or Cancel Saves or cancels the segment. After clicking Save, you are taken to the Segment Manager where you can manage the segment.</td>
</tr>
<tr>
<td><strong>16</strong></td>
<td>Search bar Searches the list of dimensions, segments, or metrics.</td>
</tr>
<tr>
<td><strong>17</strong></td>
<td>List of dimensions Click the header to expand.</td>
</tr>
<tr>
<td><strong>18</strong></td>
<td>List of metrics Click the header to expand.</td>
</tr>
<tr>
<td><strong>19</strong></td>
<td>List of segments Click the header to expand.</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td>Report suite selector Lets you select the reports suite that this segment will be saved under. You can still utilize the segment in all report suites.</td>
</tr>
<tr>
<td><strong>21</strong></td>
<td>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. Shows 3 concentric circles and a list to show the number and percentage of matches for Hits, Visits, and Visitors for a segment run against a data set. This chart is updated immediately after you create or make changes to your segment definition.</td>
</tr>
<tr>
<td><strong>22</strong></td>
<td>Product Compatibility Provides a list of which Adobe Analytics products (Reports &amp; Analytics, Ad Hoc Analysis, Data Warehouse) the segment you created is compatible with. Most segments are compatible with all products. However, not all operators and dimensions are compatible with all Analytics products, especially Data Warehouse. This chart is updated immediately after you make changes to your segment definition.</td>
</tr>
<tr>
<td>(not shown in screenshot)</td>
<td>Publish to Marketing Cloud (for &lt;report suite name&gt;) This option appears only if the report suite that you are saving this segment to is enabled for the Marketing Cloud. By publishing a segment to the Marketing Cloud, you can use the segment for marketing activity in the</td>
</tr>
</tbody>
</table>
Setting up a Segmentation Workflow

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience library, Target, and Audience Manager. A segment title and description are required.</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** In Analytics, you can edit or delete a published segment. If the segment is in use, a warning message is issued when you edit a segment. You cannot delete a published segment that is in use by Adobe Target.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Hoc Analysis Features</td>
<td></td>
</tr>
</tbody>
</table>

The **Segment Builder** for ad hoc analysis includes features built on Java libraries but contains the same features as the web console. Like the web console, it allows you to drop elements from the left panes to the **Segment canvas** and then run against the data set.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions pane</td>
<td>Lists dimensions.</td>
</tr>
<tr>
<td>Dimension element tabs</td>
<td>Drills into Dimension attributes and displays Dimension element values, such as a list of Pages, Languages, or Campaigns. For example, if you select the Page in the Dimension pane, a Pages pane will appear with a list of web pages for your site.</td>
</tr>
<tr>
<td>Search box</td>
<td>Searches across the pane.</td>
</tr>
</tbody>
</table>
### Creating Segments from a Fallout Report

Define a fallout report and use it to generate a segment in Analysis Workspace and share across the Unified Segmentation infrastructure.

An easy and effective way to create a segment is to build a **Fallout Report** and create a segment from the **Segment Builder** to edit and save the segment.

💡 **Note**: Analytics now embeds the segment/s from the report and workspace level into each checkpoint from the fallout report.

In this example, a segment is generated from a **Fallout Report** in Analytics, using these basic steps:

1. In Analysis Workspace, create a Fallout report that includes the dimension you want to use for your segment.
2. Right-click the dimension in the Fallout report and select **Create segment from touchpoint**.
   
   The Segment Builder opens.
3. Use the **Segment Builder** to title the segment, enter a description, change rules, add to logic, and then save.

### Stacking Segments

Stacking segments works by combining the criteria in each segment using an 'and' operator, and then applying the combined criteria.

For example, stacking a "mobile phone users" segment and a "US geography" segment would return data only for mobile phone users in the US.

Think of these segments as building blocks or modules that you can include in a segment library, for users to use as they see fit. That way, you can dramatically reduce the number of segments needed. For example, assume you have 40 segments:
• 20 for mobile phone users in different countries (US_mobile, Germany_mobile, France_mobile, Brazil_mobile, etc.)
• 20 for tablet users in different countries (US_tablet, Germany_tablet, France_tablet, Brazil_tablet, etc.)

By using segment stacking, you can reduce your segment count to 22 and stack them as needed. You would need to create these segments:

• one segment for mobile users
• one segment for tablet users
• 20 segments for the different geographies

💡 Note: When stacking two segments, they are by default joined by an AND statement. This cannot be changed to an OR statement.

1. Go to the Segment Builder.
2. Provide a title and description for the segment.
3. Click Show Segments to bring up the list of segments in the left navigation.
4. Drag and drop the segments you want to stack to the segment definition canvas. Here is an example of a segment that stacks the existing segments “Visits from Tablets” and “US Geo”:

5. Save the segment.

**Segment Templates**

Templates represent the old pre-configured and suite segments.

In the Segment Manager, click Add, which takes you to the Segment Builder. Now click the Segments icon to bring up the segment rail. The segment templates appear at the bottom of the segment list. They are distinguishable by a folder icon to the left of the template name:
You can drag these templates into the Definitions canvas and use them as they have been defined, or modify them.

<table>
<thead>
<tr>
<th>Template Name</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abandon Cart</td>
<td>View data for visitors that added items to their carts but did not order anything. In the Segment Definition, the container is Visit. The rule for this sequential segment is Cart Additions is not null Then Orders equals 0.</td>
</tr>
<tr>
<td>First Time Visits</td>
<td>View data for visitors that have visited a maximum of one [1] times. In the Segment Definition, the container is Visit. The rule is Visit Number equals 1.</td>
</tr>
<tr>
<td>Non-Purchasers</td>
<td>View data for visitors that have not participated in an order event. In the Segment Definition, the container is Visitor. This segment uses the Exclude logic. The rule is Orders is not null.</td>
</tr>
<tr>
<td>Non-Single Page Visit (Non-Bounces)</td>
<td>View data for visitors that visited more than once. In the Segment Definition, the container is Visitor. This segment uses the Exclude logic. The rule is Single Access is not null.</td>
</tr>
<tr>
<td>Paid Search</td>
<td>View data from visitors originating from a paid search. In the Segment Definition, the container is Visit. The rule is Paid Search equals 1.</td>
</tr>
<tr>
<td>Purchasers</td>
<td>View data for visitors that have participated in an order event. In the Segment Definition, the container is Visitor. The rule is Orders is not null.</td>
</tr>
<tr>
<td>Return Visits</td>
<td>View data from visitors that have visited at least once. In the Segment Definition, the container is Visit. The rule is Visit Number is greater than 1.</td>
</tr>
<tr>
<td>Single Page Visits</td>
<td>View data from visits in which you see a single page value, even though you may submit multiple page views during that visit. Single-page visits with exit link events are included in the segment. In the Segment Definition, the container is Visit. The rule is Single Page Visits equals 1.</td>
</tr>
<tr>
<td>Template Name</td>
<td>Definition</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Viewed Product Didn't Add to Cart | View data for visitors that viewed products but had no cart additions. In the Segment Definition, the container is Visit. The rule for this sequential segment is  
Product Views is not null  
Then  
Cart Additions equals 0.                                                                                     |
| Visits from Campaign          | View data from visitors referred by campaigns. In the Segment Definition, the container is Visit. The rule is  
Tracking Code is not null.                                                                                   |
| Visits from Mobile Devices    | View data from visitors using mobile devices. In the Segment Definition, the container is Visit. The rule is  
Mobile Device is not null.                                                                                  |
| Visits from Natural Search    | View data from visitors not originating from a paid search. In the Segment Definition, the container is Visit. The rule is  
Paid Search equals 0.                                                                                       |
| Visits from Non-Mobile Device | View data from visitors not using mobile devices. In the Segment Definition, the container is Visit. This segment uses the Exclude logic. The rule is  
Device Type equals Mobile Phone  
And  
Device Type equals Tablet.                                                                                  |
| Visits from Phones            | View data from visitors using phones. In the Segment Definition, the container is Visit. The rule is  
Device Type equals Mobile Phone.                                                                           |
| Visits from Search Engines    | View data from visitors referred by search engines. In the Segment Definition, the container is Visit. The rule is  
Referrer Type equals Search Engines.                                                                         |
| Visits from Social Sites      | View data from visitors referred by social sites. In the Segment Definition, the container is Visit. The rule is  
Referrer Type equals Social Networks.                                                                       |
| Visits from Tablets           | View data from visitors using tablets. In the Segment Definition, the container is Visit. The rule is  
Device Type equals Tablet.                                                                                  |
| Visits with Visitor ID Cookie | View data from visitors to your site, where a persistent cookie is required. In the Segment Definition, the container is Visit. The rule is  
Persistent Cookie equals 1.                                                                               |
Segment Examples

A sequential segment reports Visitor, Visit, and Page View data based on the sequence of actions and interactions by the visitor.

