

# Mobile: How To Add, Build, and Edit Audience Segments

## Brief Overview

Target Audience is a way to segment your Campaigns for different users from within a specific Campaign. Segments can also be made separately according to different use cases and can be used when structuring the Target Audience for a Campaign.

## Creating a Target Audience for a Campaign

- In the CREATE section under the Mobile Console's MY CAMPAIGNS tab, navigate to the EDIT AUTOPLAY page for the chosen Campaign.
- Navigate to and click on the TARGET AUDIENCE dropdown menu at the bottom of the page (defaults to "All Audience").
- Select one of the listed audience segments, or click Create New... to create a new segment.

## Creating a New Segment or Editing an Existing Segment

### Where to Edit or Create Segments

You can create or edit WalkMe Mobile segments from two different places in the Mobile Console:

- The EDIT AUTOPLAY page in the WYSIWYG editor:
  - Follow the instructions in "Creating a Target Audience for a Campaign" above.
  - Click Create New to begin building a new segment, or
  - Select a previously created segment and click EDIT AUDIENCE to change the segment.
- The SEGMENTS tab:
  - In the Mobile Console, navigate to SETTINGS > App Settings.
  - Click on the SEGMENTS tab.
  - Click on a previously created segment's name to edit it, or
  - Click on NEW SEGMENT to create a new segment.

## How To Edit or Create Segments

- Click on the left-most choose variable dropdown menu and select the subject variable of the segment.
  - You can choose from out-of-the-box variables, segments that have previously been created, Screens or Elements previously captured, or Goals, user attributes or Campaigns previously created.
    - If you already know what variable you are looking for - you can type its name to filter the variables list.
- Click on the middle-situated dropdown menu and pick from the modifiers that exist for the variable you selected, or enter a value if applicable.
  - Note: in cases where the user should type a value, a suggestion dropdown will appear per the user's input in real-time to offer auto-completion based on previously used values.
- In the right-most field, enter a value or select a modifier from the dropdown if relevant.
- If desired, click the + icon beneath the original segment statement to add another variable, etc., to the new segment.
- If you've added an additional segment statement, choose between AND and OR.
  - AND means that the target audience in this segment will look for both condition statements to be true.
    - For example, if the two conditional statements are: sessions greater than 3 AND premium user TRUE, then only users that are premium and visit the app three times will see the promotion.
  - OR means that the SDK will present the Campaign to end-users for whom either statement evaluates to true.
    - In the same example, the Campaign will be visible to either premium users OR users who visited the app more than three times.

## Variable Types

The below variables can be used in creating both [Segments](#) and [Rule-Based Goals](#) without any additional setup:

Variable Type	Description	Minimum SDK Version In iOS	Minimum SDK Version In Android
Session Time	The length of the session in seconds.		

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Number Of Sessions	For example, choose 0 sessions to target new end-users.
App Was Used	For example, show the Campaign to end-users who visited the app in the past 24 hours.
App Version	Target end-users to upgrade from old versions of the app or greet end-users who upgraded.
Time on Current Screen	Target end-users based on the number of seconds they've been on the current app-screen.
Group	Create an A/B testing group to test messaging. E.g., give one Campaign a control-group name and give another Campaign the same name, and the SDK will divide the userbase equally among the 2

Scheduling	campaigns. Schedule a Campaign for a certain time period.
Day of Week	Target end-users by day of week.
Time of Day	Target end-users by time of day.
Country Code	Target end-users by country.
Locale	Target end-users by device locale (language).
User ID	Target end-users by his User ID. See <a href="#">What Is The End User Identifier API and How Is It Used?</a> Below for more details.