

Targeting content to specific visitor segments



This example assumes that your site has a [basic feature setup](#) in place.

This [use case example](#) shows you how to target a [recommendation](#) to a specific group of visitors.

In this example, you:

- Create a [segment](#) for the group of visitors you want to target. The Frosmo Platform will display the recommendation only to visitors in this segment.
- Assign a non-segmented recommendation [modification](#) to the new segment. The modification displays the recommendation on the new page.

You work on the placement and modification in the [Frosmo Control Panel](#).



Consider the assumptions and screenshots in this example as just that: examples. In working through the example, feel free to adjust the assumptions to fit your site and needs.



If you do not want this example to interfere with the live content on your site, [duplicate](#) the existing recommendation modification, and use either [test mode](#) or a [workspace](#). You can also safely [preview the modification](#) from the Control Panel.

Choose the correct example for your site:

- [Retail](#)

Retail

For example purposes, let's assume the following:

- You want to segment the **Home page - Recommendation 3** modification on a retail site.
- You want to target visitors who have viewed more than 10 products and purchased at least 2 products in the past 7 days. You create a single segment for these visitors.

To work through the example:

1. [Create the segment](#).
2. [Assign the recommendation modification to the segment](#).

Creating the segment

To create the segment:

1. [Log in to the Frosmo Control Panel](#).
2. In the main menu, select **Data Management > Segmentation > Segments**.
3. Click **Create segment**.
4. Define the rules for the segment:
 - a. In the **Rules** section, click **Add new rule**, select **Trigger**, and set the segmentation rule to:

The visitor has triggered *[Tracking] Product view more than 10 times*, with *each trigger event* counted.

This means that visitors who view any product page more than 10 times get segmented. Each page view is counted. Every time a visitor loads or reloads a product page in their browser, the platform fires the **[Tracking] Product view trigger**.
 - b. Click **Add new condition**, select **AND**, select **Custom action**, and set the segmentation rule to:

The visitor has completed the *Buy Product* custom action with *any value(s) more than or equal to 2 times*, with *each event* counted.

This means that visitors who purchase at least 2 products get segmented. Each product is counted. Every time a visitor completes a [transaction](#), the platform sends a **Buy Product custom action event** for each product included in the transaction. (Multiple copies of the same product in the same transaction count as 1 product.)
 - c. In the **Time limit** field, select **7**.

The following figure shows the complete segment rule settings in the Control Panel.

Rules

Define the rules for segmenting a visitor. [Learn more](#)

The visitor has triggered more than times, with counted.

AND OR

The visitor has completed the custom action with value(s) more than or equal to times, with counted.

Time limit

Select the time period within which the visitor's actions must fulfill the rules. [Learn more](#)

days

For more information about the rules, see the [segmentation user guide](#).

5. Define a name for the segment:
 - a. Select **Description**.
 - b. In the **Name** field, enter "Viewed more than 10 products and bought at least 2 products in the past 7 days".

Name*

Description

6. Click **Save**.
7. Optionally, move the segment to an existing segment group:
 - a. In the segments list, find the segment, click the quick menu button for the segment, and select **Move to**.

Viewed more than 10 products and bought at least 2 products in the past 7 days No data

sgmt_22290

- Edit
- Duplicate
- Remove
- Move to...**

- b. Select **To existing group**, and select **Site activity** as the existing group.

Combine segments into segment groups to manage them more easily and to further refine your target audience. [Learn more](#)

Where do you want to move the following segment?

Viewed more than 10 products and bought at least 2 products in the past 7 days

Select existing group

Site activity ▼

c. Click **Move**.

For more information about segment groups, see the [segmentation user guide](#).

You have created the segment. The platform now automatically places applicable visitors in the segment, and you can now assign modifications to the segment.

Assigning the recommendation modification to the segment

To assign the recommendation modification to the segment:

1. In the Control Panel, select **Modifications > Overview**.
2. In the modifications list, find the modification you want to assign to the segment, and click the modification name. In this example, the modification is **Home page - Recommendation 3**.
3. Define the target audience for the modification:
 - a. In the **Basic settings** view, in the **Targeting** section, click **Define targeting**.

Targeting

The modification targets all visitors.

To show the modification only to specific visitor groups, define targeting for the modification. [Learn more](#)

b. Click **Select segments**.

You can combine existing segments and create new segments. If you do not select any segments, the modification targets all visitors (no matter how they are segmented). [Learn more](#)

c. Select the segment you created.

Site activity (3)

<input checked="" type="checkbox"/>	Viewed more than 10 products and bought at least 2 products in the past 7 days 22300 /	Size: 0
<input type="checkbox"/>	Viewed more than 10 products in the past 2 days 22299 /	Size: 9556
<input type="checkbox"/>	Visited more than 3 times in the past 2 days 22298 /	Size: 5230

d. Click **Select**.

e. Make sure the segment **is** included in the target audience.

The visitor **is** in segment:

Viewed more than 10 products and bought at least 2 products in the past 7 days

Change segments

Select more segments

You can combine existing segments and create new segments. If you do not select any segments, the modification targets all visitors (no matter how they are segmented). [Learn more](#)

f. Click **Save**.

For more information about the settings, see the [modification user guide](#).

4. To exit the modification settings, click **Close**.

You have assigned the recommendation modification to the segment. The platform now displays the modification only to visitors who are in the segment.

You're all done with this example!