Campaign Visitors Segment

Shows an example of this frequently used segment.

Many customers want to see metrics from visitors who responded to specific campaigns. Creating a campaign visitors segment is an easy way of getting this data.

Building this segment in the Segment Builder means that from a top-level Visit container, you drag in a campaign dimension, in this case Campaign Name:

(Optional) You can also apply a Campaigns tag to this segment, if you wish to easily filter on all your campaign-related segments.

Sequential Segments

Simple Page View Sequence

Visitors completing a specific sequence of page views at the hit level without regard to the number or frequency of visits.

Identify visitors who viewed a page and then viewed another page. The hit-level data will filter this sequence irrespective of previous, past, or interim visit sessions or the time or number of page views occurring between.

Sequential Segment: Visitor viewed page A, then viewed page B in the same or another visit.

Use Cases

The following are examples of how the segment can be used.
1. Visitors to a sports’ site view the football landing page and then view the basketball landing page in sequential order but not necessarily on the same visit. This prompts a campaign to push basketball content to football viewers during the football season.

2. Car retailer identifies a relationship between those who land on the customer loyalty page and then go to the video page at any time during the visit or another visit.

**Creating a Segment**

You nest two page rules within a top-level Visitor container and sequence the page hits using the THEN operator.

**Visitor Sequence Across Visits**

Visitors completing one hit in a visit followed sequentially by a hit in another visit.

Identify those visitors who fell out of a campaign but then returned to the sequence of page views in another session.

**Sequential Segment:** Visitor viewed page A in one visit, then viewed page B in another visit.

**Use Cases**

The following are examples of how this type of segment can be used:

- Visitors to the Sports page of a news site then revisits the Sports page in another session.
- A clothes retailer sees a relationship between visitors who land on a landing page in one session, and then go directly to the checkout page in another session.

**Creating the Segment**

This example nests two Visit containers within the top-level Visitor container and sequences the segment using the THEN operator.
**Mixed-level Sequence**

Mixed container segments let you segment *Visitors* based on different container levels, filtering page views at the *Hit* level, but requiring other page views at the *Visit* level.

Identify visitors who view two pages across an undetermined number of visits, but then view a third page in a separate visit.

**Sequential Segment**: Visitors visit page A and then page B in one or more visits, followed by a visit to page C in a separate visit.

**Use Cases**

The following are examples of how this type of segment can be used:

- Visitors first visit a news site and then view the sports page in the same visit. On another visit the visitor visits the weather page.
- Retailer defines visitors who enter the Main page and then go to the My Account page. In another visit, they visit the View Cart page.

**Creating the Segment**

1. Drop two Page dimensions from the left panes within a top-level *Visitor* container.
2. Add the THEN operator between them.
3. Click *Options* > *Add container* and add a *Visit* container underneath the *Visitor* level and sequenced using the THEN operator.
Aggregate Containers

Segments with aggregate checkpoints in Visit containers let you identify visitors who complete various combinations of page views at the Hit level.

Adding multiple Hit containers within a Visitor container lets you employ the appropriate operators between the same type of containers, and to use rules and dimensions such as Page and Visit Number to define the page view and provide a sequence dimension within the Hit container. Applying logic at the Hit-level lets you constrain and combine matches at a same-level of hits within the Visitor container to build a variety of segment types.

Example: Visitors visited page A after the first hit in the sequence of page views (page D in the example), then visited either page B or page C without regard to the number of visits.

Use Cases

The following are examples of how this type of segment can be used:

- Identify visitors who go to the Main landing page in one visit, then view the Men’s clothing page in another visit, then view either the Woman’s or Children’s landing page in a different visit.
- An e-zine captures those visitors who go to the Home page in one visit, the Sports page in another visit, and the Opinion page in another visit.

Creating the Segment

1. Select the Visitor container as the top-level container.
2. Add two Hit-level containers—a dimension with an appropriate numerical dimension joined at the same Hit level by the AND and OR operator.
3. Within the Visit container, add another Hit container and nest two additional Hit containers joined with an OR or AND operator.
   
   Sequence these nested Hit containers with the THEN operator.
Nesting in Sequential Segments

Nesting a sequence segment within another sequence segment lets you join different layers of containers and enforce rules to build and save complex sequential segments.

By placing checkpoints at both the Visit and Hit level, you can constrain the segment to meet requirements within a specific visit as well as a specific hit.

**Sequence:** Visitor visited page A then visited page B in the same visit. In a new visit, the visitor then went to page C.

**Creating the Segment**

1. Underneath a top-level Visit container, drag in two page dimensions.
2. Multi-select both rules, click Options > Add container from selection and change it to a Visit container.
3. Join them with a THEN operator.
4. Create a Hit container as a peer to the Visit container and drag in a page dimension.
5. Join the nested sequence in the Visit container with the Hit container using another THEN operator.
Excluding Hits

Enforce inverse matching by excluding containers as part of a sequential segment.

Segment rules include all data unless you specifically exclude Visitor, Visit, or Hit data using the Exclude rule. It allows you to dismiss common data and create segments with more focus. Or it allows you to create segments excluding found groups to identify the remaining data set, such as creating a rule that includes successful visitors who placed orders and then excluding them to identify "non-purchasers." However, in most cases it is better to create rules that exclude broad values rather than trying to use the Exclude rule to target specific include values.

For example:

- **Exclude pages.** Use a segment rule to strip out a specific page (such as Home Page) from a report, create a Hit rule where the page equals "Home Page," and then exclude it. This rule automatically includes all values except the Home Page.
- **Exclude referring domains.** Use a rule that includes only referring domains from Google.com and excludes all others.
- **Identify non-purchasers.** Identify when orders are greater than zero and then exclude the Visitor.

The Exclude operator can be employed to identify a sequence where specific visits or hits are not performed by the visitor. **Exclude Checkpoints** can also be included within a Logic Group.

**Exclude Between Checkpoints**

Enforce that a checkpoint did not occur between two other checkpoints by excluding the middle container.

Enforce logic to segment visitors where a checkpoint did not explicitly occur between two other checkpoints.

Sequence: Visitors that visited page A and then visited page C—but did not visit page B.

**Use Cases**

The following are examples of how this type of segment can be used:

- Visitors to a Lifestyle page and then the Theater section without going to the Arts page.
- An auto retailer sees a relationship between those who visit the main landing page and then go straight to the No Interest campaign without going to the Vehicle page.
Creating the Segment

Create a segment as you would for a simple, mixed-level, or nested sequential segment and then set the EXCLUDE operator for the container element. The example below is an aggregate segment where the three Hit containers are dragged to the canvas, the THEN operator assigned to join the container logic, then exclude the middle page view container to include only visitors that went from page A to Page C in the sequence.

![Screenshot of segment creation process]

Exclude at Beginning of Sequence

Identify when visitors are visiting a specified page view without first visiting an unwanted page view.

