

# Groups aka Segments

## Groups and Customer Segmentation

The Contacts Module in vCX takes customer segmentation to the next level with **dynamic groups**, enabling businesses to categorize and target their customers more effectively.

Groups

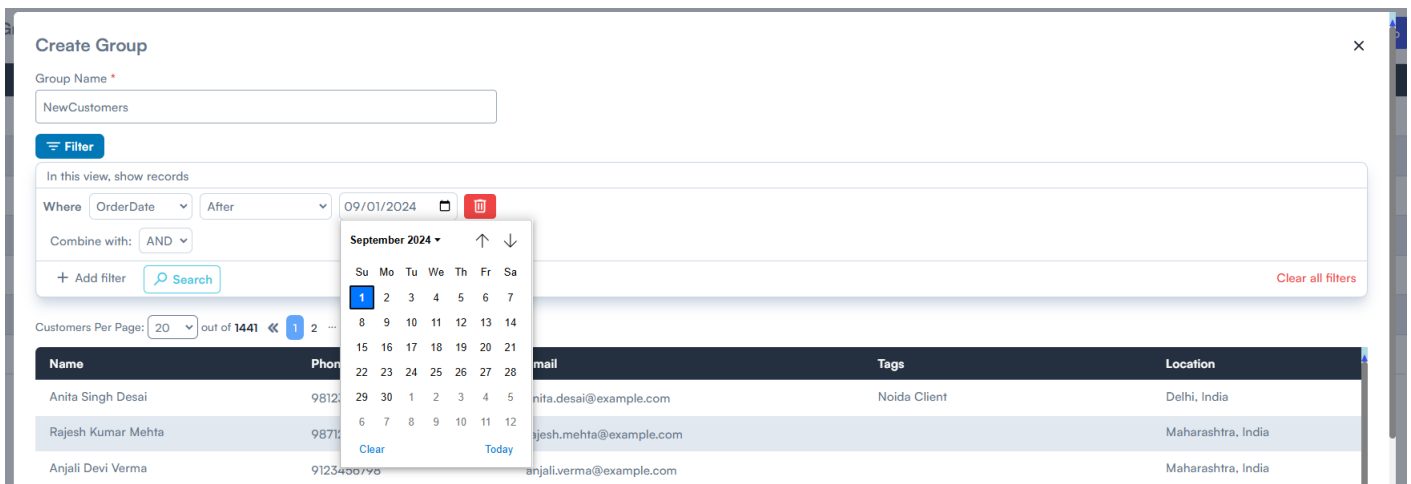
Create Group

	Name	Created At	Actions
1	<a href="#">Team</a>	9/23/2024	
2	<a href="#">Noida Client</a>	10/26/2024	
3	<a href="#">Gorakhpur Clients</a>	10/27/2024	
4	<a href="#">South Delhi Clients</a>	10/27/2024	
5	<a href="#">Divya</a>	11/3/2024	
6	<a href="#">Noida - Ph 98</a>	11/16/2024	
7	<a href="#">Default(All Customers)</a>	11/19/2024	

## What are Groups?

Groups allow you to **segment customers** based on multiple parameters, ensuring you always reach the right audience. These groups are **dynamic**, meaning they automatically update when customer information changes, ensuring your segmentation remains accurate and up-to-date.

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# Segmentation Parameters

## 1. Contact Attributes:

- Name, email, phone number
- Location (city, region, or country)
- Tags for specific categories (e.g., VIP, leads, loyal customers)

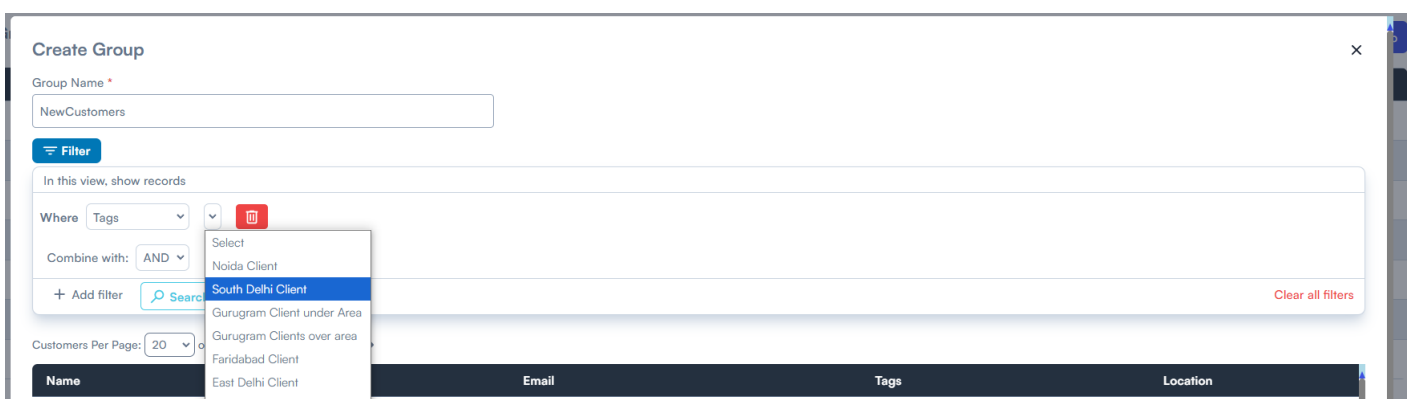
## 2. Order-Based Parameters:

- Purchase history (frequency, last purchase date, or total spend)
- Order type (products, services, or appointments)
- Order status (completed, pending, or canceled)

## 3. Engagement Metrics:

- Interaction frequency (number of messages or responses)
- Last communication date
- Participation in previous campaigns

By combining these parameters, you can create highly targeted customer segments tailored to your business needs.



# Why Dynamic Groups Matter

- **Always Up-to-Date:** Dynamic groups automatically include or remove customers based on real-time data, so your campaigns always target the right audience.
  - **Improved Targeting:** Leverage granular segmentation to craft highly relevant messages, offers, or campaigns.
  - **Enhanced Automation:** Use groups to power broadcast campaigns, workflows, or reminders without manual updates.
  - **Personalized Engagement:** Reach customers with content that aligns with their behavior, preferences, and history.
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## Examples of Dynamic Groups

1. **New Customers:**  
Segment customers who placed their first order within the last 30 days.
  2. **High-Value Customers:**  
Target customers with total purchases exceeding a specific value.
  3. **Appointment-Based Segments:**  
Group customers who have scheduled appointments in the upcoming week.
  4. **Inactive Customers:**  
Create a segment for customers who haven't interacted in the last 60 days to re-engage them with campaigns.
  5. **Tag-Based Segments:**  
Use tags like "VIP," "Returning," or "Prospect" to segment contacts for personalized follow-ups.
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## How to Use Groups

1. Define segmentation parameters based on customer behavior, tags, or orders.
  2. Use groups to:
    - Send **targeted broadcast campaigns**.
    - Automate follow-ups and reminders.
    - Analyze customer segments to refine strategies.
  3. Monitor group performance and tweak parameters to align with business goals.
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## The Power of Segmentation

With vCX's dynamic and intelligent grouping, you can **unlock the full potential of customer data** to drive personalized engagement, improve campaign performance, and boost overall customer satisfaction.

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