VBout's capability to track so much data from all the different channels that you operate on unleashes a whole world of segmentation that you can really drill down into all your contacts in details and create different segments to target for different purposes.

To create your segments on VBout, you're going to go to your contacts on the left, audiences from the top, and here you're going to see all your available created audiences.

For instance, I have a list of everybody who's opened emails in the past, and the last time it was updated There's a drop down here that lets me refresh, export I can make a copy and of course.

edit or delete If I go ahead and create a fresh audience, I'm going to create one of those that.

have in their email perhaps Richard, or they have Gmail So Gmail emails I can either drill.

down to a specific list I can drill down to multiple lists So let's say I just want to go look up.

master list and expo, or I can simply keep it on all lists to drill through the entire database.

There's an end and or condition, and this really helps if you have a couple of rules or more than two And you want this to return only those that match both, or all conditions or match any one of.

these conditions, quite different Okay Now here, the data set I've covered briefly in the past,.

but it's really, really important to understand how data is laid out in VBout We have something.

called contact data, which includes things like field values And these are all the things that.

I've actually filled out in my lists, imported and created on my forms First engagement is the.

first time this person came over and engaged with your ecosystem, whether they visit your webpage, fill that a form, open an email, that's what a first engagement is Last engagement also gets.

updated constantly based on what they do Sign updates, lead status and score If they have a.

specific tag on their profile, if they joined specific lists, or did not join specific lists, then I have a broken down the engagement on the website And that needs our tracking to be installed.

and properly configured Things like if they visited your blog, or they visited pricing,.

if they clicked on specific links or watched specific YouTube videos, you can really get a lot of that stuff returned back into the results We have our landing page segmentation like page.

views and any links on your pages will be pulled in as well So if I am to just look up, for example,.

here, I can see every single URL on the page and literally just pull all your leads that clicked on any of these links Differentiate between the landing page engagement, and link clicks here,.

and your website engagement and the links clicked there, okay, two different things Then I also.

have my email engagement, anything they do with your emails that you sent out through VBOT, whether these emails are automated And I want you to really pay attention to these labels,.

because I have things as newsletter, A, B testing, draft, or newsletters that were sent, or even I have automation templates that I've sent out So these are two types of emails,.

either newsletter, or automated email messages, right? And these labels will help you determine which one you're trying to track Then I have SMS links If you use our SMS with Twilio, any link.

you put in there will track the click for you Browser push through us as well And I'll cover.

that in depth, an amazing channel for you to kind of set up very easy takes couple of minutes.

Automations, webinars, if you have, let's say all the webinars synced over here, I can tell you who attended what, general filters by UTM And this is super powerful for attribution purposes.

We use this heavily to tell us who came from a YouTube campaign and AdWords campaign and other different channels And if you have e-commerce, obviously, there's a lot more here you can uncover,.

like if they order a specific product, or if they visited specific product, if they have a lifetime value of over 1000 or whatever lifetime value, this allows you to create loyalty campaign groups, VIPs and so on And if you have some products with expiry dates, we can actually track which.

clients and which orders have upcoming expiry dates And this also translates in our automation,.

so you can send product expirational reminders, and a lot of powerful emails really around the product details So these are all the data that we track and a lot more to come In this example,.

I'm going to dive deeper into the fields values, because this step into all the data within VBOTS For example, I've created something called a master list And inside that master list,.

I have a first name, deal company name and all that stuff So I can go ahead and say give me a.

list of everybody who's first name includes, let's just do contains, Richard Rich I could have added.

more just to show you a little bit how this drop down works on the field values If I don't choose.

a list, there's a default fields option These are all the default fields we have reloaded for.

you You can choose from here Or if you want to drill down by lists, you can simply choose that.

list One thing you'll note, if I have my fields created as drop downs, you see the filter here is.

different, right? If I have it as a text field, it's a contain option with greater, smaller, and so on If it's a date field, like when would you like to start? I have a whole lot more to.

tap into For example, I can say is after specific date is before specific date And I can even compare.

two dates from each other Okay So this is why I always always preach setting up your proper data.

architecture This way, when you're doing this kind of segmentation, drilling down into all your.

different audiences and segments, you literally choosing the proper fields, and also doing the proper conditions So this is it In this example, I call them Gmail email So let's just go ahead.

and choose I can do default fields, type in email, and say the email contains Gmail That's it.

It's processing Sometimes it takes a couple of minutes depending on your database size And all.

your results will be displayed under your contact section right in here So by simply clicking on.

Gmail, I'll be able to see anybody in the database that has Gmail in it So that was quite fast The.

results are returned Not only I can filter them here, but also send the emails are available to.

these segments.