

# TIPS & TRICKS TO SEGMENT YOUR ODYSSEY AUDIENCE

Learn how to segment your audience within Odyssey voyages to help better engage your audience and optimize your marketing strategies.

Ryan Olson, Client Success Manager at Omeda, shares some ideas and best practices.



**Ryan Olson**

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# Use Case 1

## Split up a large list for 3<sup>rd</sup> Party campaign

- Output campaign query into Segments in Audience Builder.
- Segments will appear in the AB Field Library.
- Create new query in AB for Odyssey Audience.
- Add first segment of customers to query.
- Create a continuous Odyssey voyage.
- Use new query in Audience element.
- Schedule voyage and monitor email send(s).
- Open Audience query in AB and add next segment when you are ready to send to the next batch of customers.
- The Odyssey voyage can remain in progress – it will reference the original AB query to which you can add segments and save over time.

# Output Segments

The screenshot shows the main application interface. At the top, there are navigation elements: 'Acme Demo Databa...' and 'Acme Demo DB Ma...'. Below this is a menu bar with 'File', 'Output', and 'Match Evaluation'. The 'Output' menu is open, showing options: 'Quick Deploy', 'Omail File', 'File', 'Segment', 'Field Update', and 'FTP Output'. The 'Segment' option is highlighted. In the background, a card for 'Acme Nano Insider 3rd party Audience' is visible, showing a count of 49,888 and a toggle switch set to 'Off'. The card also has a 'Group: 1' label and an 'Expand All' button.

This is a configuration dialog titled 'Output'. It is divided into two sections: 'Output Criteria' and 'Output Modification Criteria'. Under 'Output Criteria', there are three radio button options: 'Create New Segment' (selected), 'Append to Existing Segment', and 'Remove from Existing Segment'. The 'Create New Segment' option has a text input field with the value 'Acme Nano 3rd party segment 1'. The other two options have a dropdown menu labeled 'Select Segment'. Under 'Output Modification Criteria', there are two radio button options: 'None' and 'N<sup>th</sup> Select' (selected). Below 'N<sup>th</sup> Select', there are three input fields: 'Total Output Records' (5000), 'Starting At Record' (1), and 'Selection Interval' (radio buttons for 'Auto' and 'Every 1 Record', with 'Every 1 Record' selected). At the bottom, there are two buttons: 'Create Output' and 'Cancel'.

This is a detailed view of the 'Output Modification Criteria' section from the previous dialog. It shows the 'N<sup>th</sup> Select' radio button selected. The 'Total Output Records' input field contains '5000'. The 'Starting At Record' input field contains '5001'. The 'Selection Interval' section has 'Auto' and 'Every 1 Record' radio buttons, with 'Every 1 Record' selected. At the bottom, there are two buttons: 'Create Output' and 'Cancel'.

# Add Segments to Audience

**M** ACME Global DB Segments

Incl. Excl.  Or  And

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Example 3rd party first 5K
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Example 3rd party second 5K
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Example 3rd party third 5K
<input type="checkbox"/>	<input type="checkbox"/>	Example 3rd party fourth 5K

New Query Nth Groups:  Off

Group: 1 Contact Rules ⓘ

<input type="checkbox"/>	<input type="checkbox"/>	ACME Global DB Segments =	Example 3rd party first 5K
		or	Example 3rd party second 5K
		or	Example 3rd party third 5K
		or	Example 3rd party fourth 5K

