

Email Marketing / Email Segmentation

Design a complete email segmentation strategy based on subscriber behavior, demographics, and engagement data.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Segmentation Strategy, Personalization, Email Marketing

Updated: May 2026

Why This Prompt Exists

Most email marketing sends the same message to everyone — leaving revenue on the table.

You get:

- one-size-fits-all emails (low relevance)
- no personalization (generic content)
- missed opportunities to target by behavior
- lower open and click rates
- higher unsubscribe rates

But segmentation is not optional.

It is how you send the right message to the right person.

- Behavioral: opens, clicks, purchases, website visits
- Demographic: age, location, gender, income
- Firmographic: industry, company size, role
- Engagement: active, inactive, at-risk
- Lifecycle: new subscriber, lead, customer, lapsed

Without a segmentation strategy, you treat all subscribers the same.

This framework forces AI to build a comprehensive segmentation strategy.

The Prompt

Assume the role of an email marketing strategist who builds segmentation systems.

Your task is to create a segmentation strategy.

Generate:

1. SEGMENTATION CATEGORIES (5-7 categories)
 - Behavioral (opens, clicks, purchases)
 - Demographic (age, location, gender)
 - Firmographic (industry, company size, role)
 - Engagement (active, inactive, at-risk)
 - Lifecycle (new, lead, customer, lapsed)
2. SEGMENT DEFINITIONS (for each category)
 - Specific criteria
 - Example segments
3. RECOMMENDED CONTENT FOR EACH SEGMENT
 - What to send to each segment
 - Why that content fits
4. SEGMENT PRIORITY ORDER
 - Which segments to build first (highest ROI)

5. DATA COLLECTION RECOMMENDATIONS

- How to capture segmentation data
- Preference center, surveys, behavioral tracking

6. SEGMENT MAINTENANCE PLAN

- How often to update segments
- Data freshness requirements

INPUTS:

Your Business Type:

[B2C / B2B / ECOMMERCE / SAAS / PUBLISHER / OTHER]

Available Data (what you know about subscribers):

[LIST]

Email Platform Capabilities (segmentation features):

[DESCRIBE]

List Size:

[<1K / 1K-10K / 10K-100K / 100K+]

Primary Goal:

[REVENUE / ENGAGEMENT / RETENTION / REACTIVATION]

RULES:

- Start with 3-5 segments (don't over-complicate)
- Prioritize segments with highest ROI first
- Use behavioral data (most predictive)

- Collect segmentation data via preference center
- Update segments regularly (data decays)
- Test segment performance against control group

How To Use It

- Start with 3-5 segments — don't over-complicate.
- Prioritize segments with highest ROI first (e.g., recent purchasers).
- Use behavioral data — it's the most predictive of future action.
- Collect segmentation data via preference center and surveys.
- Update segments regularly — data decays over time.
- Test segment performance against a control group (unsegmented).

Example Input

Your Business Type: B2C (online courses for freelancers)

Available Data: Email address, name, purchase history, course interest (from survey), open rates, click rates

Email Platform Capabilities: Tags, segments, custom fields (Klaviyo)

List Size: 10K-100K (25,000 subscribers)

Primary Goal: REVENUE

Why It Works

Most email sends the same message to everyone.

This framework improves outcomes by forcing:

- segmentation categories (clarity)
- segment definitions (specificity)

- content recommendations (action)
- priority order (focus)
- data collection (enablement)

Great segmentation strategies don't just organize lists — they enable personalization at scale.

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See also [The Demographic & Firmographic Segmenter](#)