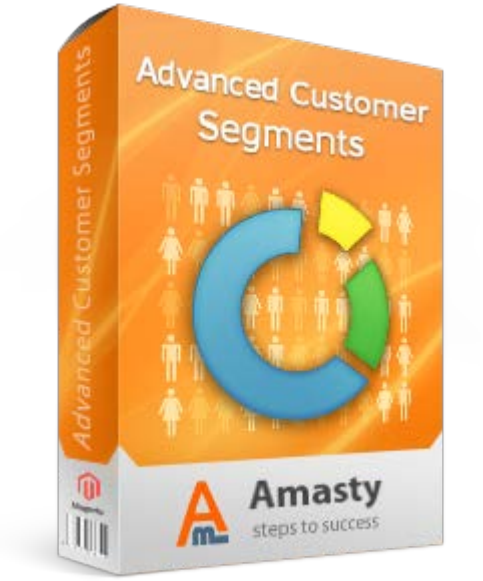
Advanced Customer Segments



Magento Extension
User Guide

Official extension page: Advanced Customer Segments

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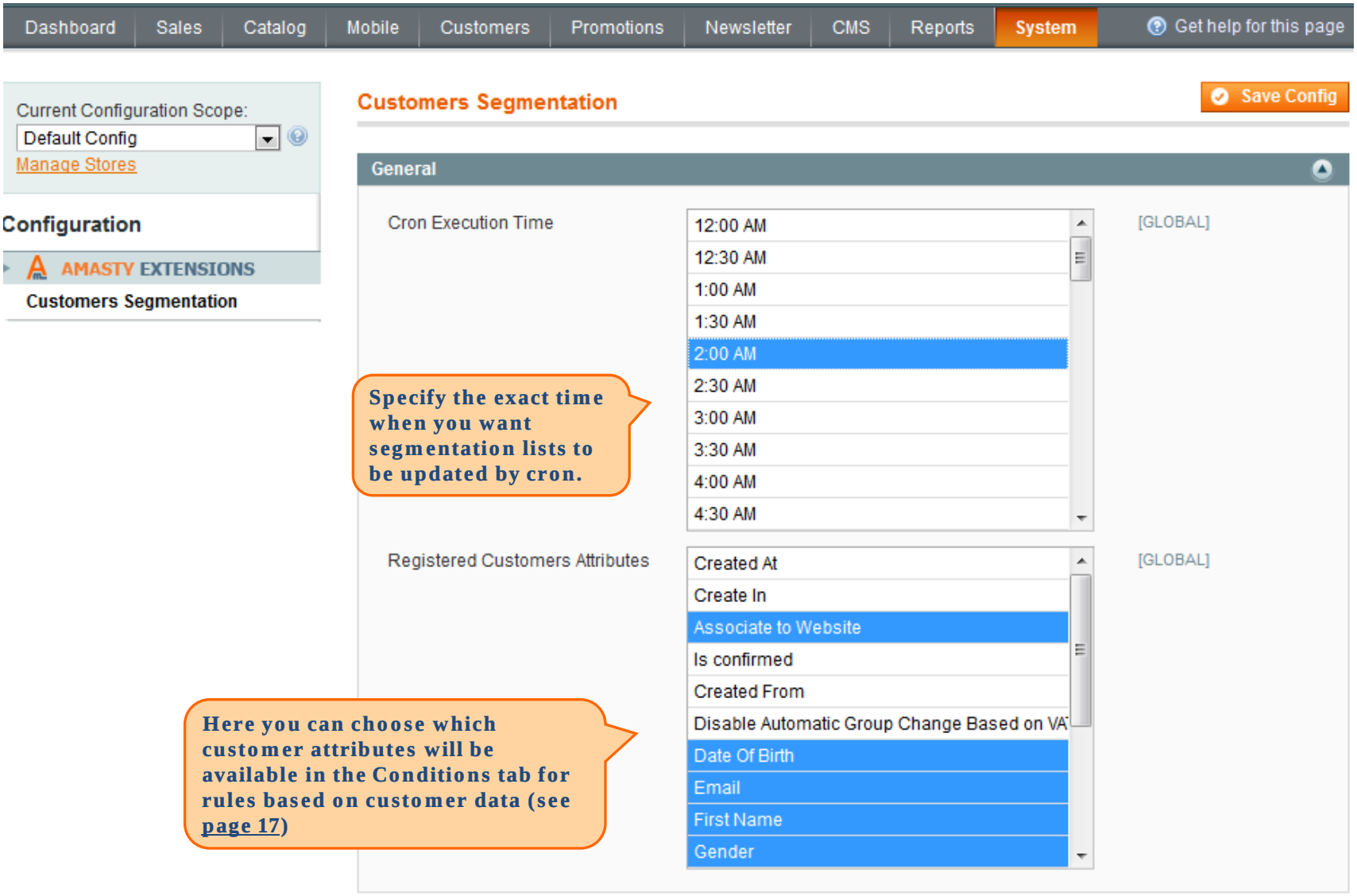
Dashboard
Sales
Catalog
Mobile
Customers
Promotions
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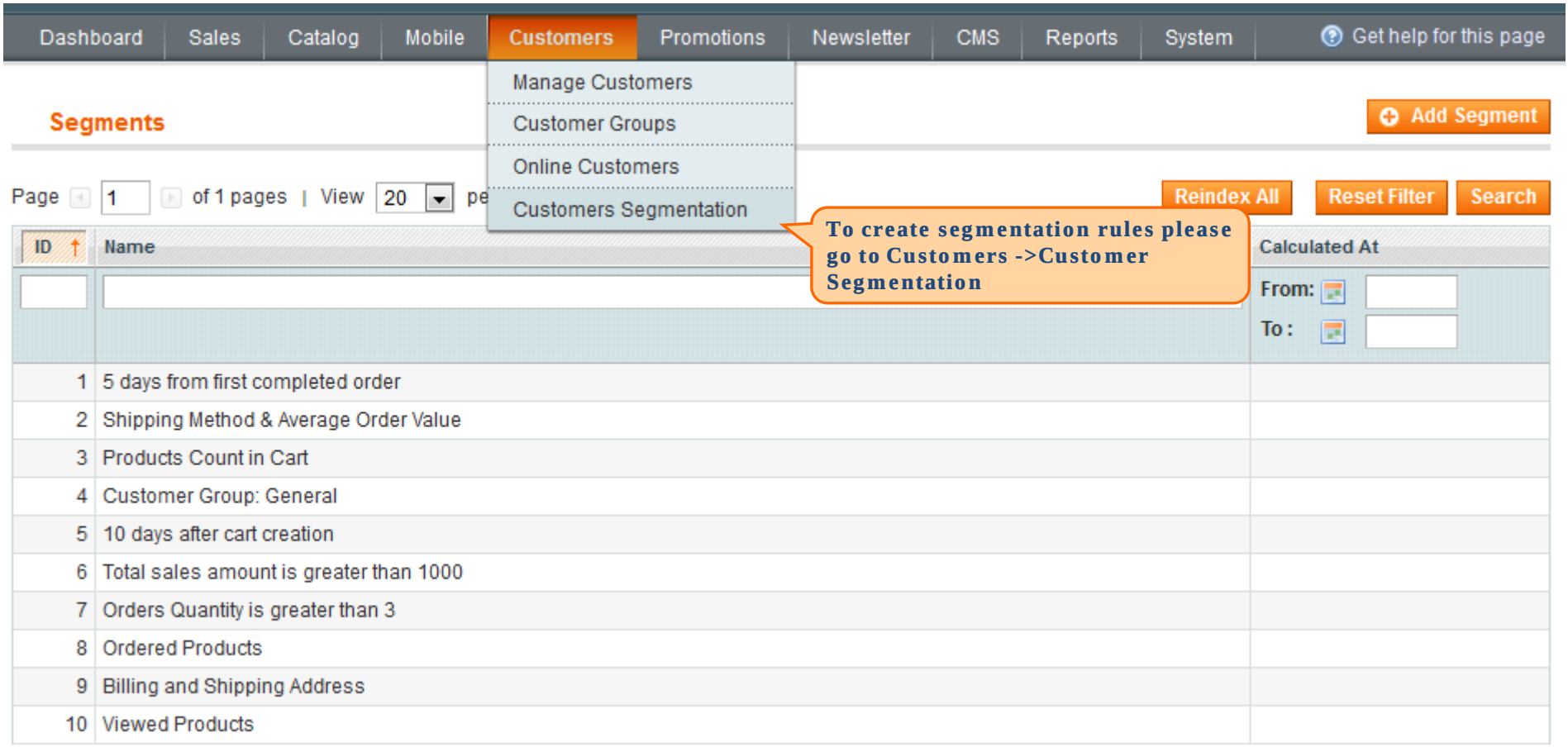
CMS
Reports
System
Get help for this page
Current Configuration Scope:
Default Config
Manage Stores
Configuration
AMASTY EXTENSIONS
Customers Segmentation
Customers Segmentation
Save Config
General
Cron Execution Time
12:00 AM
12:30 AM
1:00 AM
1:30 AM
2:00 AM
2:30 AM
3:00 AM
3:30 AM
4:00 AM
4:30 AM
[GLOBAL]
Specify the exact time when you want segmentation lists to be updated by cron.
Registered Customers Attributes
Created At
Create In
Associate to Website
Is confirmed
Created From
Disable Automatic Group Change Based on VA
Date Of Birth
Email
First Name
Gender
[GLOBAL]
Here you can choose which customer attributes will be available in the Conditions tab for rules based on customer data (see page 17)