# Create Continuous Odyssey

**Nano 3rd Party Audience** < >

Continuous ⓘ  Static List ⓘ

**AUDIENCE SOURCE**

Audience Builder (OnQ) ⓘ  
 Internal File ⓘ  
 External File

Acme Nano Insider 3rd party Audience ⚡

Count: 961

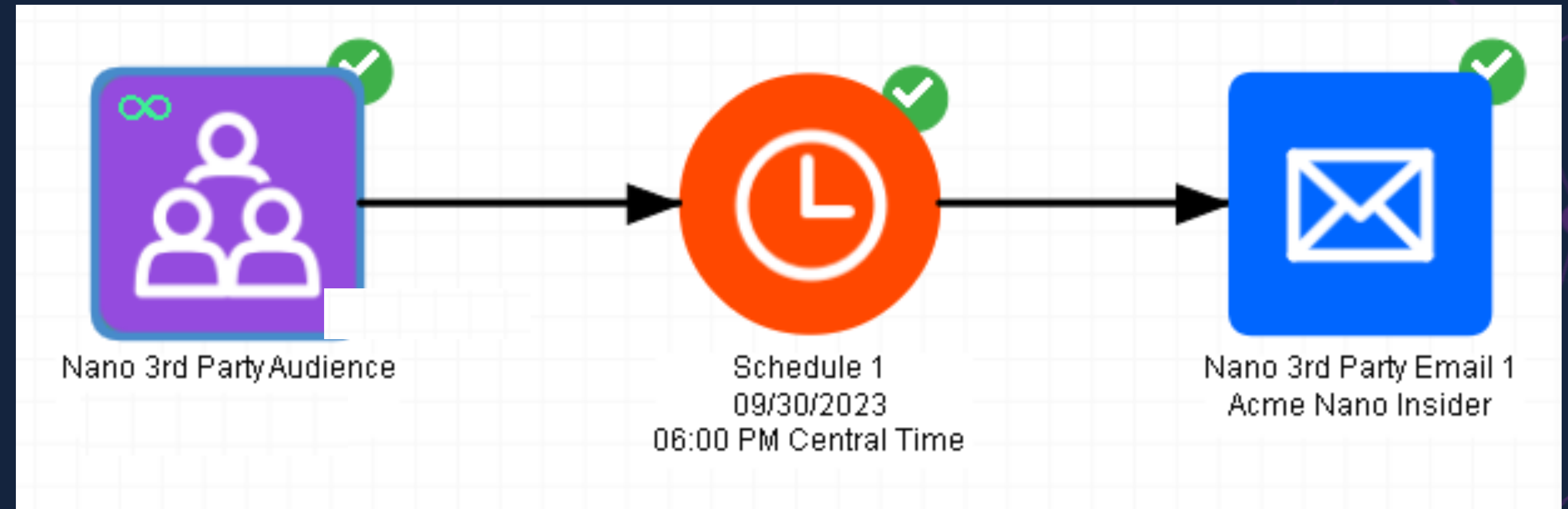
[Refresh Query Count](#) ↻  
[Launch Audience Builder](#) ↗

Select Output Criteria ⓘ (default) ▾

**AUDIENCE SUPPRESSION SOURCE** +

**FREQUENCY**

<input type="checkbox"/> Sunday	<input checked="" type="checkbox"/> Thursday
<input checked="" type="checkbox"/> Monday	<input checked="" type="checkbox"/> Friday
<input checked="" type="checkbox"/> Tuesday	<input type="checkbox"/> Saturday
<input checked="" type="checkbox"/> Wednesday	