If the exclude checkpoint is at the beginning of a sequential segment, then it ensures that an excluded page view did not occur before the first non-excluded hit.

Sequential Segment: Visitor visited page A and not page B.

Use Cases

The following are examples of how this type of segment can be used:

- Visitors who visited page A and did not visit page B.
- A restaurant wants to see inveterate users who avoid the main landing page and go directly to the Order Out page.

Creating a Segment

Create two separate Hit containers within a top-level Visitor container. Then set the EXCLUDE operator for the first container.
Exclude at End of Sequence

Identify when visitors are visiting a specified page without visiting an unwanted page afterwards.

If the exclude checkpoint is at the end of a sequence, then it ensures that the checkpoint did not happen between the last non-excluded checkpoint and the end of the visitor sequence.

Sequential Segment: Visitors visit page A and then did not visit page B in the current or subsequent visits.

Use Cases

The following are examples of how this type of segment can be used:

- Visitors who visited page A and did not visit page B.
- A restaurant wants to see inveterate users who avoid the main landing page and go directly to the Order Out page.

Creating the Segment

Build a simple sequence segment by dragging two Hit containers to the canvas and connecting them using the THEN operator. Then assign the EXCLUDE operator to the second Hit container in the sequence.
Logic Group Containers

A **Logic Group** is a way to identify several checkpoints within a sequential segment as a group but without a need for ordering these checkpoints within the **Visitor** > **Visit** > **Hit** hierarchy.

Within a sequential segmentation, it is required that containers are ordered strictly within the *container hierarchy*. The **Logic Group** container was designed to be used when higher level containers are required in sequential segments to further filter visitors and to furnish complex, nested, visitor-level constraints to refine the segment.

### Standard Container Hierarchy

<table>
<thead>
<tr>
<th>Container</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor container, Visit and Hit containers are nested in sequence to extract segments based on hits, the number of visits, and the visitor.</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** A **Logic Group** can only be defined in a **Sequential Segment**, meaning that the **THEN** operator is used within the expression.

A **Logic Group** container treats several checkpoints as a group without ordering. For example, you can't nest a **Visitor** container within a **Visitor** container. But instead, you can nest a **Logic Group** container within a **Visitor** container with specific **Visit** and **Hit**-level checkpoints.

### Logic Container Non-Standard Hierarchy

<table>
<thead>
<tr>
<th>Container</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The standard container hierarchy is also required outside of the <strong>Logic Group</strong> container. But inside the <strong>Logic Group</strong> container, the checkpoints do not require an established order or hierarchy—these checkpoints simply need to be met by the visitor in any order.</td>
<td></td>
</tr>
</tbody>
</table>

### Building a Logic Group Segment

Like other containers, the **Logic Group** containers can be built in *multiple ways* within the **Segment Builder**. Here is a preferred way to nest **Logic Group** containers:

1. Drag dimensions, events, or segments from the left panes.
2. Change the top container to a **Visitor** container.
3. Change the **AND** or **OR** operator inserted by default to the **THEN** operator.
4. Select the **Hit** containers (the Dimension, Event, or Item) and click **Options** > **Add container from selection**.
5. Click the container icon and select **Logic Group**.

6. You can now set the **Hit** within the **Logic Group** container without regard to **hierarchy**.

   **Logic Group Checkpoints in Any Order**

   Visitors who first visited a specific page then visited subsequent pages in no specific order.

   Using the **Logic Group** lets you meet conditions within that group that reside outside of the sequence. This allows you to build segments where a **Visit** or **Hit** container happens irrespective of the normal hierarchy.

   **Sequential Segment**: Visitors who visited page A, then visited page B and page C in any order.

**Creating a Segment**

Page B and C are nested in a **Logic Group** container within the outer **Visitor** container. The **Hit** container for A is then followed by the **Logic Group** container with B and C identified using the **AND** operator. Because it is in the **Logic Group**, the sequence is not defined and hitting either page B or C makes the argument true.
**Logic Group First Match**

Create a logic group to complete one of several hits without a specific order before hitting a specific page.

Using the **Logic Group** lets you meet conditions within that group that reside outside of the sequence. In this unordered first match segment, the **Logic Group** rules are identified first to be either a page view of page B or page C, then the required view of page A.

**Sequential Segment:** Visitors that visited either page B or page C, then visited page A.

**Creating a Segment**

Page B and page C dimensions are grouped within a **Logic Group** container with the OR operator selected, then the Hit container identifying a page view of page A as the value.

![Logic Group Example](image)

**Logic Group Exclude AND**

Identify when a visitor performs a page view then hits another page while excluding hits of specific page views.

Build segments using the **Logic Group** where multiple page views are aggregated to define what pages were necessary to be hit while other pages were specifically missed.

**Sequential Segment:** Visitor visited Page A, then explicitly did not visit page B or C, but hit page D.

**Building the Segment**

Build this segment by dragging Dimensions, Events, and pre-built Segments from the left panes. See [Building a Logic Group Segment](#).

After nesting the values within the **Logic Group**, click the **Exclude** button within the **Logic Group** container.
Logic Group Exclude OR

Create a sequential segment where visitors viewed a page hit but did not explicitly hit other defined pages.

Build segments using the Logic Group where multiple page views are aggregated to define what pages were necessary to be hit while other pages were specifically missed.

Sequential Segments: Visitors that visited page A, but did not visit either Page B or Page C before Page A.

Building the Segment

The initial B and C pages are identified in a Logic Group container that is excluded, and then followed by a hit to page A by the visitor.

Build this segment by dragging Dimensions, Events, and pre-built Segments from the left panes. See Building a Logic Group Segment.

After nesting the values within the Logic Group, click the Exclude button within the Logic Group container.
Building Time-Within and Time-After Segments

Identify visitor page view hits by matching limited by a specific duration of time, granularity, and counts between checkpoints. Use the **Within** and **After** operators built in to the header of each container to define the time, events, and count.

You can limit matching to a specified duration of time by using the **Within** and **After** containers and specifying a granularity and count. The **Within** operator is used to specify a max limit on the amount of time between two checkpoints. The **After** operator is used to specify a minimum limit on the amount of time between two checkpoints.

**After and Within Operators**

The duration is specified by a single uppercase letter representing the granularity followed by a number representing the repetition count of the granularity.

**Within** includes the endpoint (less than or equal to).

**After** does not include the endpoint (greater than).

<table>
<thead>
<tr>
<th>Operators</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFTER</strong></td>
<td>The After operator is used to specify a minimum limit on the amount of time between two checkpoints. When setting the After values, the time limit will begin when the segment is applied. For example, if the After operator is set on a container to identify visitors who visit page A but don’t return to visit page B until after one day, then that day will begin when the visitor leaves page A.</td>
</tr>
</tbody>
</table>
### Operators

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the visitor to be included in the segment, a minimum of 1440 minutes (one day) must transpire after leaving page A to viewing page B.</td>
</tr>
</tbody>
</table>

### WITHIN

The **Within** operator is used to specify a maximum limit on the amount of time between two checkpoints. For example, if the **Within** operator is set on a container to identify visitors who visit page A and then returned to visit page B within one day, then that day will begin when the visitor leaves page A. To be included in the segment, the visitor will have a maximum time of one day before opening page B.

For the visitor to be included in the segment, the visit to page B must occur within a maximum of 1440 minutes (one day) after leaving page A to viewing page B.

### AFTER/WITHIN

When using both the **After** and **Within** operators, it’s important to understand that both operators will begin and end in parallel, not sequentially.

For example, if you build a segment with the container set to **After** = 1 Week(s) and **Within** = 2 Week(s), then the conditions to identify visitors in the segment are met only between 1 and 2 weeks. Both conditions are enforced from the time of the first page hit.

#### Using the After Operator

The **After** operator is used to specify a *minimum* limit between two checkpoints.

- Time After lets you track by year, month, day, hour, and minute to match visits.
- Time After can only be applied to a **Hit** container because it is the only level for which such fine granularity is defined.