Dashboard
Sales
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Customers
Promotions
Newsletter
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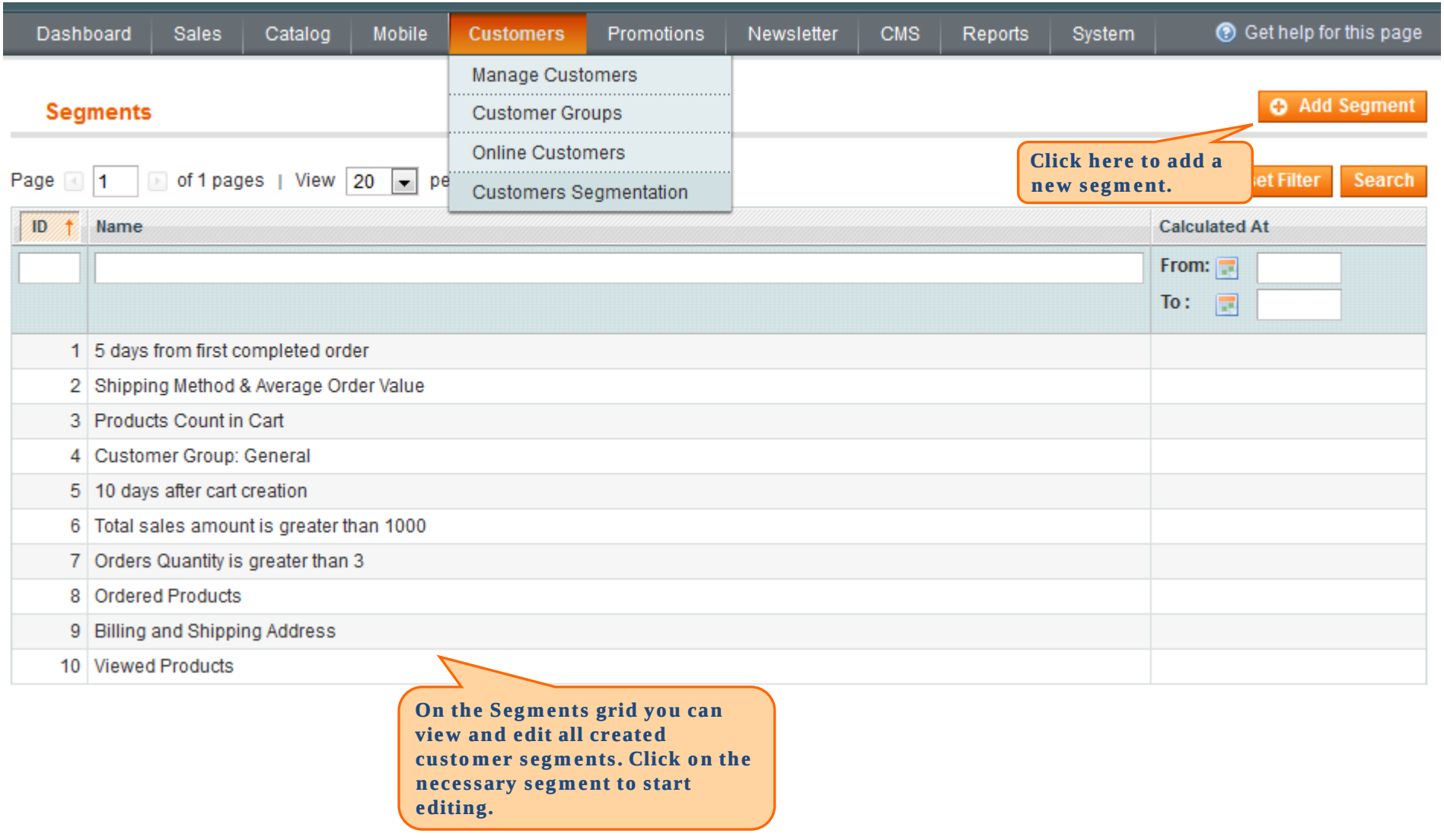
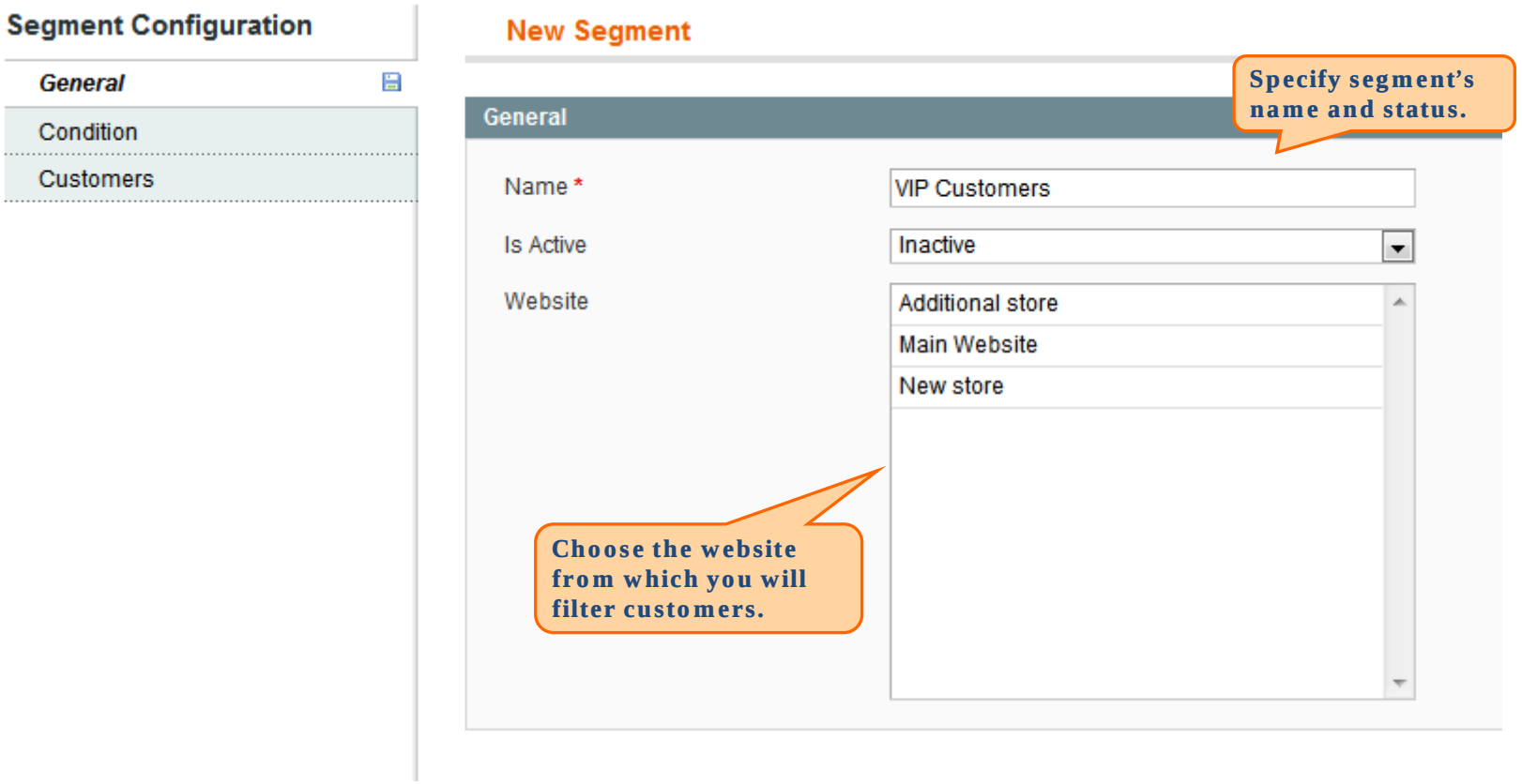
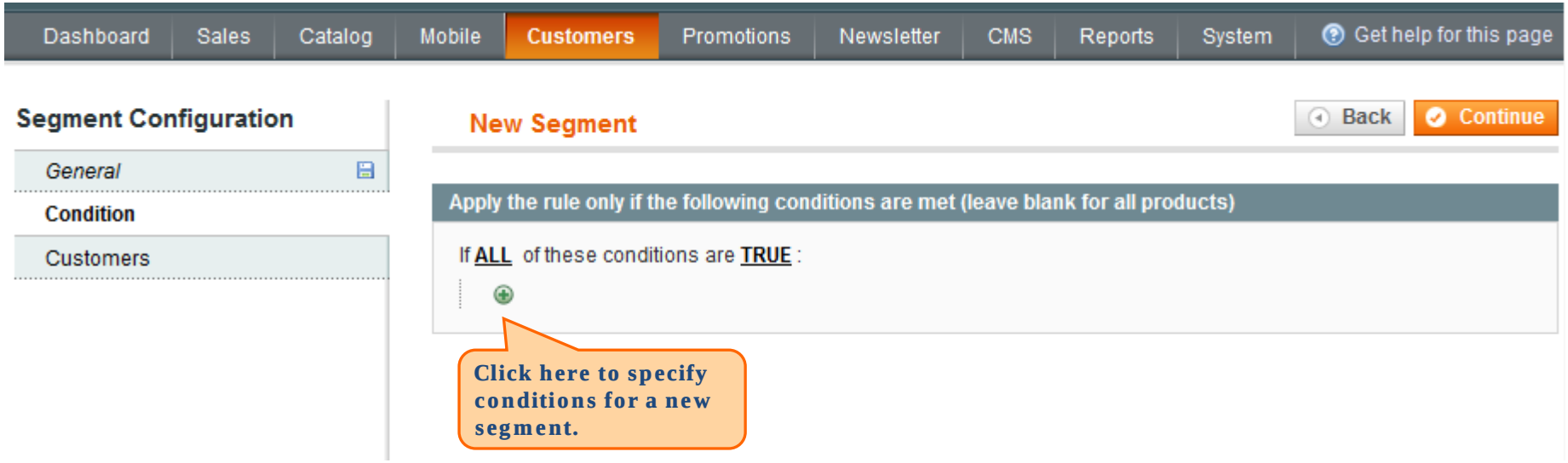
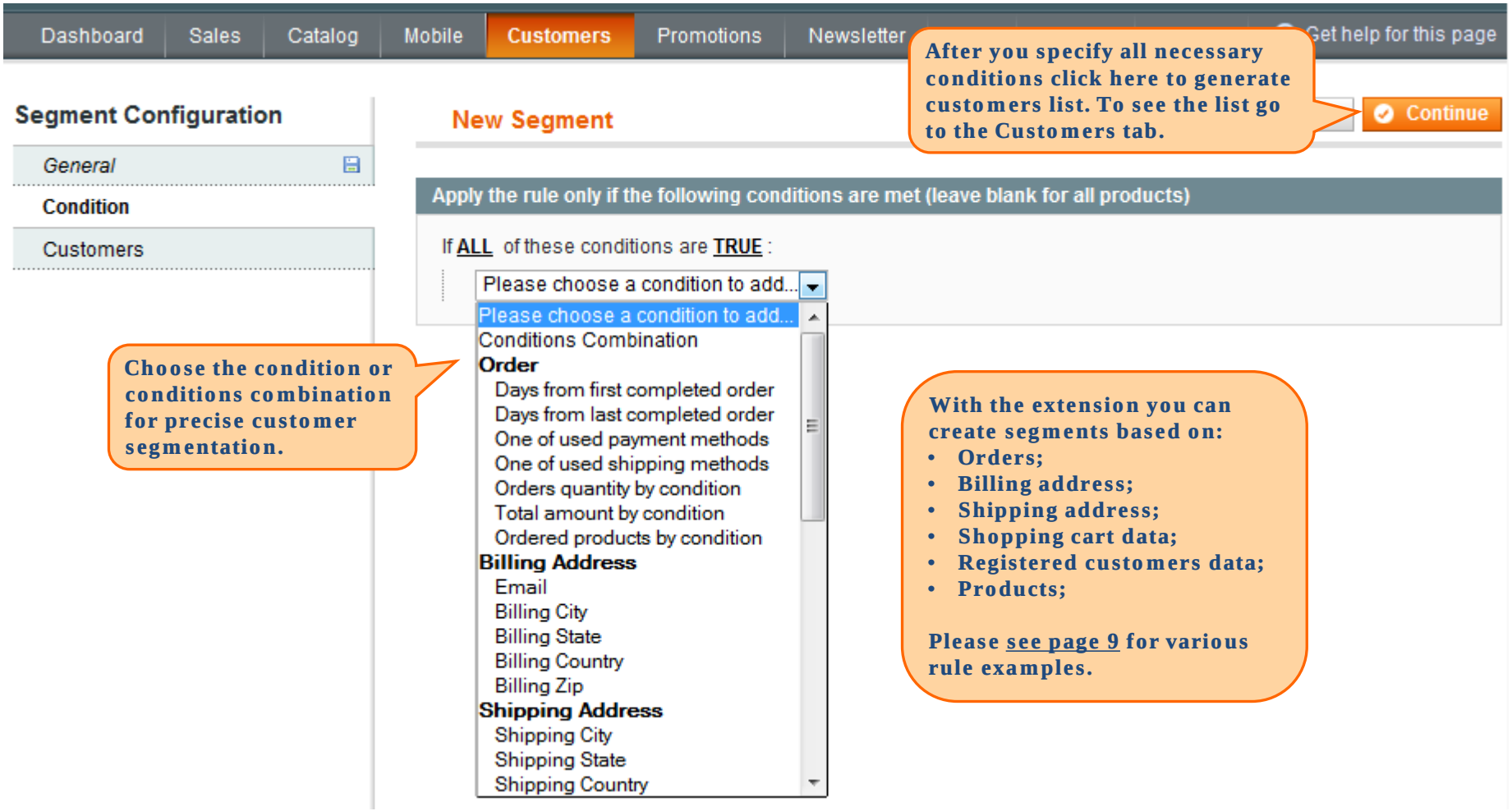
Reports
System
Get help for this page
Manage Customers
Customer Groups
Online Customers
Customers Segmentation
Segments
Add Segment
Page 1 of 1 pages | View 20 pe
Reindex All
Reset Filter
Search
To create segmentation rules please go to Customers ->Customer Segmentation
ID
Name
Calculated At
From:
To :
1 5 days from first completed order
2 Shipping Method & Average Order Value
3 Products Count in Cart
4 Customer Group: General
5 10 days after cart creation
6 Total sales amount is greater than 1000
7 Orders Quantity is greater than 3
8 Ordered Products
9 Billing and Shipping Address
10 Viewed Products