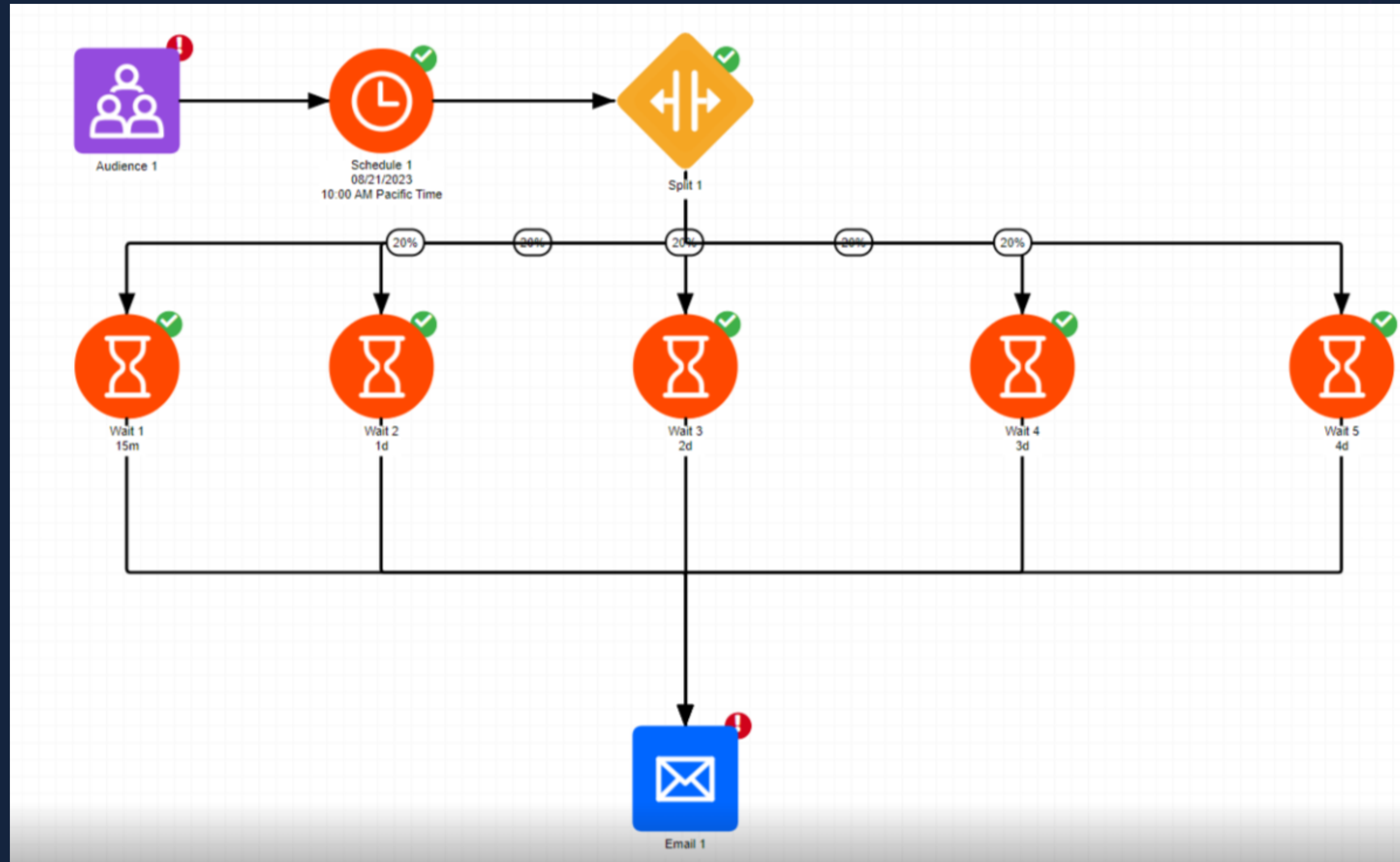
Then add additional segments over time to In Progress Voyage

# Use Case 2

**Split up large Audience Builder query into 5K over an audience that is only mailed to every 3-6 months, such as a magazine renewal campaign.**

- Create an Odyssey, use 1 Split element; and multiple Wait elements for each send.
- Wait times could be 3 days, 5 days, 7 days, etc.
- All Wait elements can be linked to one Email element.