**Sequence**: Visitors that visited page A then visited page B only after 2 weeks.

#### Creating the Segment

**Creating the Segment**: This segment is created by adding a **Visitor** container with two **Hit** containers. You can then set the **THEN** operator, and open the **AFTER** operator drop down and set the number of weeks.
Matches
When given "After 2 weeks", if a hit to page A happens on June 1 2013, at 00:01, then a following hit to page B will match as long as it comes before June 15 2013 00:01 (14 days later).

<table>
<thead>
<tr>
<th>Hit A</th>
<th>Hit B</th>
<th>Matching</th>
</tr>
</thead>
<tbody>
<tr>
<td>A hit: June 1, 2013 00:01</td>
<td>B hit: Jun 15, 2013 00:01</td>
<td>Matches: This time constraint matches because it is After June 1, 2013 (two weeks).</td>
</tr>
</tbody>
</table>
| A hit: June 1, 2013 00:01 | B hit: June 8, 2013 00:01  
B hit: June 15, 2013 00:01 | **Does not match**: The first hit on page B does not match because it conflicts with the constraint requiring it after two weeks. |

Using the Within Operator
The **Within** operator specifies a maximum limit on the amount of time between two checkpoints.

- **Within** lets you track by year, month, day, hour, and minute to match visits.
- **Within** can only be applied to a **Hit** container because it is the only level for which such fine granularity is defined.

**Sequence**: Visitors who visited page A then visited page B within 5 minutes.

Creating the Segment: This segment is created by adding a Visitor container, then dragging with two Hit containers. You can then set the **THEN** operator, and open the **AFTER** operator drop down and set the interval: hits, page views, visits, minutes, hours, days, weeks, months, quarters, or years.
Matches

Matches must occur within the time limit. For the expression **Within 5 Minutes**, if a visitor hits page A happens at 00:01, then a following hit to page B will match as long as it comes on or before 00:06 (five minutes later, including the same minute). Hits within the same minute will also match.

*The Within and After Operators*

The **After** and **Within** operators can be used together to define a sequential segment.

Use **Within** and **After** to provide a maximum and minimum endpoint at both ends of a segment.

**Sequence**: Visitors that visited page A then visited page B after 2 weeks but within 1 month.

**Creating the Segment**: Create the segment by sequencing two **Hit** containers within a **Visitor** container. Then set the **After** and **Within** operators.
**Matches**

Any visitors hitting page A on June 1, 2013 are returning after June 15, 2013 00:01, but before July 1, 2013 are included in the segment. Compare with *Time Between Exclusions*.

The *After* and *Within* operators can be used together to define a sequential segment.

This example depicts a second visit to hit page B after two weeks but within a month.

**Tagging Segments**

In the Segment Manager, tagging segments allows you to organize them.

All users can create tags for segments and apply one or more tags to a segment. However, you can see tags only for those segments that you own or that have been shared with you. What kinds of tags should you create? Here are some suggestions for useful tags:

- Tags based on *team names*, such as Social Marketing, Mobile Marketing.
- *Project* tags (analysis tags), such as Entry-page analysis.
- *Category* tags: Men’s; geography.
- *Workflow* tags: To be approved; Curated for (a specific business unit)

1. In the Segment Manager, mark the checkbox next to the segment you want to tag. The segment management tool bar appears:
2. Click **Tag** and either
   - select from existing tags, or
   - add a new tag and press **Enter**.

3. Click **Tag** again to tag the segment.

The tag should now appear in the Tags column. (Click the gear icon on the top right to manage your columns.)

You can also filter on tags by going to **Filters > Tags**.

**Approving Segments**

Within the Segment Manager you can set up a workflow that includes approving segments for various levels of application, for specific departments or groups, and consistent with reporting policies.

Here is how to flag a segment as approved:

1. In Segment Manager, check the checkbox to the left of the segment title.
2. Click **Approve** in the segment management task bar.
3. Consider sharing the approved segment/s with your organization.
4. Click **OK**.
5. Notice the approval icon next to the segment in the list.

6. You can also unapprove an approved segment by clicking **Unapprove**.

**Sharing Segments**

Depending on your permissions, you can share segments with your whole organization, groups, or individual users.

<table>
<thead>
<tr>
<th>Administrator</th>
<th>Can share segments with All, with Groups, and with Users. Groups are set up as permission groups in the Admin console.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Administrator</td>
<td>Can share segments only with individual users.</td>
</tr>
</tbody>
</table>
When should you share segments with the entire company versus just a group of users or individuals? Here are some best practices you might follow:

- As an Admin, share a segment with All if it’s of use to the entire company and everyone is comfortable using it. In this case, you should also consider making it an approved segment.
- As an Admin, share a segment with a specific Group if the segment provides good business value for that team. Do not officially approve this type of segment.
- As an Admin or an individual user, share a segment with other individuals to vet and validate a segment. If it doesn’t prove useful, it can be discarded. Do not officially approve this type of segment.

1. In the Segment Manager, mark the checkbox next to the segment you want to share. The segment management tool bar appears:

   ![Segment Management Tool Bar]

   1. Click Share.

2. Click Share.

   ![Share Segment]

   If you are an Admin, you can select All or choose from Groups and Users in your organization. As a non-Admin, you can see only individual users. Use the Search field to search for groups or users.

3. Click Share.

   The Shared icon appears next to the segment: 📅

4. You can filter on segments shared with you by going to Filters > Other Filters > Shared with Me.

**Publishing Segments to the Marketing Cloud**

Publishing segments to the Marketing Cloud lets you use the segment for marketing activity in the Audience library, Target, and audience management.
This check box in the Segment Builder appears only if the report suite that you are saving this segment to is enabled for the Marketing Cloud.

By publishing a segment to the Marketing Cloud, you can use the segment for marketing activity in the Audience library, Target, and audience management. A segment title and description are required.

💡 **Note:** In Analytics, you can edit or delete a published segment. If the segment is in use, a warning message is issued when you edit a segment. You cannot delete a published segment that is in use by Adobe Target.

## Selecting and Applying Segments

How to apply one or more segments to a report from the segment rail.

### How-To Videos

These two Adobe Enterprise TV Videos give a short overview of how to select, apply, stack, filter, and tag segments.

<table>
<thead>
<tr>
<th>Video Name</th>
<th>Embedded Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment Selection - Part 1</td>
<td><a href="https://outv.omniture.com/?v=Y2cm9wbzodrWK_Nfoiw0RofXMtI4cYNx">Adobe EnterpriseTV Training Video:</a></td>
</tr>
<tr>
<td>Segment Selection - Part 2</td>
<td><a href="https://outv.omniture.com/?v=Ywcm9wbzpXPJaGPNHNv7JOJ44-ailRa9">Adobe EnterpriseTV Training Video:</a></td>
</tr>
</tbody>
</table>

1. Bring up the report to which you want to apply a segment, for example the Pages Report.
2. Click **Show Segments** above the report. The segment rail opens.

![Segment rail from Adobe Analytics](image)

3. Mark the checkbox next to one or more of the segments or **Search Segments** to find the right segment.

💡 **Note:** You can apply more than one segment to a report (this is called segment stacking). When multiple segments are applied, the criteria in each segment is combined using an ‘and’ operator and then applied. There is no limit to how many segments you can stack.

💡 **Note:** Clicking the Information icon (i) next to the segment name lets you preview the key metrics to see whether you have a valid segment and how broad the segment is.
4. You can filter by report suite by selecting the (Only) `<report suite name>` check box. This will show only those segments that were last saved in that report suite.

5. Click **Apply Segment** and the report will refresh. The segment or segments that are applied now display at the top of the report:

![Google Search Visitors Segment](image)

**Filtering Segments**

Filter by tags, owners, and other filters (Show All, Mine, Shared With me, Favorites, and Approved.) Filtering makes it easier to search for segments in the segment rail.

