

Setting User Actions with Yotpo SMS & Email Texts as Rules in Segments

Article Summary



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Using the Yotpo SMS & Email filter, you can segment and create effective SMS marketing campaigns that target specific customers already stored in the app.

In this article, you'll learn how to create a dynamic segment that collects and adds new customers that are:

- **Part of a list:** Segment customers that are a part of any of the lists you have created.
- **Not part of a list:** Segment customers that are not part of the lists you have created.
- **Is part of a segment:** Subsegment customers that are a part of a larger segment.
- **Part of a Text Marketing campaign:** Segment customers that are a part of an active text marketing campaign.
- **Converted via SMSBump:** Segment customers that have made a purchase after clicking on link sent in a marketing message.
- **Clicked on a SMSBump link:** Segment customers that have clicked on link sent in a marketing message.
- **Has not confirmed SMSBump subscription:** Segment customers that have not yet confirmed their subscription to receive marketing messages.

Getting started

1. In your Yotpo SMS & Email main menu, go to **Audience** > **Lists & Segments**.
2. Click **Create list or segment**.
3. Under **Select filter**, you will be able to choose from a number of different segment filters.

Important:

There are instructional blog posts for each segment filter below, so you can click on the filter to learn how to set them up later.

- **Customer behavior**
- **Customer attributes**
- **Location based**
- **SMSBump App Events**
- **Order Info**
- **Integrations**

4. Under SMSBump, let's begin with "is part of a list".

select_filter_SMSBump_segment

Is Part of a List

From the dropdown menu, you will be able to choose an existing list you would like to transform into a segment. Doing so, your list now becomes **dynamic** once you add additional **behavior rules** such as **money spent**.

You can also choose the option not part of a list if you would like to include certain customers that aren't a part of a list.

segment_text_marketing_dropdown_SMSBump

Is Part of a Segment

You are able to create a subsegment of customers that are a part of a larger segment. Use this option if you'd like to refine your targeted customers, for example: Women that are only interested in leather goods, and have bought boots costing more than \$50.

You may also choose the option not part of a segment to include certain customers that are **not a part of a segment**.

part_of_a_segment_SMSBump

Part of a Text Marketing Campaign

You may be interested in refining your next campaign by segmenting a previous one. In this case, you can choose your **campaign** from the drop down menu and whether or not the customer has clicked on a link and made an order during the campaign by selecting **Yes** or **No**.

part_of_text_marketing_campaign_segment_SMSBump_

Converted via SMSBump

Create a segment of customers that have previously made a purchase through a text marketing campaign you have sent. Use this filter combined with the **number of orders** behavior, when you'd like to send out a special deal to reward loyal customers.

converted_via_SMSBump

Clicked on a SMSBump Link

Motivate this segment of customers who have clicked on a link in a marketing message but have not made a purchase, by sending them a unique discount offer they won't be able to resist.

clicked_on_SMSBump_link

Has not Confirmed SMSBump Subscription

Use this segment rule if you'd like to have a group of all customers who have not yet confirmed their subscription to receive SMS marketing from you.

not_confirmed_SMSBump_subscription

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