# Use Case 2



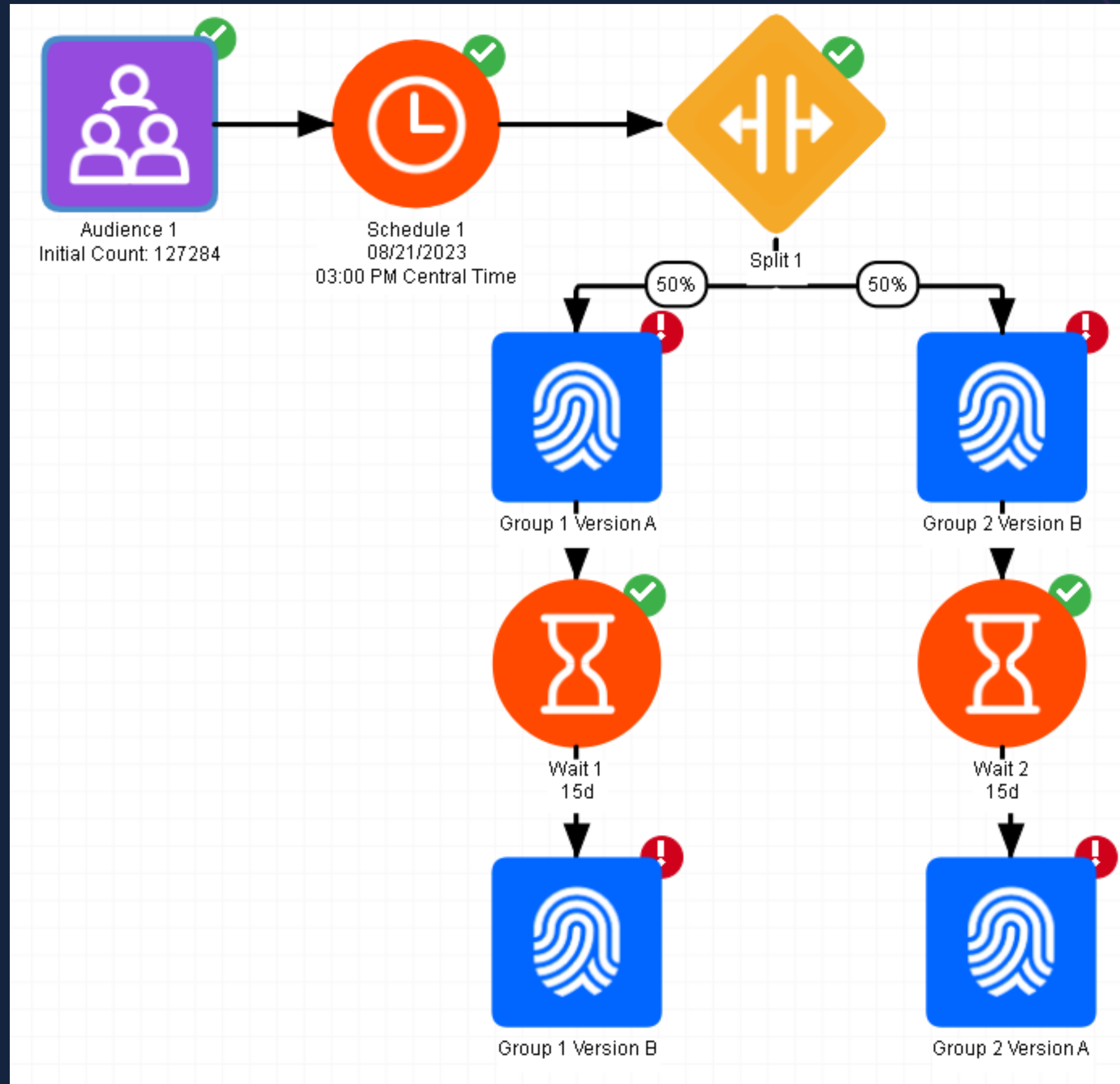
# Use Case 3

## Split up Audience to test Personalization versions.

- Create continuous Odyssey with Split element and 2 Personalization elements.
- Can also add Wait elements after 15 days for example, then switch versions for each audience group - so each group sees both versions for 15 days.
- Benefit: A way to A/B test Personalization jobs; see reporting/results on one canvas; fully automated; uses dynamic Audience Builder query.



# Use Case 3



# Questions



Q:



A:

# THANK YOU FOR JOINING

We will post a recording of this webinar on the Omeda website.

Check out some of our other webinars here:

<https://www.omedas.com/resources/webinars/>

Training videos:

[How to Output a Segment in Audience Builder](#)

[Using the Split Element in Odyssey](#)

Omeda Academy:

[Odyssey 101](#)

[Personalization 101](#)



# Questions



Q: If we create segments, where do we find them in Audience Builder?



A: Once you output a segment, you can refresh the browser and the segments will appear in a folder at the bottom of the Fields Library (or in an existing segment folder).

# Questions



Q: For Use Case 2, if we have multiple Wait elements connected to one email element, will the reporting be in one report?



A: Yes, you'll have one Deployment Delivery Report that will be updated as additional customers move into the Email element and are delivered.

# Questions



Q: In the use case for testing Personalization versions in Odyssey, does the split element just randomly split up the audience? Or is there a way to control which customers are in each group?



A: The split element just randomly splits up Audience based on percentages entered, which is probably ideal for an A/B test. You could use queries and set up different versions in the Personalization UI also though.

# Questions



Q: What if we want to split up an audience for an exit intent or scroll trigger Personalization, how could we do that?



A: Yes, only standard and inline Personalization types can be set up in Odyssey. You can use Audience Builder segments to split up a query and set up exit intent or scroll trigger types in the Personalization UI.