1. In the Segment Manager, click the **Filters** icon:

![Advanced Filters](image)

2. The following filters are available:

<table>
<thead>
<tr>
<th>Filter Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tags</td>
<td>Lets you filter on segments with specific tags. The Tags column is shown by default.</td>
</tr>
<tr>
<td>Owners</td>
<td>Lets you filter segments by owner.</td>
</tr>
<tr>
<td>Other Filters &gt; Show All</td>
<td><em>(Admin only)</em> Shows all segments, their owner, and the last date they were modified.</td>
</tr>
<tr>
<td>Other Filters &gt; Mine</td>
<td>Shows all segments that you own.</td>
</tr>
<tr>
<td>Filter Name</td>
<td>Description</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Other Filters &gt; Shared with Me</td>
<td>Shows all segments that others <em>shared</em> with you.</td>
</tr>
<tr>
<td>Other Filters &gt; Favorites</td>
<td>Shows all segments you marked as <em>Favorites</em>.</td>
</tr>
<tr>
<td>Other Filters &gt; Approved</td>
<td>Shows all officially <em>approved</em> segments.</td>
</tr>
<tr>
<td>Search Segments</td>
<td>Lets you search for segments by name.</td>
</tr>
</tbody>
</table>

### Marking Segments as Favorites

Marking segments as favorites is another way to organize them for ease of use.

1. In the Segment Manager, check the star next to any segment that you want to mark as a favorite. It should now appear as a yellow star:

   ![Visitors from Bing](image)

2. You can also filter on favorites under Filters > Other Filters > Favorites.

### Deleting Segments

Lists a few considerations you should be aware of before deleting segments.

When you delete a segment,

- Scheduled reports and dashboards that have this segment applied continue to work normally, i.e. the segment or dashboard continues to use the deleted segment.
- Scheduled reports do not update when you edit a segment with the same name. Here is an example: Let’s suppose you have 2 segments with the same name in different report suites:

<table>
<thead>
<tr>
<th>Segment Name</th>
<th>Report Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits from California</td>
<td>mainprod</td>
</tr>
<tr>
<td>Visits from California</td>
<td>maindev</td>
</tr>
</tbody>
</table>

You have a bookmark that references the segment for the mainprod report suite. Then you delete that segment because it’s a duplicate. The bookmark will continue to run, referencing the definition of the deleted segment. If you change the segment definition for the remaining segment to include Catalina Island and Tijuana Mexico, the segment applied to the bookmark will not change. It will use the old definition. To fix this, update the bookmark to reference the new definition. If you are unsure whether a bookmark, dashboard or scheduled report is using a deleted segment, you could change the name of the remaining segment so it’s more clear whether the bookmark is using the remaining segment.

### Editing Embedded Deleted Segments in Ad Hoc Analysis

Ad Hoc Analysis now lets you edit embedded deleted segments within the *Calculated Metric Builder* and lets you perform a "Save As" operation on that segment.
However, any other deleted segments that reference the deleted segment will remain unchanged.
About Segments

Segments allow you to identify subsets of visitors based on characteristics or website interactions. Segments are designed as codified audience insights that you can build for your specific needs, and then verify, edit, and share with other team members or use in other Adobe products and Analytics capabilities.

Segments are based on a Visitor, Visit and Hit level hierarchy using a nested container model. The nested containers allow you to define visitor attributes and actions based on rules between and within the containers. Unified Segments can be built, approved, shared, saved, and run across multiple products and capabilities in the Adobe Marketing Cloud. Segments can be generated from a report, built into a dashboard report, or bookmarked for quick access.

You can build and save segments in the Segment Builder, or generate segments from a Fallout report (in ad hoc analysis). You can also employ and extend pre-built segments based on specific rules between nested containers, allowing you to filter results and apply to reports. In addition, segments can be used together as stacked segments.

Segments let you identify visitors based on characteristics and sequence of page views.

Segments

Segments identify who your visitors are (country, gender, coffee shop), what devices and services they use (browser, search engine, mobile device), where they navigated from (search engine, previous exit page, natural search), plus a lot more.

Segments can be based in the following values:

- Visitors based on attributes—browser type, device, number of visits, country, gender.
- Visitors based on interactions—campaigns, keyword search, search engine.
- Visitors based on exits and entries—visitors from Facebook, a defined landing page, referring domain.
- Visitors based on custom variables—form field, defined categories, customer ID.

When building audience segments in the Segment Builder, you define conditions using the AND and OR operators between containers.
This type of segment filters data sets based on characteristics joined using the **AND** and **OR** operators.

**Sequential Segments**

Sequential segments let you identify visitors based on navigation and page view across your site, providing a segment of defined actions and interactions. Sequential segments help you identify what a visitor likes and what a visitor avoids. When building sequential segments, the **THEN** operator is used to define and order visitor navigation.

<table>
<thead>
<tr>
<th>Visit One</th>
<th>Visit Two</th>
<th>Visit Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the first visit, the visitor went to the main landing page (A), excluded the campaign page (B), and then viewed the Product page (C).</td>
<td>In the second visit, the visitor again went to the main landing page (A), excluded the campaign page (B), and went again to the Product page (C), and then to a new page (D).</td>
<td>In the third visit, the visitor entered and followed that same path as in the first and second visits, then excluded page F to go directly to a targeted product page (G).</td>
</tr>
</tbody>
</table>

Sequential segments can be based on the following hit values:

- Visitors based on sequence of page hits—page views within a single visit, page views across separate visits, visits that excluded page views.
- Visitors based on time between and after page views—after a time limit, between hits, after an event.
A sequential segment filters data sets based on user actions using the **THEN** operator.

**About Segment Containers**

A Segment sets conditions to filter a visitor based on his or her attributes or interactions with your site. To set conditions in a segment, you set rules to filter visitors based on visitor characteristics and/or navigation traits. To further break down visitor data, you can filter based on specific visits and/or page view hits for each visitor. The Segment Builder provides a simple architecture to build these subsets and apply rules as nested, hierarchical Visitor > Visit > Hit containers.

**How-To Video**

This Adobe Enterprise TV Video give a short overview of what segment containers are and how to use them.

<table>
<thead>
<tr>
<th>Video Name</th>
<th>Embedded Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment Containers</td>
<td><a href="https://outv.omniture.com/?v=9pbXN3NDqAlhJdkbLQamDz5ck_7KL79N">Adobe EnterpriseTV Training Video</a></td>
</tr>
</tbody>
</table>

**About Containers**

The container architecture employed in the Segment Builder defines **Visitor** as the outermost container, containing overarching data specific for the visitor across visits and page views. A nested **Visit** container lets you set rules to break down the visitor’s data based on visits, and a nested **Hit** container lets you break down visitor information based on individual page views. Each container lets you report across a visitor’s history, interactions broken down by visits, or break down individual hits.
The Visitor container includes every visit and page view for visitors within a specified time frame. A segment at the Visitor level returns the page that meets the condition plus all other pages viewed by the visitor (and only constrained by defined date ranges). As the most broadly-defined container, reports generated at the Visitor container level will return page views across all visits and lets you generate a multi-visit analysis. Consequently, the Visitor container is the most susceptible to change based on defined date ranges.

Visitor containers can include values based on a visitor’s overall history:
- Days Before First Purchase
- Original Entry Page
- Original Referring Domains

Visit Container

The Visit container lets you identify page interactions, campaigns, or conversions for a specific web session. The Visit container is the most commonly used container because it captures behaviors for the entire visit session once the rule is met and lets you define which visits you want to include or exclude in building and applying a segment. It can help you answer the question of how many visitors viewed the News and Sports section in the same visit? Or pages that attributed to a successful conversion to a sale?

