What's the difference between Segmentation and Auto Play?
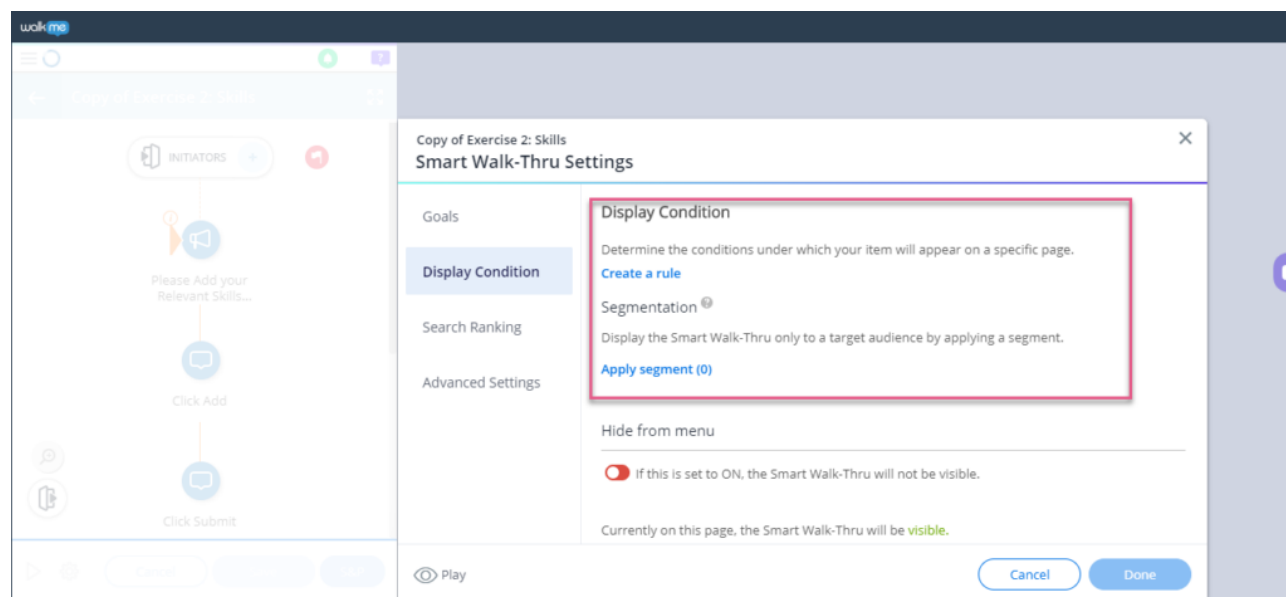
Issue

What's the difference between Segmentation and Auto Play?

Solution

Segmentation Center

The Segmentation Center is a tool that allows us to make items visible to just to specific users, user types, or pages on your website. By using Segmentation on a Launcher or a Walk-Thru, for example, you'll be able to determine who will see these items, on which pages, and even what time or date:
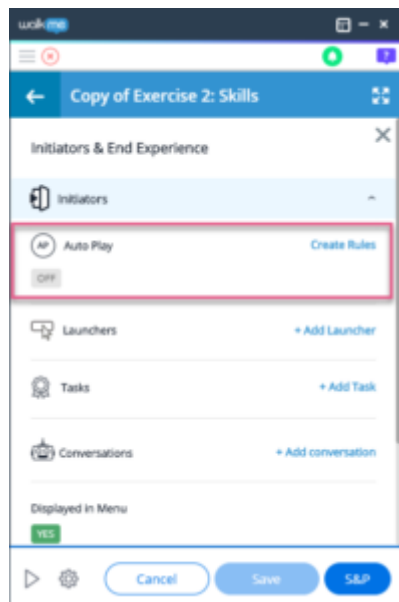

Learn more about the Segmentation Center and how to use it in our [Segmentation article](#).

Auto Play

The Auto Play feature is a tool that allows you play a Walk-Thru without any user prompt. By using a Rule, you can define when and where a particular Walk-Thru will play automatically. The Auto Play

feature also allows you to determine how frequently the Walk-Thru will play using the frequency drop-down:

Learn more about Auto Play and how to configure it in our [Auto Play: Getting Started Guide.](#)