

Working with segment groups

You can combine segments into segment groups to further refine which visitors you want include in or exclude from your target audience.

You can use segment groups to:

- Organize segments and thus manage them more easily. For example, you can group similar segments to add them more easily in the audience settings of a modification.
- Make segments [mutually exclusive within a segment group](#). This means that a visitor can only be in one segment within a segment group. For example, you can define segments for visitors in major cities. If a visitor is currently segmented in city A, but gets segmented again in city B, they are automatically excluded from the segment for city A.

Segment groups are site-specific. To segment visitors across sites, use [target groups](#).

With segment groups, you can:

- [Add segments to an existing group, or a new group](#).
- [Edit segment groups](#).
- [Remove segment groups](#).

Mutually exclusive segment groups

Mutually exclusive segment groups have many advantages. For example, you can create a group of three segments based on when a visitor last made a purchase on your site:

- Last purchase within 7 days
- Last purchase within 30 days
- Last purchase within 180 days

When you place the segments in a mutually exclusive segment group in this order, the first segment is evaluated first. If the visitor has not made a purchase within 7 days, the platform evaluates the next segment. Again, if the visitor has not made a purchase within 30 days, the platform evaluates the last segment. If the visitor has not made a purchase within 180 days, they are not segmented at all. Visitors in the three segments probably need different kinds of content to guide the towards conversion.