

# Segment examples

Learn how to create and use [segments](#) through practical examples.

- [Example: Excluding visitors from a segment](#)
- [Example: Segmenting visitors based on product views](#)
- [Example: Segmenting returning customers](#)
- [Example: Segmenting visitors based on landing page](#)
- [Example: Segmenting visitors based on location](#)
- [Example: Segmenting visitors based on traffic source](#)
- [Example: Segmenting visitors based on search queries](#)

To learn how to create segments based on triggers, see [Trigger examples](#).