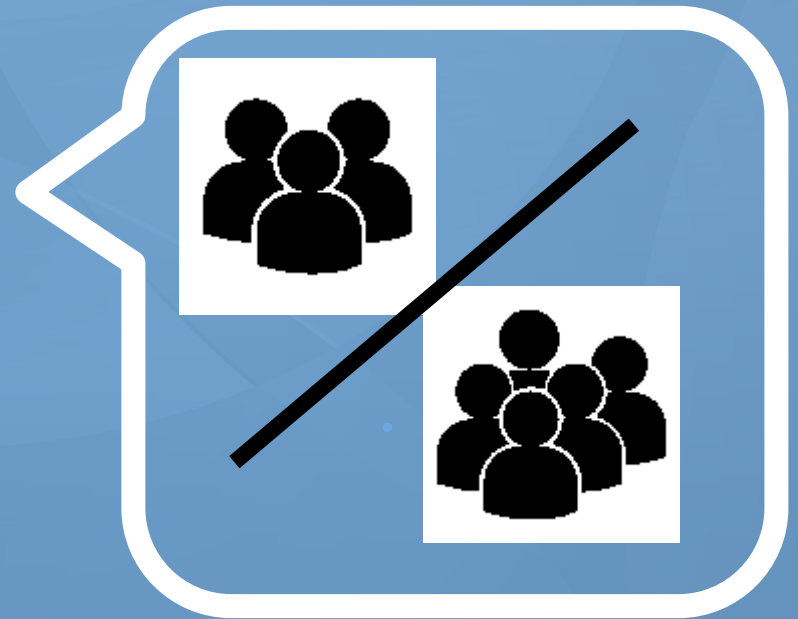


wishpond HOW-TO

How to
**Segment
Your
Email List in
MailChimp**



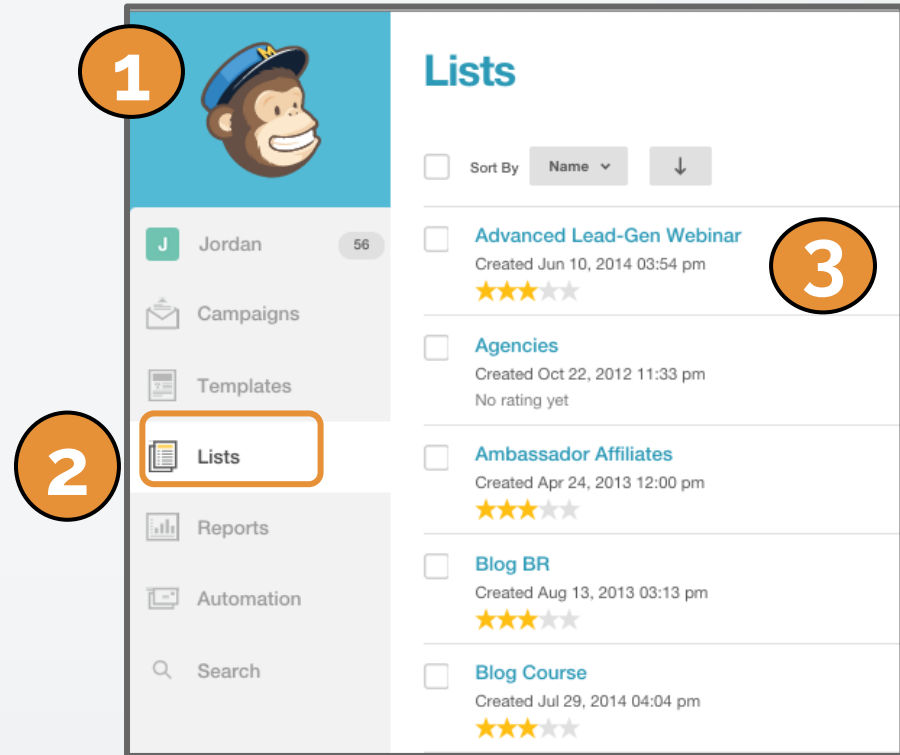
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4 Steps to Segment Your Email List in MailChimp

1. Select your "**Webinar**" List in MailChimp
2. Start a new Segment
3. Create a List Segment
4. Preview and Save your Segment

Step 1: Select Your Webinar List in MailChimp

1. Sign in to your MailChimp account
2. Select "**Lists**" on the left side menu
3. Select your webinar email list



Step 2: Start a New Segment

This will take you to the List page.