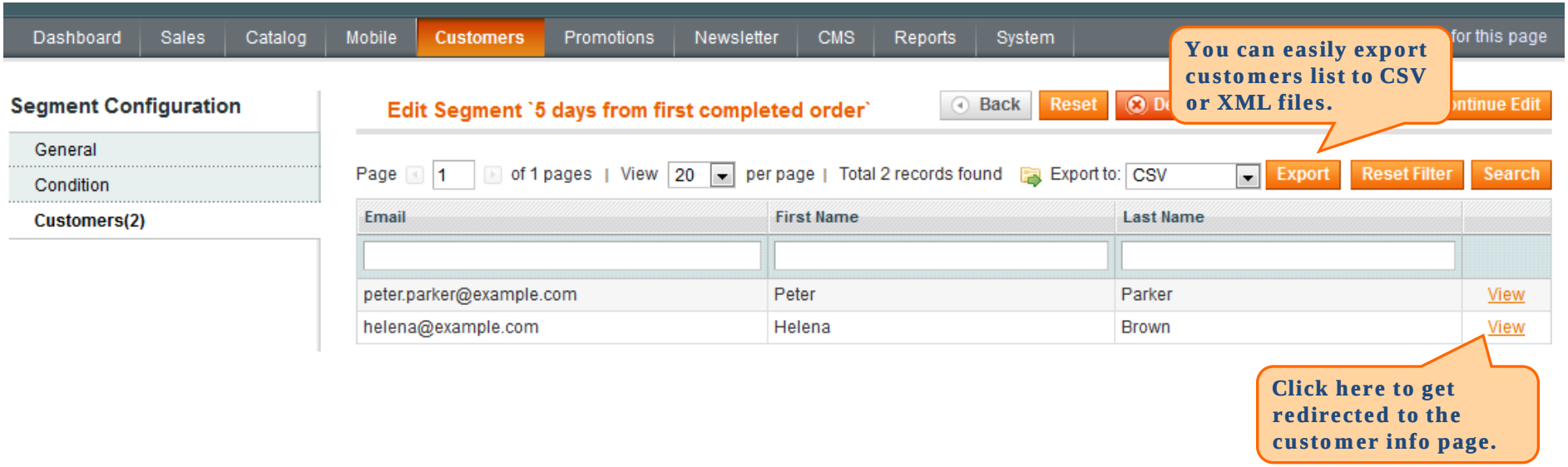

Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Manage Customers
Customer Groups
Online Customers
Customers Segmentation
Segments
Add Segment
Click here to add a new segment.
Page 1 of 1 pages | View 20 pe
et Filter
Search
ID
Name
Calculated At
From:
To :
1 5 days from first completed order
2 Shipping Method & Average Order Value
3 Products Count in Cart
4 Customer Group: General
5 10 days after cart creation
6 Total sales amount is greater than 1000
7 Orders Quantity is greater than 3
8 Ordered Products
9 Billing and Shipping Address
10 Viewed Products
On the Segments grid you can view and edit all created customer segments. Click on the necessary segment to start editing.

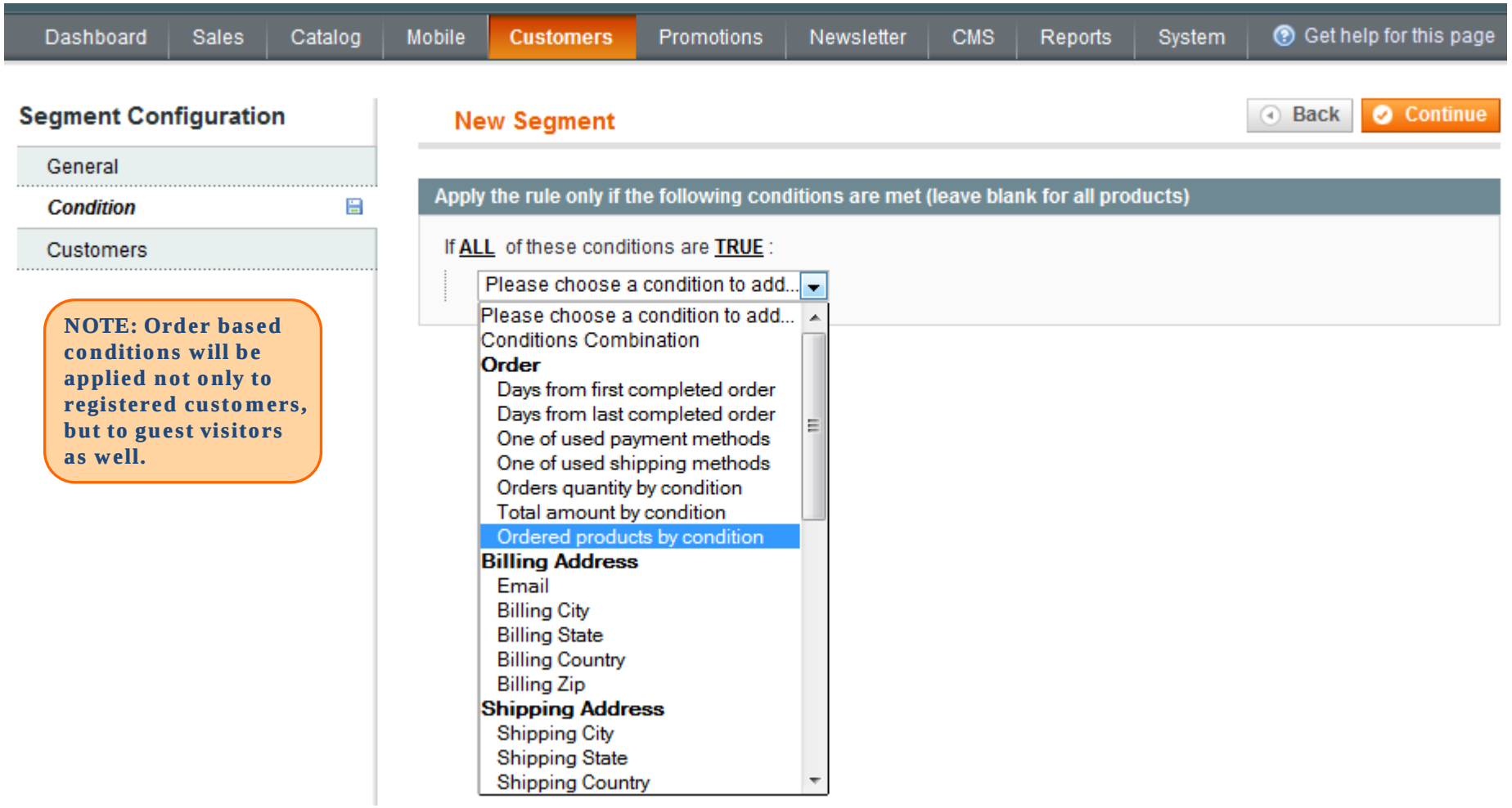

Segment Configuration
General
Condition
Customers
New Segment
General
Specify segment's name and status.
Name *
VIP Customers
Is Active
Inactive
Website
Additional store
Main Website
New store
Choose the website from which you will filter customers.


Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
New Segment
Back
Continue
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Click here to specify conditions for a new segment.


Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
Get help for this page
Segment Configuration
General
Condition
Customers
New Segment
Continue
After you specify all necessary conditions click here to generate customers list. To see the list go to the Customers tab.
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Please choose a condition to add...
Please choose a condition to add...
Conditions Combination
Order
Days from first completed order
Days from last completed order
One of used payment methods
One of used shipping methods
Orders quantity by condition
Total amount by condition
Ordered products by condition
Billing Address
Email
Billing City
Billing State
Billing Country
Billing Zip
Shipping Address
Shipping City
Shipping State
Shipping Country
Choose the condition or conditions combination for precise customer segmentation.
With the extension you can create segments based on:
• Orders;
• Billing address;
• Shipping address;
• Shopping cart data;
• Registered customers data;
• Products;
Please see page 9 for various rule examples.

After the rule is applied you'll see all the customers meeting your conditions in the Customers tab.




Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
NOTE: Order based conditions will be applied not only to registered customers, but to guest visitors as well.
New Segment
Back
Continue
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Please choose a condition to add...
Please choose a condition to add...
Conditions Combination
Order
Days from first completed order
Days from last completed order
One of used payment methods
One of used shipping methods
Orders quantity by condition
Total amount by condition
Ordered products by condition
Billing Address
Email
Billing City
Billing State
Billing Country
Billing Zip
Shipping Address
Shipping City
Shipping State
Shipping Country

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Customers
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Newsletter
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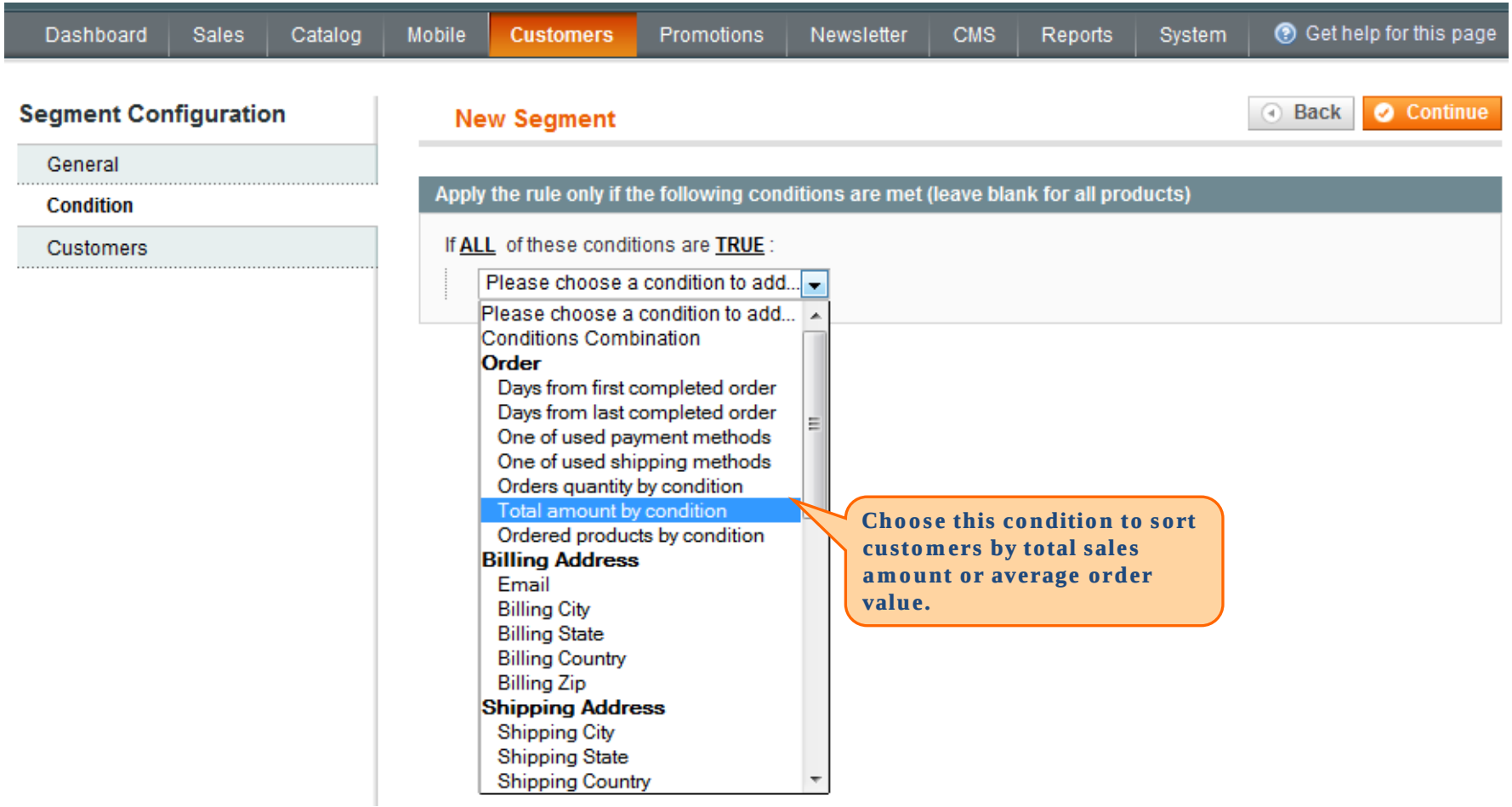
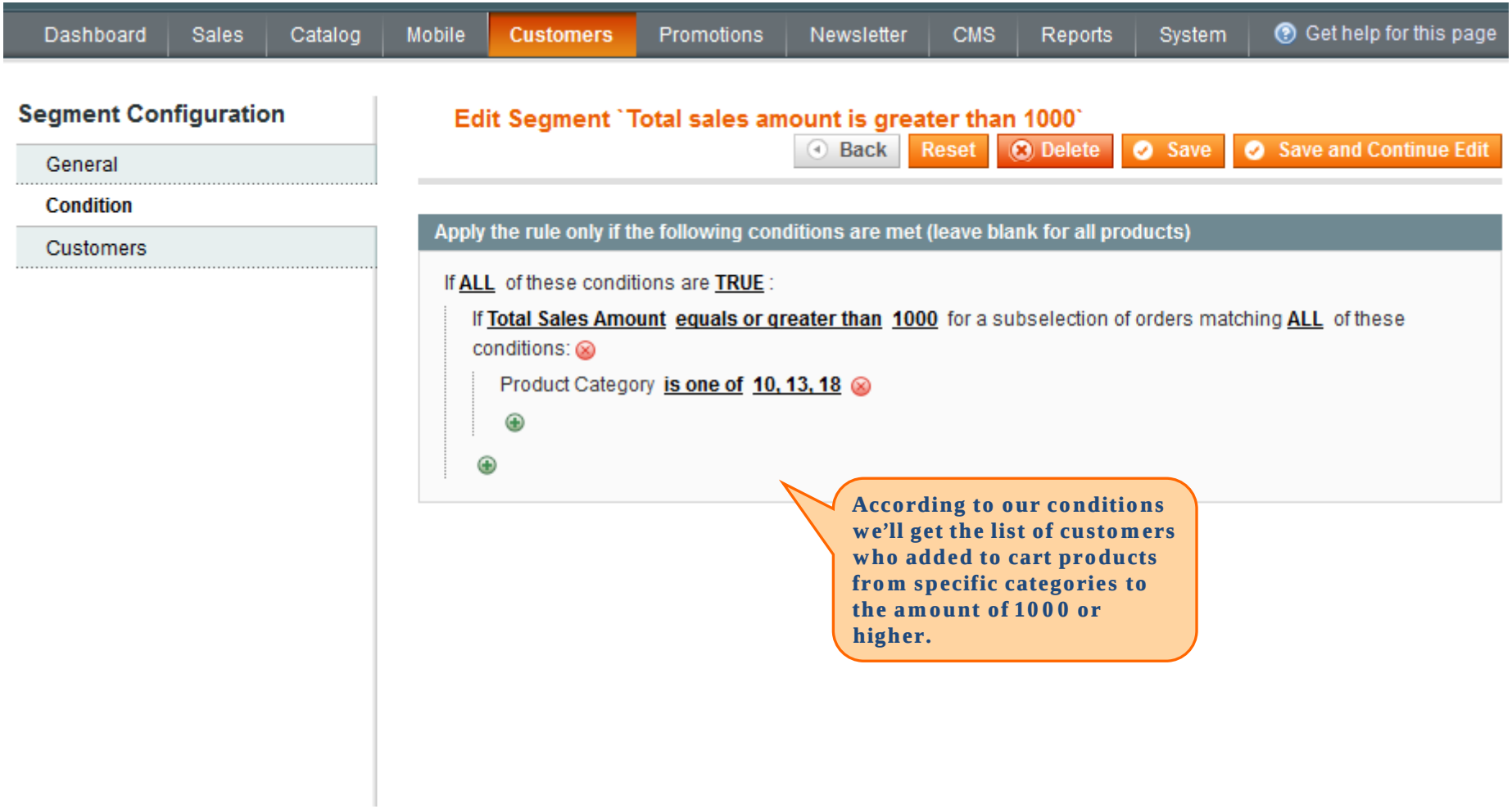
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
Edit Segment `Ordered Products`
Back
Reset
Delete
Save
Save and Continue Edit
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
If Ordered products equals or greater than 10 for a subselection of orders matching ALL of these conditions:
Product Manufacturer is Logitech
In this example, we've chosen the 'Ordered products by condition' option. According to our settings, we'll get the list of customers who ordered 10 or more products of the Logitech manufacturer.

