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

1. In the **CREATE** section under the Mobile Console's **MY CAMPAIGNS** tab, navigate to the **EDIT AUTOPLAY** page for the chosen Campaign
2. Navigate to and click on the **TARGET AUDIENCE** dropdown menu at the bottom of the page (defaults to **All Audience**)
3. Select one of the listed audience segments, or click the **Create New** button 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 editor

1. Follow the instructions in "Creating a Target Audience for a Campaign" above
2. 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*:*

1. In the Mobile Console, navigate to **SETTINGS > App Settings**
2. Click on the **SEGMENTS** tab
3. 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

1. 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 Events, 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.
2. 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.*
3. In the right-most field, enter a value or select a modifier from the dropdown if relevant
4. If desired, click the **+** icon beneath the original segment statement to add another variable to the new segment
5. 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 Tracked Events 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 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 campaigns.		
Scheduling	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 on their devices. Mid – 00:00 – 02:59 Dawn – 03:00 – 05:59 Early morning – 06:00 – 08:59 Morning – 09:00-11:59 Noon – 12:00 – 14:59 Afternoon – 15:00 – 17:59 Evening – 18:00-20:59 Night – 21:00-23:59		
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.*	1.6.0 1.8.0 if the ID includes a "+" character.	1.6.0 1.8.0 if the ID includes a "+" character.
AppConfig: wmSDKOrg	This key appears in the Segmentation Engine and allows segmenting of WalkMe content or creating Rule-Based Tracked Events according to a value set by the organization's IT, in their AppConfig.	1.9.0	1.9.0

Device Face Unlock / Fingerprint Recognition for android Or Device Face / Touch ID for IOS:	Target end-users who have/haven't supported device Face / Touch ID and enable/disable it.	1.17.0	1.17.0
Push Approved	Target end-users who have declined or approved receiving push notifications. This is very useful for converting end-users who previously declined to receive a push notification.		
Location Access	Target end-users who have declined or approved granting the app access to their location. This is very useful for converting end-users who previously declined to grant the app location access, in case it is required to improve their experience from the app.	1.7.0	1.7.0
Contacts Access	Target end-users who have declined or approved granting the app access to their contacts. This is very useful for converting end-users who previously declined to grant the app access to their contacts list, in case it is required to improve their experience from the app.	1.7.0	1.7.0
Camera Access	Target end-users who have declined or approved granting the app access to their camera. This is very useful for converting end-users who previously declined to grant the app access to their camera, in case it is required to improve their experience from the app.	1.7.0	1.7.0
Device Orientation	Target end users only when they are holding the device in portrait or landscape mode	1.7.0	1.7.0
User Location	Target end-users who are at home or at work. WalkMe identifies this by triangulating cell tower and Wifi and does not consider GPS location.		
User Movement	Target end-users who are on the move or standing still.		

Network	Target end-users by the type of network they're connected to (e.g., 3G, Wifi or Offline).	1.5.0 for "offline" option.	1.5.0 for "offline" option.
Device Type	Target end-users by device type. The list of device types is built by the device model, to support the most granular device type (e.g. "iPad Air model 5.3"). *See **Available Device Types For Segmentation** Below for more details.*		
OS Version	Target end-users based on their device's OS's version number.		
Accessibility	*See **[Campaigns Accessibility](#)** Below for more details.*	1.13.0	1.13.0

Note:

The below variables must be pre-created in order to use them in segments or Target Audience

Variable Type	Description	Minimum SDK Version In iOS	Minimum SDK Version In Android
Segment	Reuse another pre-existing segment in order to avoid redefining the same values. • For example: If you have a user profile in the app that is defined by numerous variables, you can define a segment for it (e.g. "Profile X"), and use the variable "*Profile X* is *TRUE/FALSE*", whenever you want to add variables such as Screen or Scheduling, that may be specific to only one campaign.		

Screen	Target users by the screen they are currently on, or the screens they visited or didn't visit in the current session by selecting an existing captured screen. For more information on screens [see here]().		
Element	Target users by the element they see or have seen and interacted within the current session. For more information on screens [see here]().		
Tracked Events (previously Goals)	Target users by the number of times they have reached or have not reached an event, and, with **WalkMe Mobile SDK v1.16 and higher**, *when* an event was reached (i.e., in any session, in the current session or in the previous session); you can also include [API-based Tracked Event attributes]() for additional precision. Read more about [Event-based segmentation](). • **IMPORTANT**: Since this feature requires SDK v1.16 and higher, using advanced Event segmentation on a campaign will render that campaign invisible to end-users with apps containing SDK versions lower than v1.16.	1.3.0 for Rule-Based Events.	1.3.0 for Rule-Based Events.
User Attributes	The value of the user attributes set on the app. For more information on the user attributes [see here]().	1.2.0 for "private user attributes".	1.2.2 for "private user attributes".

Campaign	Campaign segmentation can be done by any of the following options, to better fine-tune and control the end-user experience: • Campaign views – target users who have or have not seen a certain campaign • Campaign interaction – target users by how they interacted with a certain campaign • Survey campaign submission (only available for Survey campaigns) – target users by the response they selected to a question in a survey • Onboarding progress (only available for ShoutOuts with Onboarding lists) – target users by their progress in % of the Onboarding List items	• 1.10.0 for segmenting by campaign interaction. • 1.18.0 for segmenting by Survey responses • 1.18.0 for segmenting by onboarding progress	• 1.10.0 for segmenting by campaign interaction. • 1.18.0 for segmenting by Survey responses • 1.18.0 for segmenting by onboarding progress

Available Device-Types for Segmentation

When selected *Device Type* as your segment's subject variable, the below device-types are available for Segmentation out-of-the-box:

iOS

iOS device types: https://www.theiphonewiki.com/wiki/Models

Android

Android device types: https://raw.githubusercontent.com/pbakondy/android-device-list/master/devices.json.