1. Click on **"Segments"**
2. Select **"New Segment"** in the drop down menu



Step 3a: Create a List Segment

1. Choose to match "all"

Lists ▼

merchants 65,558

Stats ▼ **Manage subscribers** ▼ Add subscribers ▼ Signup forms Settings ▼

View subscribers any
 all

Subscribers match all ▼ of the following:

Campaign Activity ▼ **opened** ▼ **Webinar 5 Strategies [Email Blast] - 09/08/2014** ▼

Add Condition

Preview Segment [Cancel](#)

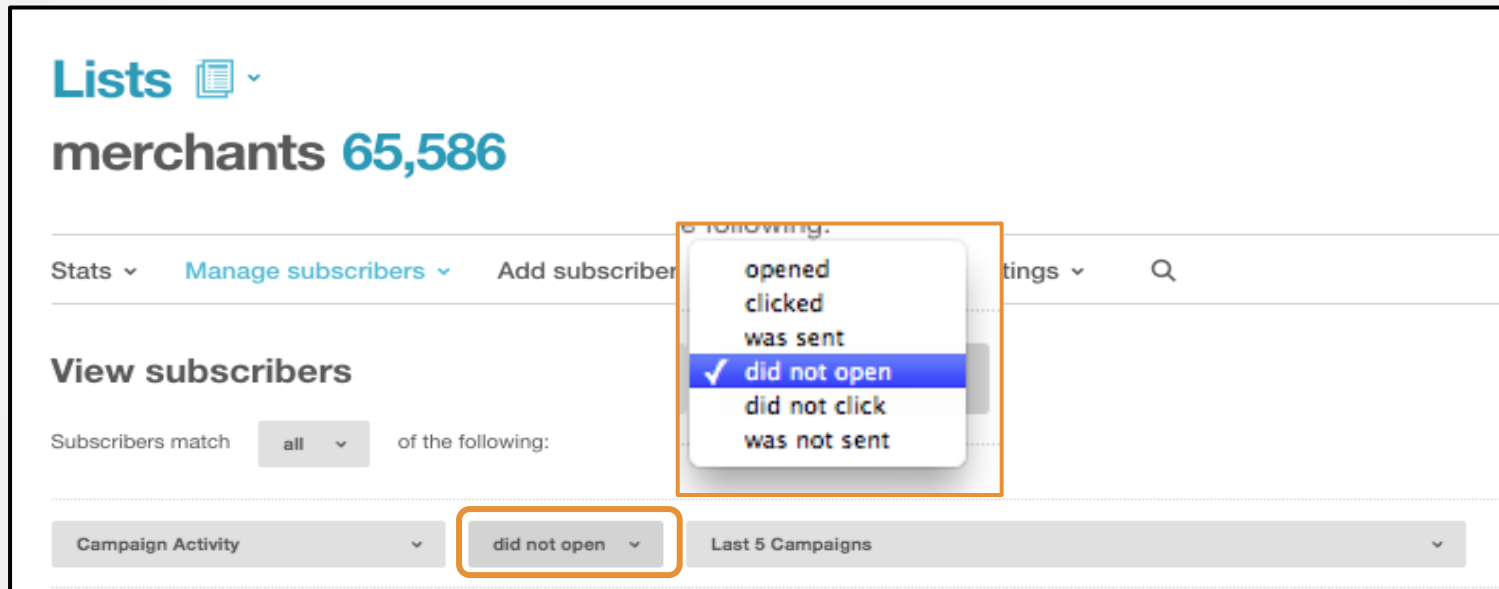
Step 3b: Create a List Segment

2. Select "Campaign Activity" from Subscriber Data in drop down menu.

The screenshot displays the 'Lists' management interface for a list named 'merchants' containing 65,558 subscribers. The interface includes a 'Stats' dropdown and a 'Manage subscribers' link. Below this, there is a 'View subscribers' section with a filter set to 'all'. A dropdown menu is open, showing a list of 'Subscriber Data' options. The 'Campaign Activity' option is selected, indicated by a checkmark. Other options include Automation Activity, Conversations Activity, Date Added, Email Client, Info Changed, Language, Location, Member Rating, and Signup Source. Below the dropdown, there are buttons for '+ Add Condition', 'Preview Segment', and 'Cancel'. The background shows a search bar and a date filter set to '09/08/2014'.