Visit containers include values based on occurrence per visit:
- Visit Number
- Entry Page
- Return Frequency
- Participation Metrics
- Linearly allocated metrics

Hit Container

The Hit container defines which page hits you would like to include or exclude from a segment. It is the most narrow of the containers available to let you identify specific clicks and page view where a condition is true, letting you view a single tracking code, or isolate behavior within a particular section of your site. You may also want to pinpoint a specific value when an action occurs, such as the marketing channel when an order was placed.

Hit containers include values based single page breakdowns:
- Products
- List Props
- List eVars
- Merchandising eVars (in context of events)

Note: If you use this container on a value that persists, such as an evar, it will pull in every hit where that value is persisting. In the case of a tracking code that expires after a week, that value could be persisting across multiple visits.

Logic Group Container

The Logic Group container allows you to provide a separate container within the segment rules to filter entities not based on hierarchy. For example, you may want to provide a container nested within the segment that filters based on Visitor. This type of logic requires you to break the hierarchy (as you are already have a top-level Visitor container) to filter only for selected visitors. This can be accomplished using the Logic Group container. See Logic Group examples for additional information.
Nesting Containers

When creating segment containers within other containers, you are in essence creating a segment within a segment. The following logic is used with nested containers:

1. Determine what data is included using the outermost container. Any data that does not match this outer rule is discarded in the segmented report.
2. Apply the nested rule to the remaining data. The nested rule does NOT apply to any hits that the first rule throws out.
3. Repeat until all nested container rules have been calculated. The remaining data is then included in the resulting report.

You can use nesting between containers as well as between rules within a container. Here is what you can nest in each container:

<table>
<thead>
<tr>
<th>Container Name</th>
<th>What you can nest inside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hit</td>
<td>Events only</td>
</tr>
<tr>
<td>Visit</td>
<td>Hit container, Events</td>
</tr>
<tr>
<td>Visitor</td>
<td>Visit container, Hit container, Events</td>
</tr>
<tr>
<td>Logic Group</td>
<td>Visitor container, Visit container, Hit container</td>
</tr>
</tbody>
</table>

Include multiple containers within a single definition

Including multiple segments in a new compound segment lets you refine data even further. Dragging two existing segments together acts as an "OR" statement when filtering visitors. All containers in the canvas are reviewed against all data, and any data that matches any of the containers is included in the reporting.

For example, dragging a Visit container where Country = United States with a Visit container where Order = True

Country = United States + Order = True

will build a segment that behaves in this order:

1. This segment would first look at your entire data and identify all visitors within the United States.
2. The segment would then look at all your data again, searching to see if any visitors made an an order.
3. Both sets of data would then be applied to the report.

Containers for Sequential Segments

Sequential segmentation employs the same basic containers, including Visitors, Visits, and Hits (including page views or other dimensions) nested hierarchically.

Visitors constitute the highest-order container in sequential segmentation, with Visits contained within the Visitors container, and Hits contained within the Visitors or Visits containers. This container hierarchy must be maintained to build well-ordered sequential segments.
To build sequential segments, containers are nested and sequential logic joined using the THEN operator that requires each container to be true based on the sequence of the visitor.

The only exception to this hierarchy of containers is when using the Logic Group container. The Logic Group container lets you nest a hit within a container without order to capture events and dimensions but outside of a sequential order.

Reports based on Container Data

Containers allow you to filter different data differently based on reporting values when breaking down segments and applying them to reports.

Data captured at each level of the Visitor > Visit > Hit containers hierarchy affects how you build your segments. If you take the same segment applied to the same report using the same data set, you will get different values based on the container from which you generate the report. Factors such as container reporting level and persistence of values across hits can mean big changes in your reporting accuracy.

Basics of Container Data

For example, the visitor depicted below visited a site on the first visit, landed on the Home page and then visited three additional pages and converted the visit to a sale. On a separate visit, the visitor landed this time through Product page, then to the Home
page, back to the Product page, and then closed the session after looking at Winter Hats. Based in the data captured for each container for the segment, different values will be shown in the report.

The *Pages equals Winter Coat* segment below is applied to the **Pages Report**.

Based on the container selected, the report displays different results.

### Reporting from the Hit Container

When this condition is within a Hit container, then the report lists only pages where *Page = Winter Coats* is true. Since only one page matches this condition in a container of only one page, only the Winter Coats page is displayed.

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Coats</td>
<td>1</td>
</tr>
</tbody>
</table>

Reporting from the Hit container, you can see how reporting from different containers affect overall reporting values. Viewing the segment report, notice that page views are approximately equal to visits (about 2,000 visitors saw duplicate pages within a
visit which adds to the total number of page views), and unique visitors are approximately equal to the number of visits (about 2,000 unique visitors visited more than once.)

![Chart showing page views, visits, and unique visitors]

**Important:** Regardless of how you view the data—from the Hit, Visit, or Visitor containers—they all have the same number of visitors, 63,541, in this example. Regardless of how you generate the report, the initial visitor condition—Visitors who viewed the Winter Coats page—remains intact. It is the subset of data from which you are reporting at the different levels.

**Reporting from the Visit Container**

If this same condition is within a Visit container, then the report lists all pages in the visit where Page equals Winter Coats is true. It filters the Winter Coats page, but also captures all other pages in the visit where the condition is true. Because the visitor also visited the Home, Product, and Purchase pages within the visit where the condition was met, these additional pages are listed in the report when reported using Visitor container data.

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>1</td>
</tr>
<tr>
<td>Product</td>
<td>1</td>
</tr>
<tr>
<td>Winter Coats</td>
<td>1</td>
</tr>
<tr>
<td>Purchase</td>
<td>1</td>
</tr>
</tbody>
</table>

Showing segment values from the Visit container, you can see that the number of page views has increased significantly. This is because reporting from the Visit container identifies all pages that meet the conditions, plus all other pages viewed in the visit (with all page views captured in each Visit container).

![Chart showing updated page views, visits, and unique visitors]

**Reporting from the Visitor Container**

If this same condition is within a Visitor container, the report lists all pages viewed by any visitor where Page equals Winter Coats is true. This means that if a visitor viewed the Winter Coats page, then all of the pages in the Visitor container—including page views in other visits—will be listed. Consequently, pages that don’t match the condition will be listed in the report because
the visitor viewed them at a previous time. All pages in the Visitor container will be listed in the report, even if they occurred previously and do not specifically meet the conditions.

Showing segments from the Visitor container, you can see that the Page Views and Visits have increased. This is because from the visitor level, if the visitor visited the Winter Coats page only once (making the condition true), then all other page views and all other visits is captured for that visitor.

In summary, understanding how segmentation works on various data breakdowns is key to interpreting the data it returns.

**Reporting based on the Container**

Every breakdown of segment data has a scope to which it is applied. Most report breakdowns are based on page views, however, many valuable segments are based on the Visit container, and to a lesser degree the Visitor container. It is important to understand reporting based on the scope of your container.

Based on the Page = Winter Coats segment example used previously, the issues listed below define other aspects of your segment based on how the container data is applied and how the scope of the data should match the segment type.

**Segment container based on matching segment rule**

Applying the segment container against a natural scope of data brings expected results where the line items match the segment rule.

- **Hit container where page equals "Winter Coat"**: Viewing a Page report with this segment returns only the values equaling "Winter Coat." All other pages are excluded from reporting.
- **Visit container where entry page equals "Winter Apparel"**: Viewing an Entry Page report with this segment only returns the second visit because its entry page matches the segment rule.
- **Visit container where visit number equals 1**: Viewing a Visit All page views from the first visit are included in the report because it matches the segment rule.

**Page Views at the Visit container level**
Many segment rules identify page views per visit. When this occurs, the entire Visitor container is applied, if only a single hit matches the rule. This segment report is especially valuable because page views based on visits provide insight based on page views per visit.

- **Visit container where page equals "Winter Coat" page:** In a Page report at the Visitor container level displays all page views of visits that included a view of the "Winter Apparel" page. If a page matches the segment rule, all page views associated with that visit are included in the report.

