Introduction to segmentation

In the Frosmo context, segmentation means grouping the visitors browsing your website based on their behavior, location, or other attributes to enable effective personalization. You can define a set of rules that places a visitor into one or more segments – or removes a visitor from them. Once you've created the segments, you can target personalized content modifications to those segments. Or, even better, you can first study the segments to better understand your visitor base and target audiences, and *then* use that information to create personalized experiences.
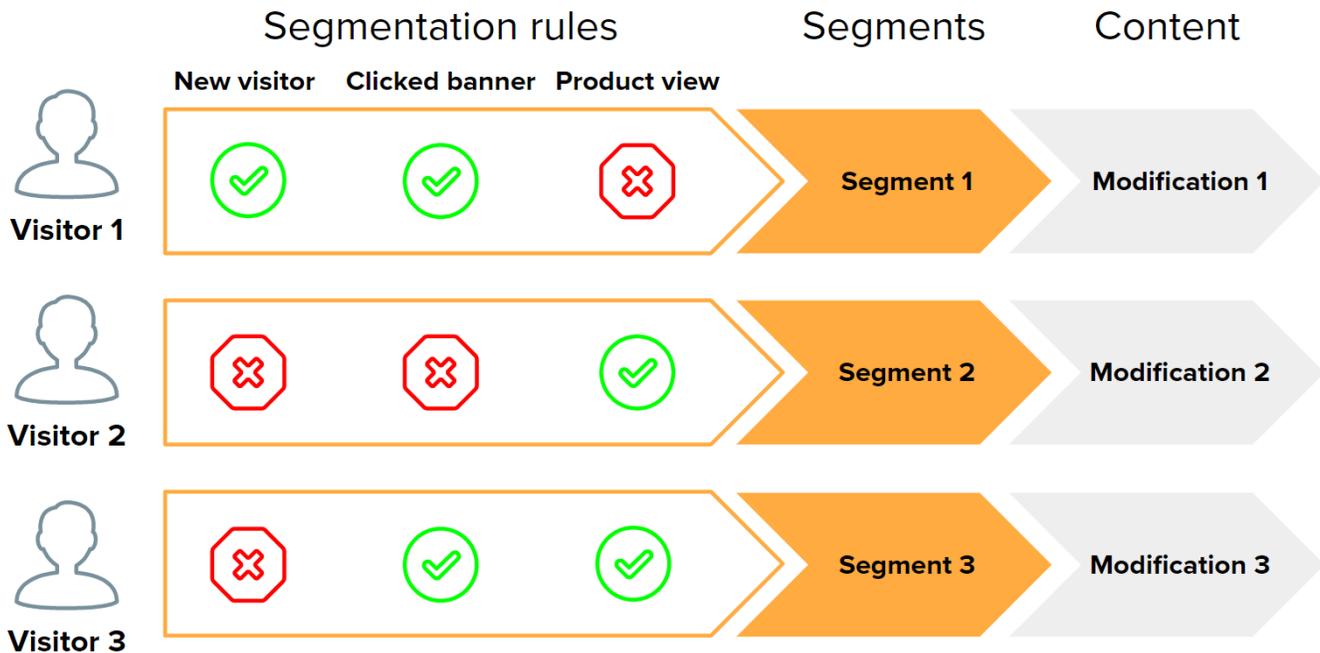

Figure: Rules-based segmentation for content targeting

The Frosmo Platform allows you to create, manage, and combine segments. You can also analyze the behavior of your visitors on a segment level.

> ⚠️ Segments are site-specific. This means that you cannot use individual segments across different sites of your company. However, you can use t arget groups to segment visitors across sites.

To learn more about segmentation, see:

- Segmentation benefits
- Segment types
- How segments work
- Where to go next

Segmentation benefits

Creating relevant segments brings benefits not only to you but also to your visitors. Ecommerce in particular allows you to gather a wealth of visitor-related data that is not available in any other kind of business. You can then exploit that data to help your visitors discover information relevant to them. This makes the browsing session smoother, the purchase funnel faster, and the overall visitor experience more pleasant.