Step 3c: Create a List Segment

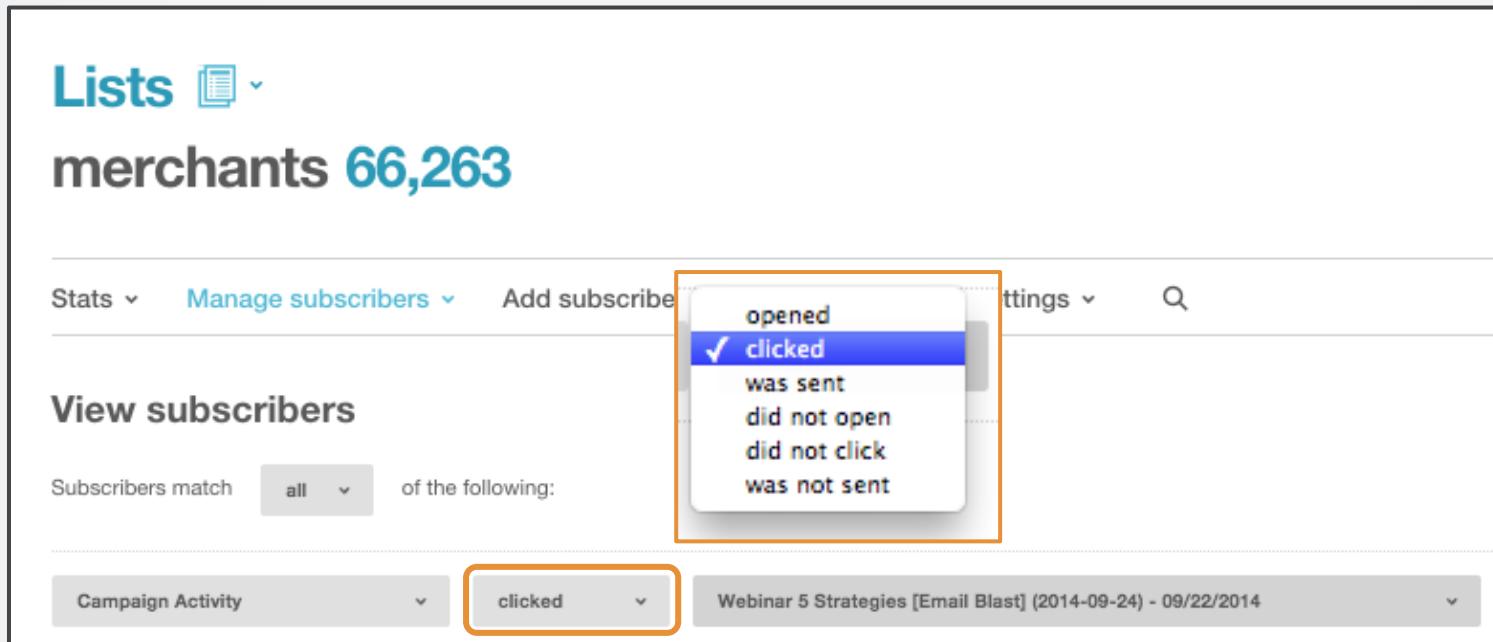
3. Choose your segmentation criteria.



Select "**did not open**" to segment people on your list that did not open the first email.