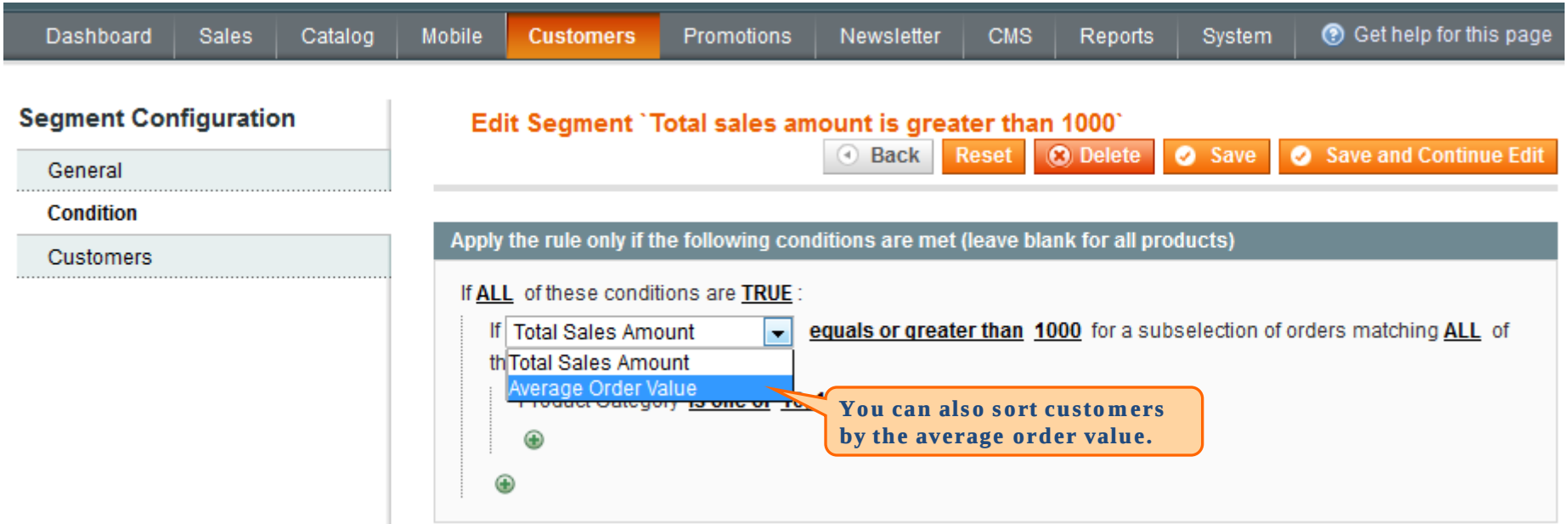
4. Rule: Total sales amount equals or greater than N with a specific order subselection



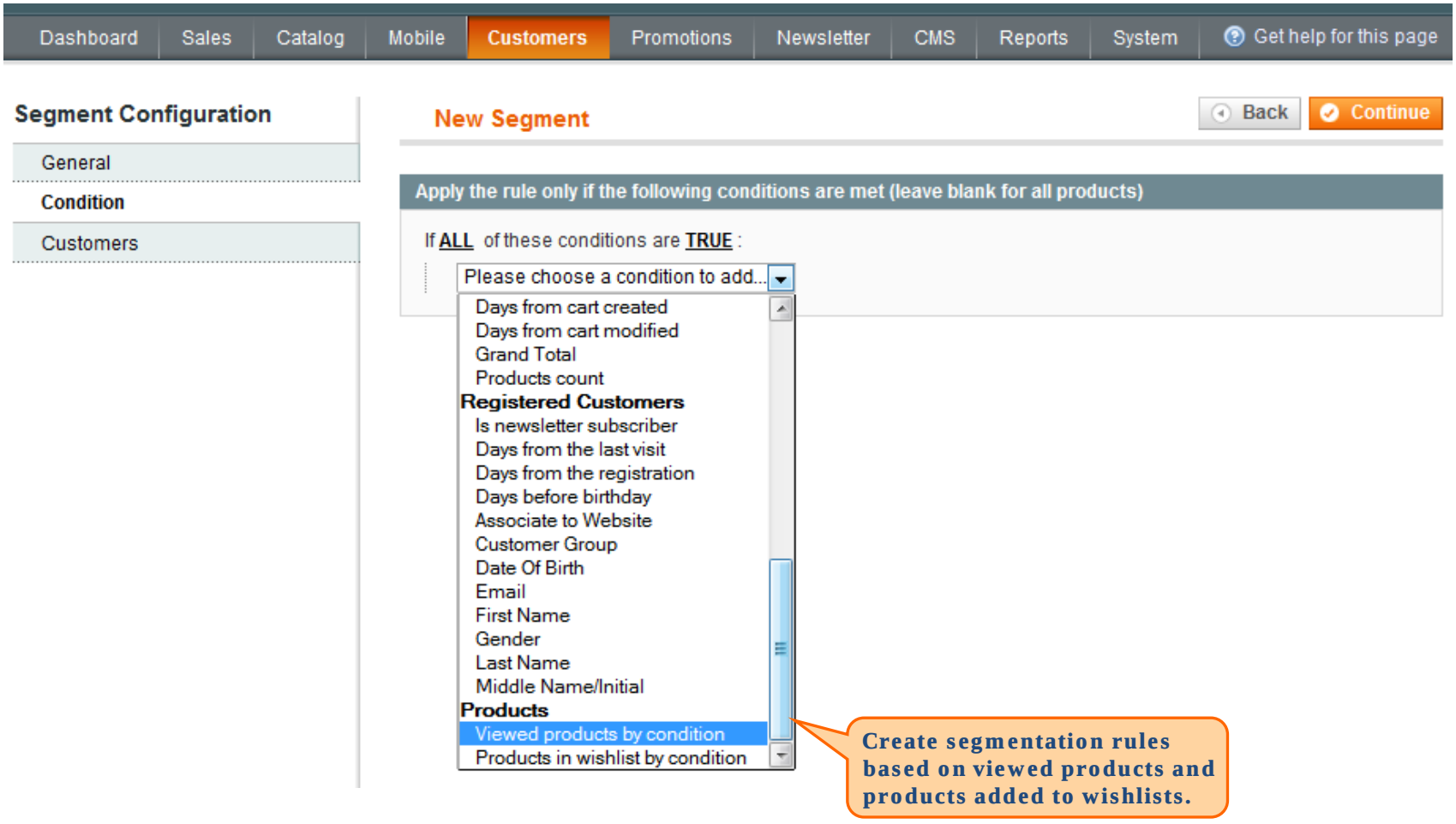
4. Rule: Total sales amount equals or greater than N with a specific order subselection

