



Customer List Segmentation **for** **Email Marketing**





What is **Customer Segmentation**?

Customer segmentation means dividing your email list into smaller groups based on things like behavior, purchase history, or location so you can send more relevant, targeted emails.

Instead of blasting the same email to everyone, segmentation helps you send the right message to the right people, which increases open rates, clicks, and sales.

Customer List Segmentation

Segment Category	What It Is	Why It's Useful	Example
Location	Country or city of the customer	Helps with time zones, local events, shipping limits	"USA customers"
New vs Returning	Whether they've bought before	You can tailor offers — first-timers vs loyal buyers	"New sign-ups"
Last Purchase Date	How recently they bought	Send win-back emails to inactive customers	"No purchase in 90 days"
Total Spent	How much they've spent in total	Identify and reward VIPs	"Spent over \$500"
Engagement Level	How much they open/click your emails	Helps with cleaning your list or re-engagement	"Low open rate (under 10%)"

Customer List Segmentation

Segment Category	What It Is	Why It's Useful	Example
Product Interests	Categories of products they browse or buy	Send product-specific emails	"Interested in Shoes & Apparel"
Signup Date	When they joined your email list	Helps with onboarding sequences	"Joined within last 7 days"
Coupon Usage	Whether they use discounts or not	Target discount seekers vs full-price buyers	"Used discount codes in 3+ orders"
Abandoned Cart	Added items to cart but didn't purchase	Recover lost sales	"Cart abandoned in last 24h"
Device Type	Desktop vs mobile usage (if trackable)	Optimize email layout per segment	"Mobile-only readers"

Why this matters

Benefits	What It Means for You
Higher Open & Click Rates	People open emails that feel relevant
More Sales	Better targeting = better conversions
Fewer Unsubscribes	No one likes random or irrelevant emails
Smarter Automation	You can build flows based on real behavior
Cost-Efficient Campaigns	You stop wasting time & money on the wrong people

How to Use This Template

1. Export your email list from your CRM or email platform (like Mailchimp, Klaviyo, etc.).
2. Add segmentation columns based on the categories above.
3. Tag or group contacts based on these segments.
4. Build campaigns or automations that target each group differently.
5. Measure performance: open rates, click-throughs, and conversions by segment.