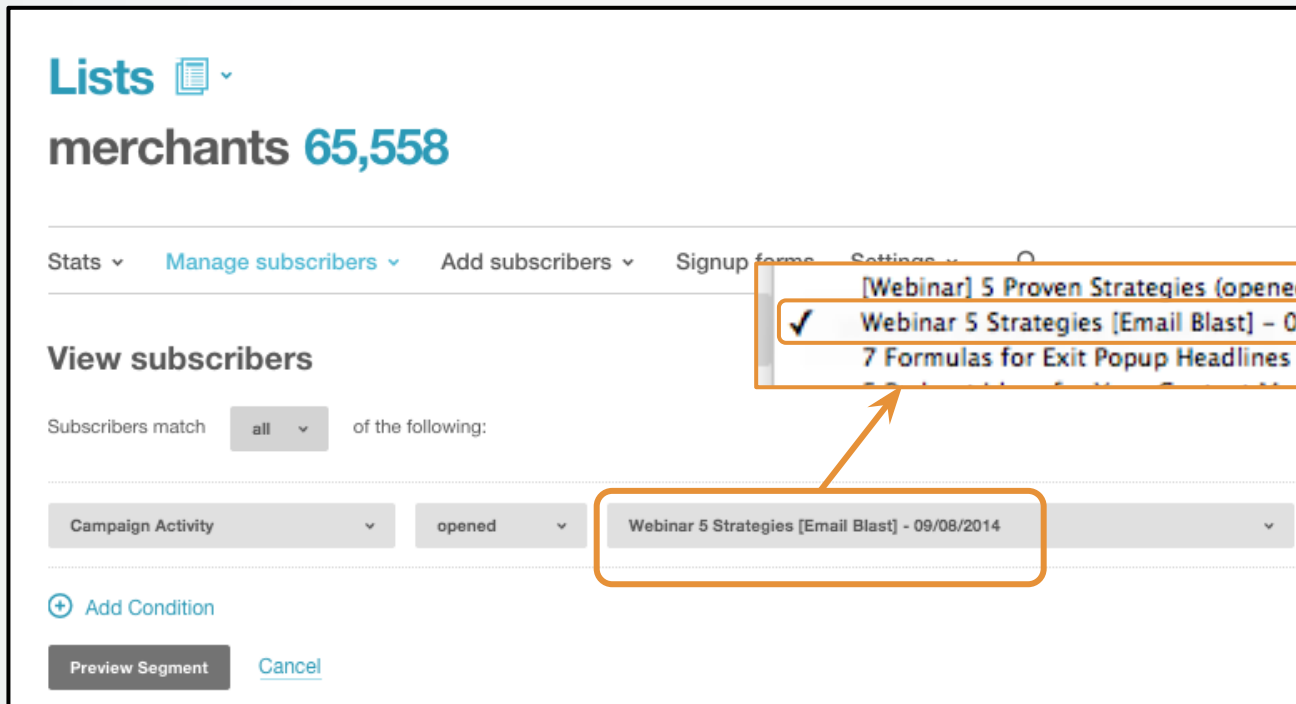
Step 3c: Create a List Segment

3. Choose your segmentation criteria.



Select "**clicked**" to segment people who clicked through to your one-click signup (in other words, people who registered).

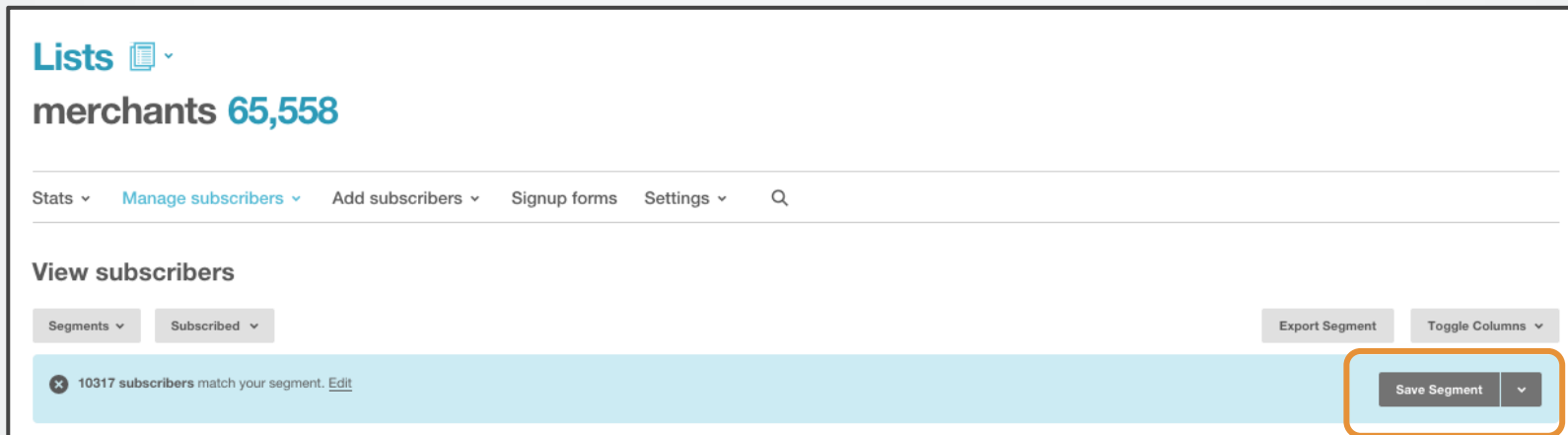
Step 3d: Create a List Segment



4. Choose the campaign. This is where you specify the email campaign you need the data from. *For your webinar, this will be your first webinar email invite.*

Step 4: Preview and Save Your Segment

Click "Preview" to review your list



Click "**Save Segment**" to save your new email list within your Webinar email list.

Your list will be saved and you can use it at any time.

Bonus Step: Send or Export your Segmented Email List

You can choose to:

1. **“Export Segment”** to send your new email list to another CRM (such as Wishpond)



2. or **“Send to Segment”** to send your webinar email directly through MailChimp

You're done!

You have created a segmented email list
in MailChimp.

Now go send your highly targeted emails!

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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!