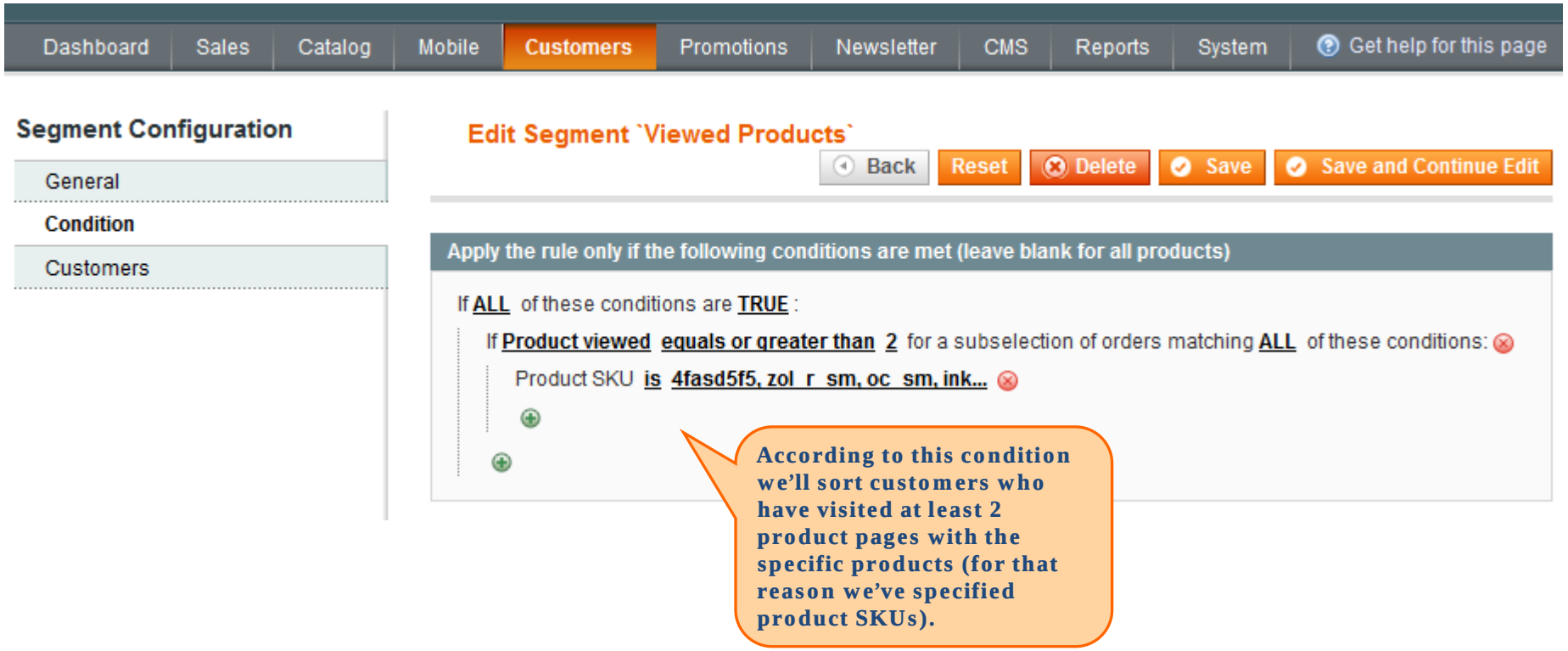


4. Rule: Total sales amount equals or greater than N with a specific order subselection



5. Rule: Viewed N products with a specific product subselection




Dashboard
Sales
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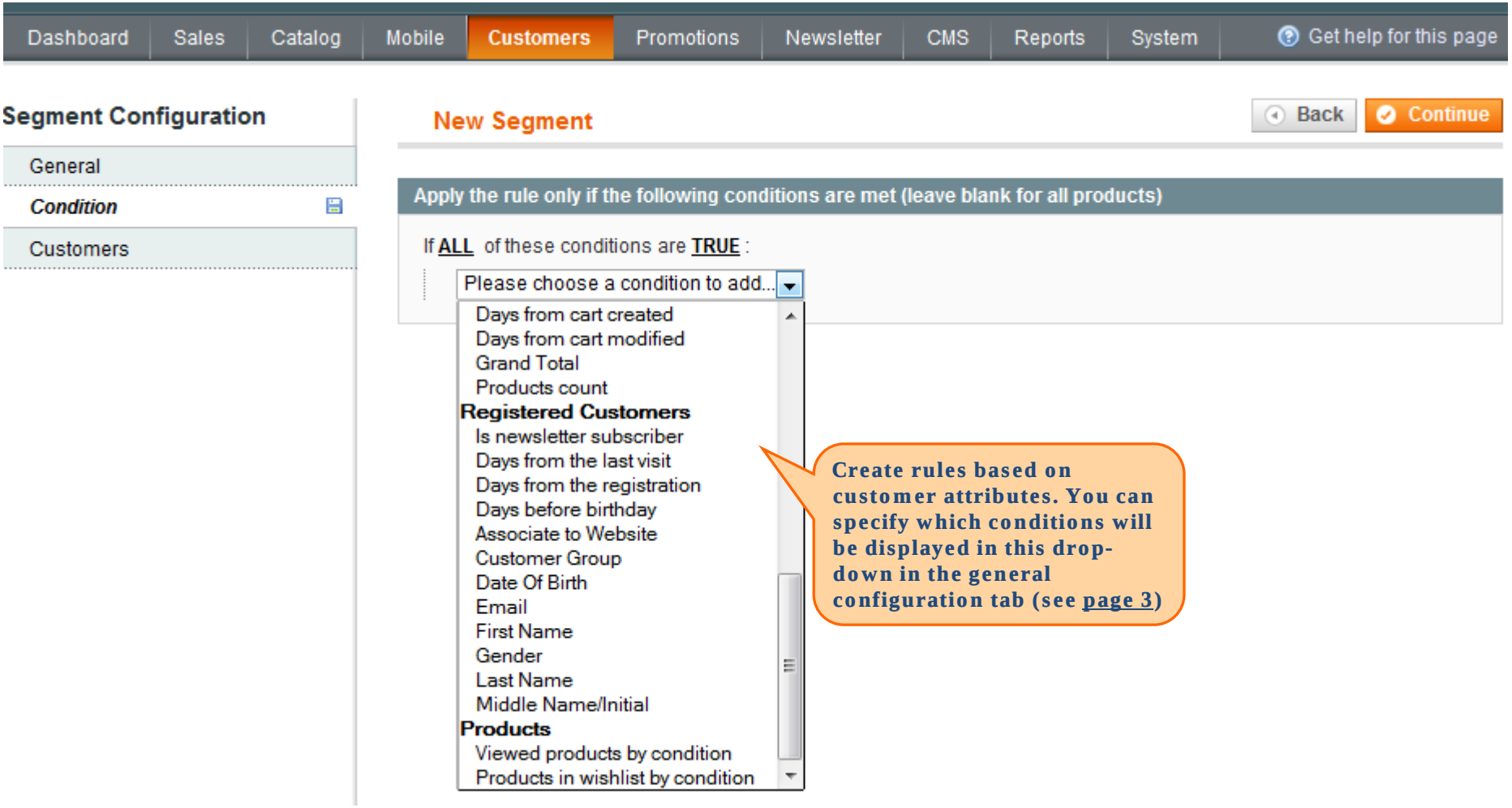
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
Edit Segment `Viewed Products`
Back
Reset
Delete
Save
Save and Continue Edit
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
If Product viewed equals or greater than 2 for a subselection of orders matching ALL of these conditions:
Product SKU is 4fasd5f5, zol_r_sm, oc_sm, ink...
According to this condition we'll sort customers who have visited at least 2 product pages with the specific products (for that reason we've specified product SKUs).


