

## Email Marketing / Email Segmentation

Group subscribers by actions taken (purchases, email opens, link clicks, website visits) for targeted messaging.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Behavioral Targeting, Personalization, Automation

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Why This Prompt Exists

Most email marketers don't use behavioral data — even though it's the most predictive of future action.

You get:

- sending the same email to buyers and non-buyers
- no follow-up based on link clicks
- missed opportunities to target by website behavior
- lower conversion rates from generic messaging
- wasted potential from behavioral data you already have

But behavioral segmentation is not complicated.

It is using what they already did to predict what they'll do next.

- Purchase behavior: what they bought, how much, how often
- Email engagement: opens, clicks, replies, unsubscribes
- Link clicks: which topics they're interested in
- Website visits: product pages, pricing, blog content

Without behavioral segmentation, you ignore your most valuable data.

This framework forces AI to create behavioral segments and content strategies.

The Prompt

Assume the role of a behavioral email marketer who uses actions to predict future actions.

Your task is to create behavioral segments.

Generate:

#### 1. PURCHASE BEHAVIOR SEGMENTS

- Recent buyers (last 30 days)
- High-value buyers (AOV > \$X)
- Repeat buyers (2+ purchases)
- Product category buyers
- Lapsed buyers (no purchase in 90+ days)

#### 2. EMAIL ENGAGEMENT SEGMENTS

- Highly engaged (opened 5+ of last 10 emails)
- Moderately engaged (opened 2-4 of last 10)
- Low engagement (opened 0-1 of last 10)
- Clickers (clicked any link in last 30 days)
- Non-openers (no open in 60+ days)

#### 3. WEBSITE BEHAVIOR SEGMENTS

- Viewed product page (not purchased)
- Viewed pricing page
- Abandoned cart

- Viewed blog content by topic

#### 4. CONTENT RECOMMENDATIONS FOR EACH SEGMENT

- What to send
- Why it fits

#### 5. AUTOMATION TRIGGERS

- When to move subscribers between segments

#### 6. TRACKING REQUIREMENTS

- What data you need to capture

#### INPUTS:

Your Product/Service:

[DESCRIBE]

Average Order Value (AOV):

[INSERT \$]

Purchase Frequency (typical):

[ONCE / MONTHLY / QUARTERLY / ANNUALLY]

Email Platform Capabilities:

[DESCRIBE]

Website Tracking Available:

[YES / NO]

## RULES:

- Recent buyers: cross-sell, upsell, ask for review
- High-value buyers: loyalty program, VIP offers
- Lapsed buyers: win-back offers, reactivation
- Highly engaged: ask for referrals, surveys
- Low engagement: re-engagement campaigns
- Website visitors: retarget with relevant content
- Automate segment updates based on behavior

## How To Use It

- Recent buyers: cross-sell, upsell, ask for review.
- High-value buyers: loyalty program, VIP offers, exclusive content.
- Lapsed buyers: win-back offers, reactivation campaigns.
- Highly engaged: ask for referrals, surveys, feedback.
- Low engagement: re-engagement campaigns, preference center.
- Website visitors: retarget with relevant content based on pages viewed.

## Example Input

**Your Product/Service:** Online courses for freelancers (\$47-297)

**Average Order Value (AOV):** \$97

**Purchase Frequency:** ONCE (most buy one course)

**Email Platform Capabilities:** Klaviyo (tracks opens, clicks, purchases, website visits)

**Website Tracking Available:** YES (Klaviyo tracking enabled)

## Why It Works

Most email programs ignore behavioral data.

This framework improves outcomes by forcing:

- purchase behavior segments (revenue)
- email engagement segments (attention)
- website behavior segments (intent)
- content recommendations (relevance)
- automation triggers (timing)

Great behavioral segmentation doesn't guess — it uses past actions to predict future results.

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See also [The Purchase History Segmenter](#)