- **Visit container where page equals "Home" page:** In a Page report with this segment only displays data from the first visit. This is because in the second visit the visitor did not view a "Home" page.

- **Visitor container where page equals "Winter Apparel":** In a Page report, this segment retrieves all data from both visits because in both visits the visitor viewed the "Winter Apparel" page.

### Segment container identifying Hits smaller than Page Views

Using segment with a smaller container than the breakdown scope returns unexpected data. Using a smaller breakdown still pulls in all hits from that scope of data.

- **Hit container where entry page equals Product page:** Every page associates with the visit’s entry page, making it a visit-based breakdown. Using this segment not only pulls in the entry page Product Page, but also all hits in that visit as well.

- **Hit container where List Var 1 contains ValueA:** If multiple values were defined on the same hit as the list var, then all variable values are included in the segment. There is no way to separate values that occur in the same page view because the Hit container is the smallest segment container to break down hits.

- **Hit container where Page equals "Purchase":** If using page views as a metric, only the Purchase page is displayed (as expected). If using a Revenue Participation report, then all pages in the first visit receive $100, since participation metrics are visit-based.

- **Hit container where Page equals "Winter Coat":** If using page views as a metric, only the Winter Coat page is displayed (as expected). If using a Revenue Participation report, no pages receive credit because this dimension requires a persistent dimension. The page view that actually made the purchase (the Purchase page) is not included in the Hit container, so no revenue participation is given to any item. However, running a report from the Visit container would include all page views in that visit and would distribute revenue participation ($100) across all pages viewed in the session.

### Persistence across Containers

Filtering by dimensions that persist across a range of pages, such as a Campaign eVar or a Referring dimension, affects the data collected at the container level and needs to be understood for reporting accuracy.

Segment data can vary based on the persistence of a dimension or applied variable across selected pages. Some dimensions, such as the Page dimension, provide unique values at the page level and are filtered based on data from the Hit container. (See the [Reports based on Container Data](#) example). Other dimensions, such as the Referring Domain dimension, persist across multiple pages for a visit. Some dimensions or applied variables, such as Visit Duration, span across a visitor’s entire history.

In contrast to the Page dimension, the Referring Domain value is attached to each page in this visit. For example, the visitor below arrives at the Home page from a referred site. Consequently, all pages within that visit are assigned the same referring domain value.

The **Referring Domain equals aol.com** segment below is applied to the **Pages Report**.
In a new visit, the visitor is referred from another site. Consequently, all pages in the new visit are assigned the new referring domain value for each page view.

**Reporting from the Hit Container**

Because all page views within the same visit are assigned the same Referring Domain value, reporting at the Hit container level where Referring Domain = "aol.com" returns all pages listed in the table below.

<table>
<thead>
<tr>
<th>Referring Domain = &quot;aol.com&quot;</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>1</td>
</tr>
<tr>
<td>Winter Apparel</td>
<td>1</td>
</tr>
<tr>
<td>Winter Coat</td>
<td>1</td>
</tr>
<tr>
<td>Purchase</td>
<td>1</td>
</tr>
</tbody>
</table>

Showing data from the Hit container, just over 92,000 page views were viewed in over 33,000 Visits by just over 32,000 Visitors. On average, there were three page views in each visit, and almost all visits were by unique visitors.
Reporting from the Visit Container

If this same condition is filtered in the Visit container for a Pages report, then all pages in the visit where \textit{Referring Domain} = "aol.com" is true. Because the value of the referring domain is set at the visit level, reports at the Page View and Visit levels are the same.

In this example, because all pages have the same referring domain value based on the visit, the report from the Visit container level is (almost) the same to the report from the Page View container (with slight offset—98, 234 to 98,248—due to data anomalies).

Reporting from the Visitor Container

From the Visitor container, the Page report lists all pages viewed by any visitor where \textit{Referring Domain} equals "aol.com" is true. Consequently, if a visitor had "aol.com" as a referring domain at anytime in the history (within the defined time period), then all of the pages in the Visitor container—including page views in other visits—will be listed. Even pages that don't match the primary condition will be listed in the report because these pages are included in the Visitor container. All pages in the Visitor container will be listed in the report, even if they occurred previously and do not specifically meet the conditions.

In a Referring Domain report, \textit{Referring Domain} = "aol.com" is true in four page views, but \textit{Referring Domain} = "weather.com" is true in the other pages the visitor hit. From the Visitor container, you get a list of Visitors where "aol.com" is true, but it also gives you pages where the referring domain is "weather.com", not the value that matched your initial request in the segment.
When you view data from the Visitor container, notice that the page views have increased significantly (from 98,248 to 112,925). This is because all page views by the visitor—including those with other referring domain values saved to at the Visitor container level—have been listed (as well as the additional visits by that visitor, increasing visits from 33,203 to 43,448).

<table>
<thead>
<tr>
<th>Visit 1</th>
<th>Visit 2</th>
<th>Visitor container</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Referring Domain</strong></td>
<td><strong>Referring Domain</strong></td>
<td><strong>Referring Domain</strong></td>
</tr>
<tr>
<td>= &quot;aol.com&quot;</td>
<td>= &quot;weather.com&quot;</td>
<td>= &quot;aol.com&quot;</td>
</tr>
<tr>
<td>Home</td>
<td>Winter Apparel</td>
<td>Winter Apparel</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Winter Apparel</td>
<td>Winter Boots</td>
<td>Ref Dom = &quot;aol.com&quot;</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Winter Coat</td>
<td>Winter Hats</td>
<td>Ref Dom = &quot;weather.com&quot;</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

In summary,

- The Visit container returns all the pages seen in a visit where at least one page meets the criteria. So, if a page is only seen on visit 1 on day 1, then all pages viewed across the entire visit are included in the data.
- Be careful when the condition you are segmenting on is on an eVar or other type of persistent variable. For example, you might use the condition “where campaign contains email” and it expires after 7 days. So, if the campaign is set on the first visit, it will persist for 7 more days. Each visit will be included even though the campaign was only set on the first visit. The other visits will also be included (as long as they are in the date range of the report). If you want to eliminate persistent values from being included, either use the event “instance of”, or an equivalent Prop variable, if available.
Segment Reference

Comparison Operators for Segments

The Segment Builder allows you to compare and constrain values using selected operators.

Note: Operators marked (dw only) indicate that they work with data warehouse segments only.

The only supported wildcard character is the asterisk: *. If you need to search for *, you can escape it with a backslash.

Example: Suppose you have a page name called "My cool product".

The segment rule "Page name matches My*product" will match the above page name. However, the rule "Page name matches My\"product" matches only the page name "My*Product".