Dashboard
Sales
Catalog
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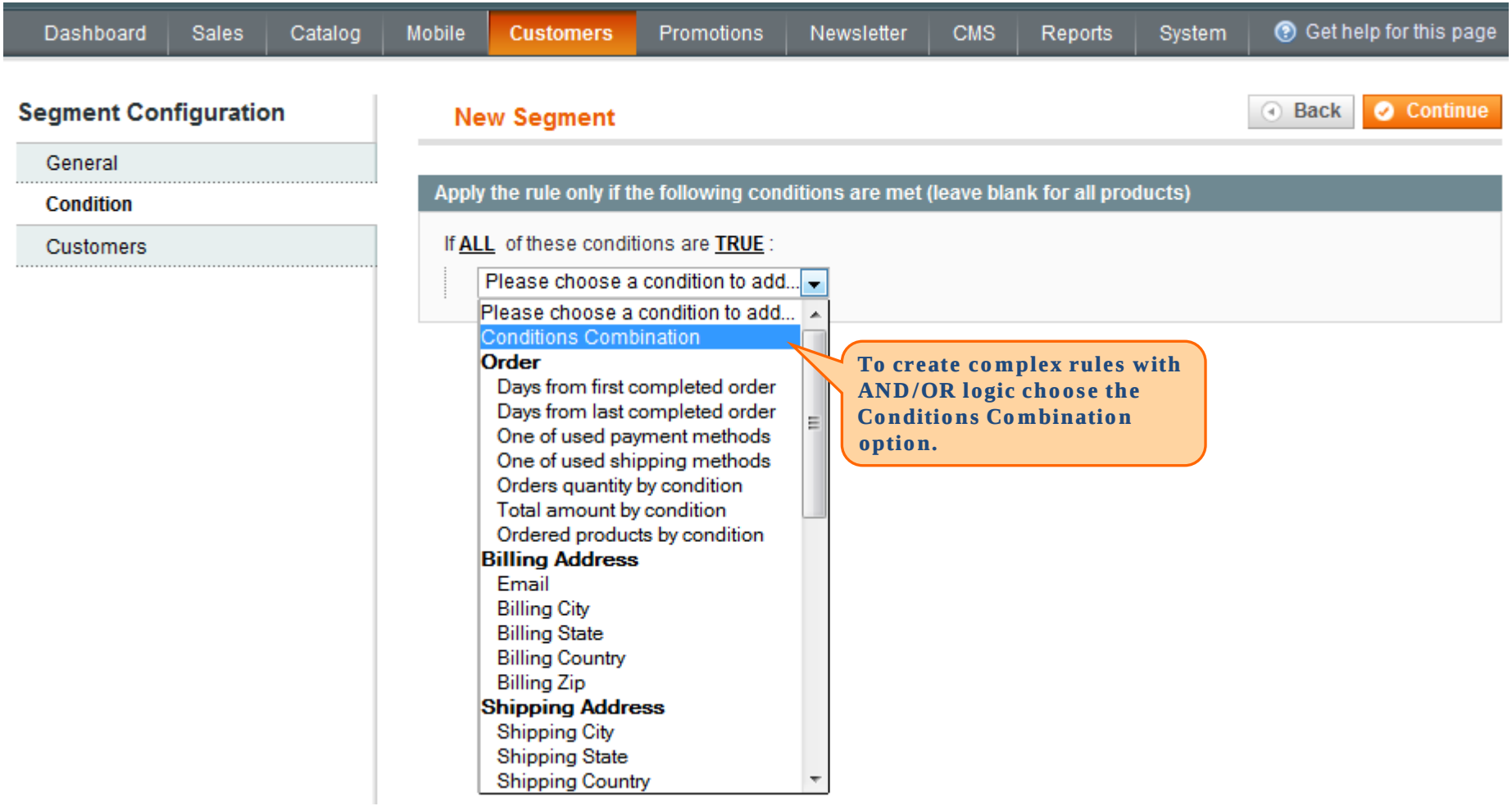
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
New Segment
Back
Continue
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Please choose a condition to add...
Days from cart created
Days from cart modified
Grand Total
Products count
Registered Customers
Is newsletter subscriber
Days from the last visit
Days from the registration
Days before birthday
Associate to Website
Customer Group
Date Of Birth
Email
First Name
Gender
Last Name
Middle Name/Initial
Products
Viewed products by condition
Products in wishlist by condition
Create rules based on customer attributes. You can specify which conditions will be displayed in this drop-down in the general configuration tab (see page 3)

Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
New Segment
Back
Continue
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Days from the last visit equals or greater than 10 :
Registered Customer Customer Group is Wholesale
Filter all customers who haven't visited your store at least 10 days and belong to the Wholesale customer group.


Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
New Segment
Back
Continue
Apply the rule only if the following conditions are met (leave blank for all products)
If ALL of these conditions are TRUE :
Please choose a condition to add...
Please choose a condition to add...
Conditions Combination
Order
Days from first completed order
Days from last completed order
One of used payment methods
One of used shipping methods
Orders quantity by condition
Total amount by condition
Ordered products by condition
Billing Address
Email
Billing City
Billing State
Billing Country
Billing Zip
Shipping Address
Shipping City
Shipping State
Shipping Country
To create complex rules with AND/OR logic choose the Conditions Combination option.

Dashboard
Sales
Catalog
Mobile
Customers
Promotions
Newsletter
CMS
Reports
System
Get help for this page
Segment Configuration
General
Condition
Customers
Edit Segment `10 days after cart creation`
Back
Reset
Delete
Save
Save and Continue Edit
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 2 :
If ALL of these conditions are TRUE :
Days from cart modified greater than 15 :
Products count equals or greater than 20 :
NOTE: Cart based conditions will be applied not only to registered customers, but to guest visitors as well.
According to this rule, the extension will sort out customers who created carts 10 days ago or earlier and added to cart at least 2 products OR haven't modified their carts containing at least 20 products more than 15 days.

Read our article on how to set up follow-up emails in Magento using customer segments - with live email examples.

Thank you!

Should you have any questions or feature suggestions, please contact us at:
http://amasty.com/contacts/

Your feedback is absolutely welcome!