

Email Marketing / Email Segmentation

Segments customers by past purchases, average order value, purchase frequency, or product category for personalized recommendations.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Ecommerce Segmentation, Personalization, Cross-Sell

Updated: May 2026

Why This Prompt Exists

Most ecommerce stores send the same emails to first-time buyers and loyal customers — leaving revenue on the table.

You get:

- first-time buyers getting loyalty offers (too early)
- loyal customers getting generic promotions (not special)
- no cross-sell based on past purchases
- no win-back for lapsed buyers
- missed revenue from customers who would buy again

But purchase history is your most valuable segmentation data.

Past behavior predicts future purchases.

- First-time buyers: post-purchase follow-up, cross-sell, review request
- Repeat buyers: loyalty program, VIP offers, referral requests
- High-value buyers (AOV > X): exclusive previews, early access
- Product category buyers: related products, restock alerts
- Lapsed buyers (no purchase in X days): win-back offers

Without purchase history segmentation, you leave money on the table.

This framework forces AI to create purchase-based segments.

The Prompt

Assume the role of an ecommerce email strategist who segments by purchase history.

Your task is to create purchase history segments.

Generate:

1. RECENCY SEGMENTS

- First-time buyers (first purchase in last 30 days)
- Recent buyers (purchased in last 30 days)
- Lapsed buyers (no purchase in 90+ days)

2. FREQUENCY SEGMENTS

- One-time buyers (1 purchase)
- Repeat buyers (2-5 purchases)
- Loyal buyers (6+ purchases)

3. VALUE SEGMENTS

- High AOV (average order value > \$X)
- Low AOV (average order value < \$X)
- High lifetime value (LTV > \$X)

4. PRODUCT CATEGORY SEGMENTS

- Buyers of specific categories

- For cross-sell recommendations

5. CONTENT RECOMMENDATIONS FOR EACH SEGMENT

- First-time: post-purchase, cross-sell, review
- Repeat: loyalty, referral, VIP
- Lapsed: win-back offer, what's new
- High-value: exclusive previews, early access

6. AUTOMATION TRIGGERS

- When to send (timing after purchase)

INPUTS:

Your Product Categories:

[LIST]

Average Order Value (AOV):

[INSERT \$]

Customer Lifetime Value (LTV) (average):

[INSERT \$]

Typical Purchase Cycle:

[DAYS / WEEKS / MONTHS]

Email Platform Capabilities:

[DESCRIBE]

RULES:

- First-time buyers: welcome sequence, cross-sell, review request
- Repeat buyers: loyalty program, referral requests, VIP offers
- Lapsed buyers: win-back offers, what's new, product updates
- High-value buyers: exclusive previews, early access, VIP events
- Product category: cross-sell related products, restock alerts
- Automate timing based on purchase recency

How To Use It

- First-time buyers: welcome sequence, cross-sell, review request.
- Repeat buyers: loyalty program, referral requests, VIP offers.
- Lapsed buyers: win-back offers, what's new, product updates.
- High-value buyers: exclusive previews, early access, VIP events.
- Product category buyers: cross-sell related products, restock alerts.
- Automate timing based on purchase recency (1 day, 7 days, 30 days).

Example Input

Your Product Categories: Project management software (SaaS), Productivity templates (digital), Email courses (digital)

Average Order Value (AOV): \$97

Customer Lifetime Value (LTV): \$350

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

Email Platform Capabilities: Klaviyo (tracks purchase history, segments automatically)

Why It Works

Most ecommerce email treats all customers the same.

This framework improves outcomes by forcing:

- recency segments (timing)
- frequency segments (loyalty)
- value segments (profitability)
- product category segments (relevance)
- automation timing (precision)

Great purchase segmentation doesn't just sell more — it sells the right thing to the right customer at the right time.

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 Engagement-Based Segmenter](#)