

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. | | |

| | |
|------------------------|---|
| 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 What Is The End User Identifier API and How Is It Used? Below for more details. |