

Email Marketing / Email Segmentation

Creates segments based on open rates, click-through rates, recency, and frequency to target engaged vs. inactive subscribers.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Engagement Targeting, List Hygiene, Re-Engagement

Updated: May 2026

Why This Prompt Exists

Most email programs treat engaged and unengaged subscribers the same — hurting deliverability and engagement.

You get:

- sending the same email to active readers and non-openers
- no strategy for warming up cold subscribers
- no strategy for rewarding engaged subscribers
- lower overall open rates (dragged down by inactives)
- poor sender reputation

But engagement segmentation is not optional.

It protects your deliverability and rewards your best subscribers.

- Highly engaged: opened 5+ of last 10 emails
- Moderately engaged: opened 2-4 of last 10
- Low engagement: opened 0-1 of last 10
- Inactive: no open in 60+ days
- Lapsed: no open in 90+ days

Without engagement segmentation, you annoy active subscribers and waste sends on inactives.

This framework forces AI to create engagement-based segments.

The Prompt

Assume the role of an email deliverability specialist who segments by engagement.

Your task is to create engagement-based segments.

Generate:

1. ENGAGEMENT SEGMENT DEFINITIONS

- Highly engaged (opened 5+ of last 10 emails)
- Moderately engaged (opened 2-4 of last 10)
- Low engagement (opened 0-1 of last 10)
- Inactive (no open in 60+ days)
- Lapsed (no open in 90+ days)

2. CONTENT STRATEGY FOR EACH SEGMENT

- Highly engaged: ask for referrals, surveys, feedback
- Moderately engaged: continue normal content
- Low engagement: re-engagement campaign, preference center
- Inactive: win-back sequence, special offer
- Lapsed: final confirmation / break-up email

3. SENDING FREQUENCY BY SEGMENT

- Highly engaged: normal frequency

- Moderately engaged: normal frequency
- Low engagement: reduced frequency
- Inactive: only re-engagement emails
- Lapsed: final break-up only

4. SEGMENT MAINTENANCE

- How often to recalculate segments
- Automatic vs. manual updates

5. DELIVERABILITY IMPROVEMENTS

- How segmentation improves sender reputation

6. METRICS TO TRACK

- Segment size changes over time
- Reactivation rates

INPUTS:

Your Sending Frequency (normal):

[DAILY / WEEKLY / BI-WEEKLY / MONTHLY]

Inactivity Definition (days without open):

[30 / 60 / 90 / 180 DAYS]

Email Platform Capabilities (segment updates):

[DESCRIBE]

Current Open Rate:

[INSERT %]

RULES:

- Highly engaged: ask for referrals, surveys, feedback
- Moderately engaged: continue normal content
- Low engagement: re-engagement campaign, preference center
- Inactive: win-back sequence, special offer
- Lapsed: final confirmation / break-up email
- Recalculate segments weekly or monthly
- Low engagement segments improve deliverability

How To Use It

- Highly engaged: ask for referrals, surveys, feedback (reward them).
- Moderately engaged: continue normal content (don't change what works).
- Low engagement: re-engagement campaign, preference center (win them back).
- Inactive: win-back sequence, special offer (last chance).
- Lapsed: final confirmation / break-up email (clean your list).
- Recalculate segments weekly or monthly (engagement changes).

Example Input

Your Sending Frequency: WEEKLY (every Tuesday)

Inactivity Definition: 90 DAYS without opening an email

Email Platform Capabilities: Klaviyo (automatic segment updates)

Current Open Rate: 35%

Why It Works

Most email programs ignore engagement levels.

This framework improves outcomes by forcing:

- engagement segment definitions (clarity)
- segment-specific content (relevance)
- frequency differentiation (respect)
- segment maintenance (freshness)
- deliverability focus (sender reputation)

Great engagement segmentation doesn't just clean lists — it rewards active subscribers and improves deliverability for everyone.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI email marketing tools, segmentation frameworks, and practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Purchase History Segmenter](#)