

20 Ways to Segment Your SaaS Email List

This is an extra resource to go along with the original article:

[The SaaS Guide to Creating Sticky Customers](#)

1. **Cart Abandonment** (Has the subscriber left without making a purchase? You can send cart abandonment emails to this segment to persuade them to make their purchase.)
2. **Customer Lifetime Value** (Segment your subscribers based on how much they've spent with your business, if anything.)
3. **Customer Persona** (Break your list into segments based on your customer personas. [Learn more about customer personas here.](#))
4. **Demographics** (Segment your list based on basic demographics, such as age, gender, job title, job industry, income, etc.)
5. **Email Activity** (How does your subscriber engage with your emails? Do they open? Do they click through? Do they share your emails with others? Do they open on desktop or mobile?)
6. **Email Inactivity** (Has your subscriber gone silent? These subscribers should be placed on a reactivation track.)
7. **Email Preferences** (Allow customers to decide what types of emails they receive and on what frequency.)
8. **Geographical Location** (Where is your subscriber located?)
9. **In-app Activity** (What does your subscriber do within your app? You can use this information to send relevant and timely emails.)
10. **Interest** (What emails does your subscriber open most often?)
11. **Lead Magnet/ Content Upgrade** (What was the topic of the content upgrade they signed up to receive?)
12. **Multiple Opt-Ins** (Your subscriber may have signed up for multiple content upgrades. Tag these subscribers accordingly to indicate their interests.)
13. **New Customers** (Put your newest customers on a special track so they can receive introductory deals.)

14. **New Subscribers** (You can do the same with new subscribers as you do with new customers. Get new subscribers up to speed by sharing your “best of” emails with them.)
15. **Past Purchases** (What has your subscriber purchased in the past? You can use this information to segment your list and send more targeted emails.)
16. **Product Type** (What has the subscriber purchased from you in the past?)
17. **Purchase Amount** (How much money has your subscriber spent on your service? Use this to decide what targeted offers to send to the subscriber in the future.)
18. **Sales Funnel Stage** (On what stage of your sales funnel is your subscriber? Are you building awareness, nurturing interest, asking for a decision, onboarding them as a new customer, or investing in their long-term awareness?)
19. **Satisfaction Rate** (Is your subscriber satisfied with your service and/ or email content? Find out through surveying your subscribers periodically throughout the year.)
20. **Special Days** (Celebrate your subscribers on their special days, such as birthdays or anniversaries with your business, with special notes and offers.)