

# Magento Advanced Customer Segments – new Amasty extension

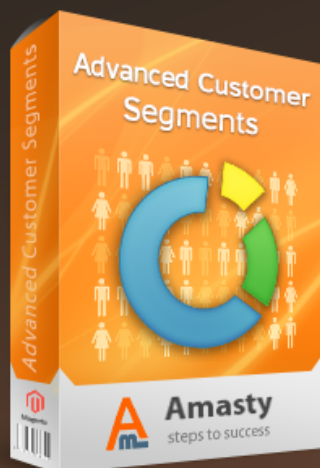
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Please meet a new Amasty extension – [Advanced Customer Segments](#).

Segment your customers and guest visitors by various parameters. Export segmentation results for careful analysis and take advantage of targeted marketing campaigns.

# NEW AMASTY EXTENSIONS



## ADVANCED CUSTOMER SEGMENTS

### USEFUL FOR: MARKETING

#### FEATURES:

- EASILY SEGMENT REGISTERED CUSTOMERS
- SEGMENT GUEST VISITORS BY ORDER AND SHOPPING CART DATA
- CREATE COMPLEX SEGMENTATION RULES
- QUICKLY EXPORT SEGMENTATION RESULTS
- USE SEGMENTATION FOR TARGETED MARKETING CAMPAIGNS

## Why do you need customer segmentation features on your Magento store?

The rule is simple: **the closer your offer is to customer's needs, the more chances he will spend money.** As it's almost impossible to create an offer that will suit everyone, marketers segment customers into groups by different criteria, which help to define their needs better.

Advanced Customer Segments helps you to segment customers by a vast number of criteria, making your marketing campaigns targeted, which increases conversions and brings you more sales.

## Main Features

### Magento customer segmentation based on various parameters

Arrange customers into groups based on:

• **customer info, including:**

- The number of days from the last visit;
- The number of days from the registration;
- Newsletter subscription;
- Customer group;
- Store view where customer registered;
- The number of days before birthday;
- Date of birth;
- Email;
- Gender;
- First/last/middle name;

**Edit Segment `Customer Group: Wholesale`**

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

Customer Customer Group **is** Wholesale



• **shopping cart data**

- The number of days passed from cart creation;
- The number of days passed from last cart modification;
- Cart grand total;
- Products count (the number of products added to shopping cart);

**Edit Segment `5 days after shopping cart creation`**

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

Days from cart created **greater than** 5 :

Products count **equals or greater than** 10 :



• **order parameters**

- The number of days passed form first completed order;
- The number of days passed form last completed order;
- Payment method;
- Shipping method;
- The number of orders made by a customer plus additional product attributes;
- The total number of products ordered by a customer plus additional product attributes;
- Total sales amount;
- Average order value;

**Edit Segment `Ordered Products`**

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

If **Ordered products equals or greater than 20** for a subselection of orders matching **ALL** of these conditions:

Product Brand **is Apple**

• **shipping and billing address**

- Billing email, state, city, country and a zip code;
- Shipping state, city, country, zip code;

**Edit Segment `Billing and Shipping Address`**

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

Shipping City **is London** :

Billing City **is London** :

- **products**

- the number of viewed products
- the number of products, added to wishlists
- additional product attributes

**New Segment** Back Continue

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Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

- If **Products in wishlist equals or greater than 10** for a subselection of orders matching **ALL** of these conditions: ✖
  - Product SKU is **8525PDA, MM-A900M, MA464LL/A, ...** ✖
  - +
  - +

## Complex customer segmentation rules

Combine various segmentation rules to create customer groups with more precise description and use them for highly targeted campaigns.

**New Segment** Back Continue

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Apply the rule only if the following conditions are met (leave blank for all products)

If **ANY** of these conditions are **TRUE** :

- If **ALL** of these conditions are **TRUE** : ✖
  - Days from cart created **greater than 10** : ✖
  - Products count **equals or greater than 15** : ✖
  - +
- If **ALL** of these conditions are **TRUE** : ✖
  - Days from cart modified **greater than 15** : ✖
  - Products count **equals or greater than 20** : ✖
  - +
  - +

## Segment both registered customers and guest visitors

Segments formed by rules based on order and cart information will contain not only registered customers, but also guests.

## Export Magento customer segments

**Edit Segment `Customer Group: General`**

Page  of 1 pages | View  per page | 
 Export to:

Total 3 records found

Email	First Name	Last Name	
john.doe@example.com	John	Doe	<a href="#">View</a>
peter.parker@example.com	Peter	Parker	<a href="#">View</a>
helena@example.com	Helena	Brown	<a href="#">View</a>

Export customer list to CSV or XML file.

As soon as the rule is applied you get the list of customers meeting the rule conditions.

## Get segments updated on schedule using cron

### Customers Segmentation

**General**

Cron Execution Time

[GLOBAL]

Set the exact time to get segmentation lists updated by cron.

## Manual segments update feature

You can manually reindex customer segments before any marketing activities, for example, before sending an email campaign. By default reindexation is run by cron once a day.

**Index Management**

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Index	Description	Mode	Status	Update Required	Updated At	Action
<input type="checkbox"/> Stock Status	Index Product Stock Status	Update on Save	READY	NO	Apr 15, 2015 4:24:31 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Tag Aggregation Data	Rebuild Tag aggregation data	Update on Save	READY	NO	Apr 15, 2015 4:24:35 AM	<a href="#">Reindex Data</a>
<input type="checkbox"/> Amasty: Customer Segmentation Indexer	Amasty: Customer Segmentation Indexer	Update on Save	READY	NO	Apr 22, 2015 7:17:10 AM	<a href="#">Reindex Data</a>

You can re-index segmentation data at any time you need.

## Works great with other Amasty extensions

Magento Advanced Customer Segments forms a great team with other Amasty marketing extensions, such as:

- [Follow up Email](#) – launch highly targeted email campaigns.
- [Special Promotions Pro](#) – create promotions based on specific customer segments.
- [Customer Attributes](#) – segment customers using custom attributes.
- [Shipping Restrictions](#) – segment customers to create complex shipping restriction rules.