Mobile: How To Test Your Segments

To make sure a campaign's segmentation is working as expected, use the Simulate feature in your app's Power Mode to simulate your campaign directly in the app.

When simulating, some segments can be deemed false at the very beginning of the session, since they are evaluated by the WalkMe Mobile back-end (rather than as the app is running). These are usually segments that include a Rule whose evaluation doesn't change throughout the app session. In these cases, a message will appear at the beginning of the simulated session indicating why the campaign(s) selected for simulation was/were prevented from appearing.

Rules that are evaluated in the WalkMe Mobile back-end include the following:

- Country code;
- Locale;
- Device type;
- App version;
- OS version;
- Time of day;
- Day of week;
- Scheduling;
- Group;
- User attribute;
- Goal.