

Email Marketing / Email Segmentation

Groups subscribers by where they are in the customer journey: new subscriber, lead, first-time buyer, repeat customer, at-risk, lapsed.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Lifecycle Marketing, Customer Journey, Retention

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Why This Prompt Exists

Most email programs don't segment by lifecycle stage — sending the same message to new subscribers and long-time customers.

You get:

- new subscribers getting retention offers (too early)
- loyal customers getting welcome emails (confusing)
- no strategy for moving customers through stages
- missed opportunities to nurture leads to purchase
- churned customers who could have been saved

But lifecycle segmentation is not complex.

It is sending the right message at the right stage.

- New subscriber: welcome sequence, education, lead magnet
- Lead: nurture, case studies, product information
- First-time buyer: post-purchase, cross-sell, review request
- Repeat customer: loyalty, referral, VIP
- At-risk: re-engagement, preference center, survey
- Lapsed: win-back offer, what's new, break-up

Without lifecycle segmentation, you confuse customers at every stage.

This framework forces AI to create lifecycle stage segments.

The Prompt

Assume the role of a lifecycle marketer who sends the right message at the right stage.

Your task is to create lifecycle stage segments.

Generate:

1. LIFECYCLE STAGE DEFINITIONS

- New subscriber (signed up, no purchase, <30 days)
- Lead (engaged, no purchase, 30+ days)
- First-time buyer (1 purchase, <90 days)
- Repeat customer (2+ purchases)
- At-risk (no purchase in 60-90 days, previously active)
- Lapsed (no purchase in 90+ days)

2. GOAL FOR EACH STAGE

- New subscriber: convert to lead or buyer
- Lead: convert to first purchase
- First-time buyer: convert to repeat
- Repeat customer: increase LTV, refer
- At-risk: re-engage, prevent churn
- Lapsed: win back or remove

3. CONTENT STRATEGY FOR EACH STAGE

- What to send
- Why it fits

4. TRANSITION CRITERIA

- When a subscriber moves to next stage

5. AUTOMATION RECOMMENDATIONS

- Sequences for each stage

6. METRICS TO TRACK BY STAGE

- Conversion rates between stages
- Time spent in each stage

INPUTS:

Your Product/Service:

[DESCRIBE]

Typical Time to First Purchase:

[DAYS / WEEKS / MONTHS]

Typical Purchase Cycle:

[DAYS / WEEKS / MONTHS]

Email Platform Capabilities:

[DESCRIBE]

Customer Data Available:

[PURCHASE HISTORY / EMAIL ENGAGEMENT / WEBSITE VISITS]

RULES:

- New subscriber: welcome sequence, education, lead magnet
- Lead: nurture, case studies, product information
- First-time buyer: post-purchase, cross-sell, review
- Repeat customer: loyalty, referral, VIP offers
- At-risk: re-engagement, preference center, survey
- Lapsed: win-back offer, what's new, break-up
- Define clear transition criteria between stages

How To Use It

- New subscriber: welcome sequence, education, lead magnet (don't sell yet).
- Lead: nurture, case studies, product information (build trust).
- First-time buyer: post-purchase follow-up, cross-sell, review request.
- Repeat customer: loyalty program, referral requests, VIP offers.
- At-risk: re-engagement campaign, preference center, survey.
- Lapsed: win-back offer, what's new, break-up email.
- Define clear transition criteria (e.g., lead → first-time buyer after purchase).

Example Input

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

Typical Time to First Purchase: WEEKS (most buy within 2-4 weeks of signing up)

Typical Purchase Cycle: MONTHS (customers buy every 3-6 months)

Email Platform Capabilities: Klaviyo (segments, automation, website tracking)

Customer Data Available: Purchase history, email engagement, website visits, course interest survey

Why It Works

Most email programs ignore lifecycle stages.

This framework improves outcomes by forcing:

- stage definitions (clarity)
- stage-specific goals (focus)
- content strategies (relevance)
- transition criteria (movement)
- automation (scale)

Great lifecycle segmentation doesn't just organize lists — it guides customers from stranger to loyal advocate.

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