

Adding a segment to a segment group

You can add a segment to a new or existing segment group. Adding a segment to a new segment group creates that segment group.

To add a segment to a segment group:

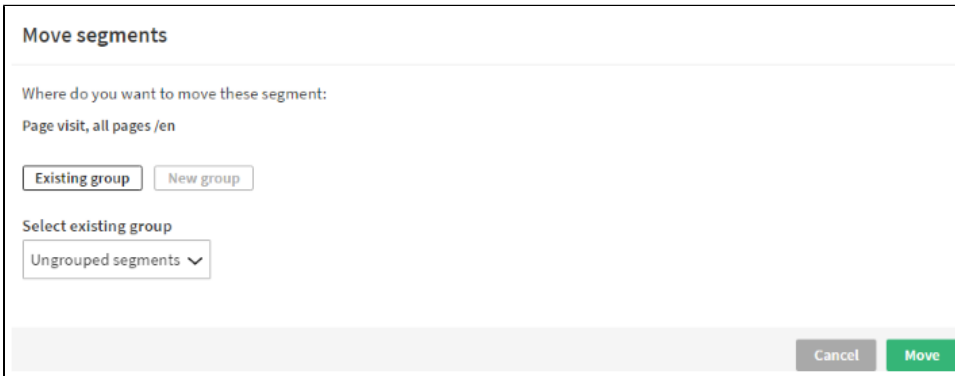
1. In the Frosmo Control Panel, select **Data Management > Segmentation > Segments**.
2. Find the segment you want to add to a group, click the quick menu button for the segment, and select **Move to**.



3. Add the segment either to an existing group or to a new group.

To add the segment to an existing group:

- a. Select **Existing group**.
- b. Select a group from the drop-down menu.
- c. Click **Move**.



To add the segment to a new group:

- a. Select **New group**.
- b. Enter a name for the group.
- c. Select the group type:
 - **General**: To organize your segments for easier management, use this group type. A visitor can belong to multiple segments within the group at the same time.
 - **Mutually exclusive**: A visitor can only belong to one segment in the group at a time. When the visitor enters a new segment, they are automatically removed from the previous segment.
- d. Click **Move**.