<table>
<thead>
<tr>
<th>Operator</th>
<th>The selected dimension, segment, or metric event...</th>
</tr>
</thead>
<tbody>
<tr>
<td>equals</td>
<td>Returns items that match exactly for a numeric or string value.</td>
</tr>
<tr>
<td></td>
<td>Note: If using wildcard characters, use the &quot;matches&quot; operator.</td>
</tr>
<tr>
<td>does not equal</td>
<td>Returns all items that do not contain the exact match of the value entered.</td>
</tr>
<tr>
<td></td>
<td>Note: If using wildcard characters, use the &quot;does not match&quot; operator.</td>
</tr>
<tr>
<td>matches</td>
<td>Returns items that match exactly based on a given numeric or string value.</td>
</tr>
<tr>
<td></td>
<td>Note: Use this operator when using wildcard (globbing) features.</td>
</tr>
<tr>
<td>does not match</td>
<td>Returns all items that do not contain the exact match of the value entered.</td>
</tr>
<tr>
<td></td>
<td>Note: Use this operator when using wildcard (globbing) features.</td>
</tr>
<tr>
<td>is less than</td>
<td>Returns items whose numeric count is less than the value entered.</td>
</tr>
<tr>
<td>(dw only)</td>
<td></td>
</tr>
<tr>
<td>is less than or equal to</td>
<td>Returns items whose numeric count is less than or equal to the value entered.</td>
</tr>
<tr>
<td>(dw only)</td>
<td></td>
</tr>
<tr>
<td>is greater than</td>
<td>Returns items whose numeric count is greater than the value entered.</td>
</tr>
<tr>
<td>(dw only)</td>
<td></td>
</tr>
<tr>
<td>is greater than or equal to</td>
<td>Returns items whose numeric count is greater than or equal to the value entered.</td>
</tr>
<tr>
<td>(dw only)</td>
<td></td>
</tr>
<tr>
<td>Operator</td>
<td>The selected dimension, segment, or metric event...</td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>contains</td>
<td>Returns items that compare to the substrings of the values entered. For example, if the rule for &quot;Page&quot; contains &quot;Search&quot;, then it will match any page that has the substring &quot;Search&quot; in it, including &quot;Search Results&quot;, &quot;Search&quot;, and &quot;Searching&quot;.</td>
</tr>
<tr>
<td>does not contain</td>
<td>Returns the inverse of the &quot;contains&quot; rule. Specifically, all items that match the entered value will be excluded from the entered values. For example, if the rule for &quot;Page&quot; does not contain &quot;Search&quot;, then it will not match any page that has the substring &quot;Search&quot; in it, including &quot;Search Results&quot;, &quot;Search&quot;, and &quot;Searching&quot;. These values will be excluded from the results.</td>
</tr>
<tr>
<td>contains all of</td>
<td>Returns items compared to the substrings, including multiple values joined together. For example, entering &quot;Search Results&quot; with this operator would match &quot;Search Results&quot; and &quot;Results of Search&quot;, but not &quot;Search&quot; or &quot;Results&quot; independently. It would match Search AND Results found together.</td>
</tr>
<tr>
<td>does not contain all of</td>
<td>Identifies items compared to substrings—including multiple values joined together—and then only return items without these values. For example, entering &quot;Search Results&quot; with this operator would identify &quot;Search Results&quot; and &quot;Results of Search&quot; (but not &quot;Search&quot; or &quot;Results&quot; independently) and then exclude these items.</td>
</tr>
<tr>
<td>contains any of</td>
<td>Returns items compared to the substrings, including multiple values joined or independently identified. For example, entering &quot;Search Results&quot; with this operator would match &quot;Search Results&quot;, &quot;Results of Search&quot;, &quot;Search&quot;, and &quot;Results&quot;. It would match either &quot;Search&quot; OR &quot;Results&quot; found together or independently.</td>
</tr>
<tr>
<td>does not contain any of</td>
<td>Identifies items based on substrings and then returns values that do not contain these substrings. It can have multiple joined values or values independently identified. For example, entering &quot;Search Results&quot;, &quot;Results of Search&quot;, &quot;Search&quot;, and &quot;Results&quot; where either &quot;Search&quot; or &quot;Results&quot; are found together or independently. It would then exclude items that contain these substrings.</td>
</tr>
<tr>
<td>starts with</td>
<td>Returns items that start with the character or strings of the value entered.</td>
</tr>
<tr>
<td>does not start with</td>
<td>Returns all items that do not start with the characters or strings of the values entered. This is the inverse of &quot;starts with&quot; operator.</td>
</tr>
<tr>
<td>ends with</td>
<td>Returns items that end with the character or strings of the value entered.</td>
</tr>
<tr>
<td>does not end with</td>
<td>Returns all items that do not end with the characters or strings of the value entered. This is the inverse of &quot;ends with&quot; operator.</td>
</tr>
<tr>
<td>is null</td>
<td>Returns items that contain an empty string identified as a null value.</td>
</tr>
<tr>
<td>is not null</td>
<td>Returns items that do not contain a null value.</td>
</tr>
<tr>
<td>exists</td>
<td>Returns the number of items that exist.</td>
</tr>
<tr>
<td></td>
<td>For example, if you evaluate the Pages Not Found dimension using the &quot;exist&quot; operator, the number of error pages that exist is returned.</td>
</tr>
</tbody>
</table>
### Operator

<table>
<thead>
<tr>
<th>Operator</th>
<th>The selected dimension, segment, or metric event...</th>
</tr>
</thead>
<tbody>
<tr>
<td>does not exist</td>
<td>Returns all items that do not exist.</td>
</tr>
<tr>
<td></td>
<td>For example, if you evaluate the Pages Not Found dimension using the &quot;does not exist&quot; operator, the number of pages where this error page did not exist is returned.</td>
</tr>
</tbody>
</table>

### Data Warehouse Segment Compatibility

Not all segments created in the Segment Builder are compatible with Data Warehouse. This table lists the supported functions.

<table>
<thead>
<tr>
<th></th>
<th>Reports &amp; Analytics, Ad Hoc Analysis</th>
<th>Data Warehouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excludes</td>
<td>Supported at any level</td>
<td>Supported only in special cases at the top level</td>
</tr>
<tr>
<td>Sequential segments</td>
<td>Supported</td>
<td>Not supported</td>
</tr>
<tr>
<td>AND and OR can be combined</td>
<td>Supported</td>
<td>Some limitations</td>
</tr>
<tr>
<td>without limits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nested containers</td>
<td>Supported</td>
<td>Some limitations (they must decrease in scope, for example visitors can contain hits, but not the other way around)</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Drag and drop a dimension into the Segment Builder’s Definitions field to find out about its product compatibility. For example, these dimensions are supported only in Reports &amp; Analytics and Ad Hoc Analysis: • Entry Server • Entry Category • Entry Date • All Search Page Rank</td>
<td>Drag and drop a dimension into the Segment Builder’s Definitions field to find out about its product compatibility. For example, these dimensions are supported only in Data Warehouse: • IP address • Page URL • Visitor ID • Marketing Cloud Visitor ID</td>
</tr>
<tr>
<td>Segment stacking</td>
<td>Supported</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

### Segment Rights by Role

Segment functionality now mostly differs between Admin-level users and non-Admins.
<table>
<thead>
<tr>
<th>Sharing Segments</th>
<th>Viewing/Managing Segments</th>
<th>Approving Segments</th>
<th>Applying Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Admin-level users</strong></td>
<td>Can share with entire company, with user groups, and with individual users.</td>
<td>Marketing reports &amp; analytics: Can view/edit/delete/etc. their own and other users’ segments. Ad hoc analysis and report builder: Can view/edit/delete/etc. their own segments and those shared with them.</td>
<td>Can approve segments as canonical.</td>
</tr>
<tr>
<td><strong>Non-Admin-level users</strong></td>
<td>Can share with individual users only</td>
<td>Can view/edit/delete/etc. only their own segments.</td>
<td>Can only consume approved segments; cannot mark as approved.</td>
</tr>
</tbody>
</table>

**Troubleshooting**

**Error: "Incompatible elements in this segment"**

This error occurs when you try to save a segment in the Data Warehouse folder where the segment contains elements not compatible with Data Warehouse. To resolve this error, do one of two things:

- Save the segment in a different folder
- Remove or change the incompatible portions of the segment.

**Why does my segment return no data at all?**

Possible reasons:

- Reverse nesting - for example, nesting a Visitor container under a Visit container.
- The report does not support segmentation.
- There is no data matching the segmentation criteria.

**Why can't I see the segment I created in the Segment Manager?**

Possible reasons:

- Some dimensions are available only in Data Warehouse and not in the Segment Manager.
- Segment is not compatible with Reports & Analytics.
- Segment is checked only for a specific report suite.
- A shared segment might have been deleted by another user.
- Segments could not loaded due to a data center or Browser Cache issue.
- The segment has not been saved.
- IP address may be blocked at the user’s end.

**Why does the Page Data shown after applying a segment seem incorrect?**

Possible reasons:
• Rules/Operators are incorrect for the required result.
• Incorrect application of containers to the segment.
• Traffic variables used to segment are not set properly or are expired.