The benefits for you, the service provider, are:

- Higher conversion rates
- Higher visitor retention
- Better understanding of your customer base

For example, by knowing the geographical location of your visitors, you can offer them clothing for the appropriate season or encourage them to visit your local store. By knowing whether a visitor enters your site for the first time or visits and purchases regularly, you can present them with newcomer deals or loyal customer discounts.

Segment types

You can implement segmentation in several ways. What is best for you, depends on your industry and the goals and plans you have for your website. You can start with some basic segment categories and attributes, such as:

For the segmentation options and rules provided by the Frosmo Platform, see Creating and editing a segment. For examples and ideas on how to implement segmentation, see Segment examples.

> ⚠️ Personalization based on personal data is subject to rules and regulations, such as the General Data Protection Regulation (GDPR) in the EU /ETA area. Make sure you only collect personal data on a lawful basis. For more information about data collected by the Frosmo Platform, see Data collection and storage.

Demographics

Demographic attributes mean basic background information about your visitors, such as:

- Age
- Gender
- Family type
- Location (city, region, country, language)

Demographic information allows you to provide your visitors with the correct offering for their specific climate, culture, gender, and age group. Since most of the demographic data cannot be easily collected through the site, you can utilize other information about your customers, such as the data in your CRM, to segment visitors through the Frosmo Platform.

Context

Context refers to the technology the visitor is using, such as:

- Browser
- Device type (desktop, mobile, tablet)

Contextual attributes allows you to target your visitors with content that is optimized for the technology they are using. Mobile users may have different interests than desktop users, and not all content supports old browser versions.

Behavior and life cycle

Behavioral and life-cycle attributes are based on the visitor's actions on the website. They can include:

- Activity
- Number of visits (new visitor, regular visitor, frequent visitor)
- Recent purchases
- Value
- Visitor logins

Understanding visitor behavior and acknowledging the state of their relationship with your company is essential, as it allows you to reward visitors who are loyal to you and reach out to those who are at risk of slipping away.

Affinity

Affinity attributes comprise information related to the visitor's interests and loyalties, such as:

- Brands
- Product or content categories
- Lifestyle (for example, traveling, sports, home decoration)
- Values (for example, ecological and ethical)

Affinity attributes are a bit trickier to capture, but a lot can be said about visitors based on the pages and products they view. If a visitor frequently visits pages offering outdoor clothing and camping gear, you can assume that they are into camping or at least interested in it.

Comparing this information with the other data you have about this and similar visitors allows you to provide them with other content relevant to them. Creating personalized product recommendations especially requires that you understand what drives a particular type of visitor.

How segments work

The mechanism of segmentation is very simple:

1. In the Frosmo Control Panel, you define a rule or a set of rules for each segment. After you create and save a segment, the segment becomes active immediately.
2. When a visitor browses your site, they get segmented according to the defined segmentation rules.

3. During the initial browsing session and subsequent visits to the site, the visitor may be included in additional segments or removed from segments depending on the defined segmentation rules.

For example, for a retail site, you can create a segment for returning visitors who viewed at least two products in the coffee maker product category during the last 14 days. This means that a visitor who has visited your site may view two coffee makers within the span of 14 days to get segmented. You can assume that visitors in this segment are currently interested in coffee makers and use that information to, for example, show recommendations or other modifications related to that product category. When the visitor fails to return to your site and view coffee makers in 14 days, they are automatically removed from the segment (and probably no longer interested in the product category).

In reality, visitors are often included in more than one segment or segment group at once. In this case, the content they see based on segmentation depends on the priority and other settings of the modifications created for your site. You can use this to you advantage by creating mutually exclusive segment groups.

However, keep in mind that in order for segmentation to be effective, you often need to create relevant content for each segment. Therefore, keep your segmentation strategy simple and consider which segments are the most important to you – it may not make sense to personalize content for visitors interested in, let's say, each shampoo brand sold on your site.

Where to go next

- Learn more about segmentation rules and working with segments.
- Get tips and ideas from hands-on segment examples.