Adaptive Groups

Alexis - 2025-06-25 - Comments (0) - Popular Features

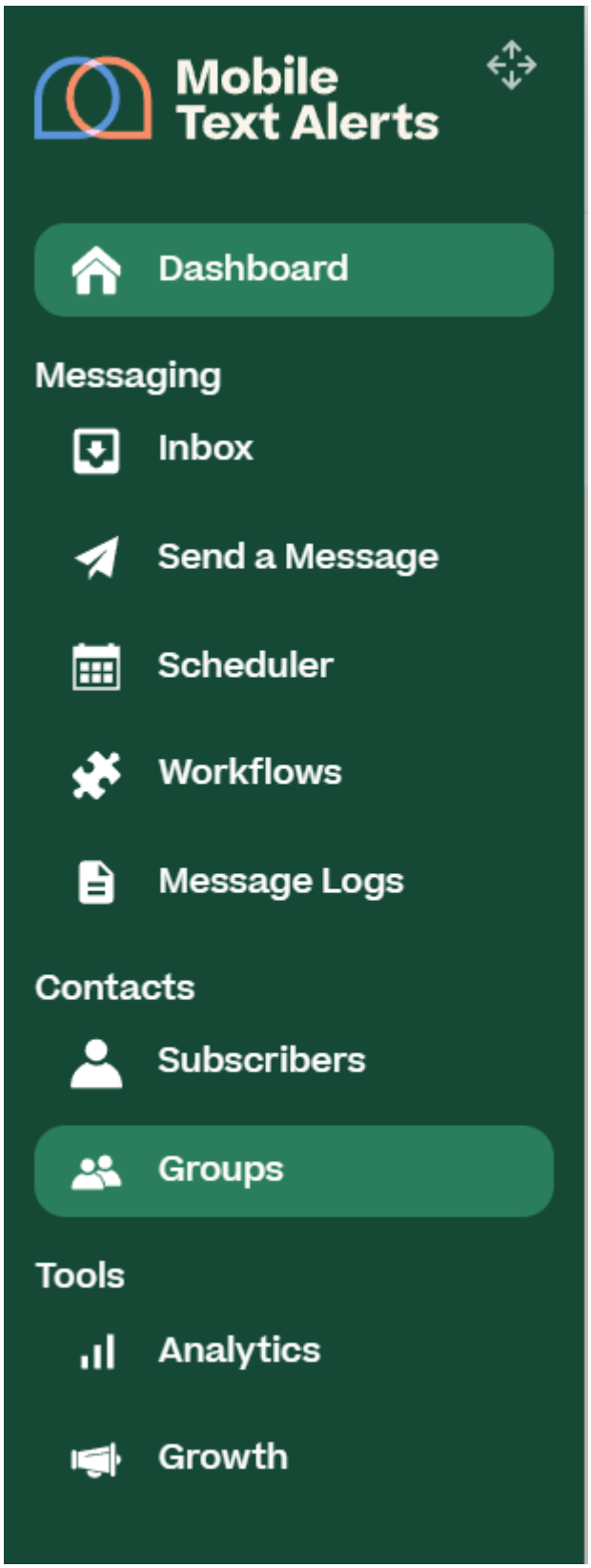
Automated segmentation? Yes, please!

With adaptive groups, you can automatically segment your subscribers based on conditions that you designate.

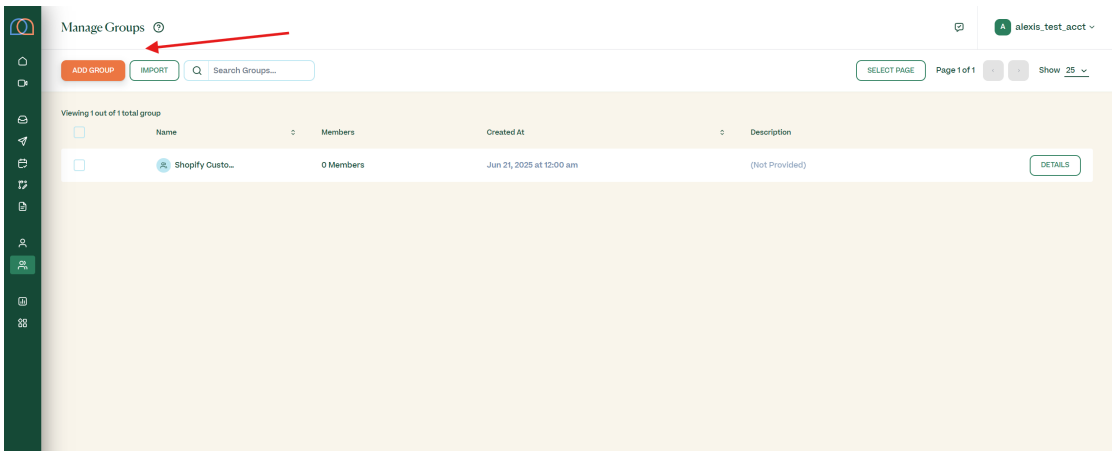
That way, you can send more targeted messages and better track subscriber activity - so that you can know how to better engage your audience.

Here’s how it works.

Go to your “Groups” tab.

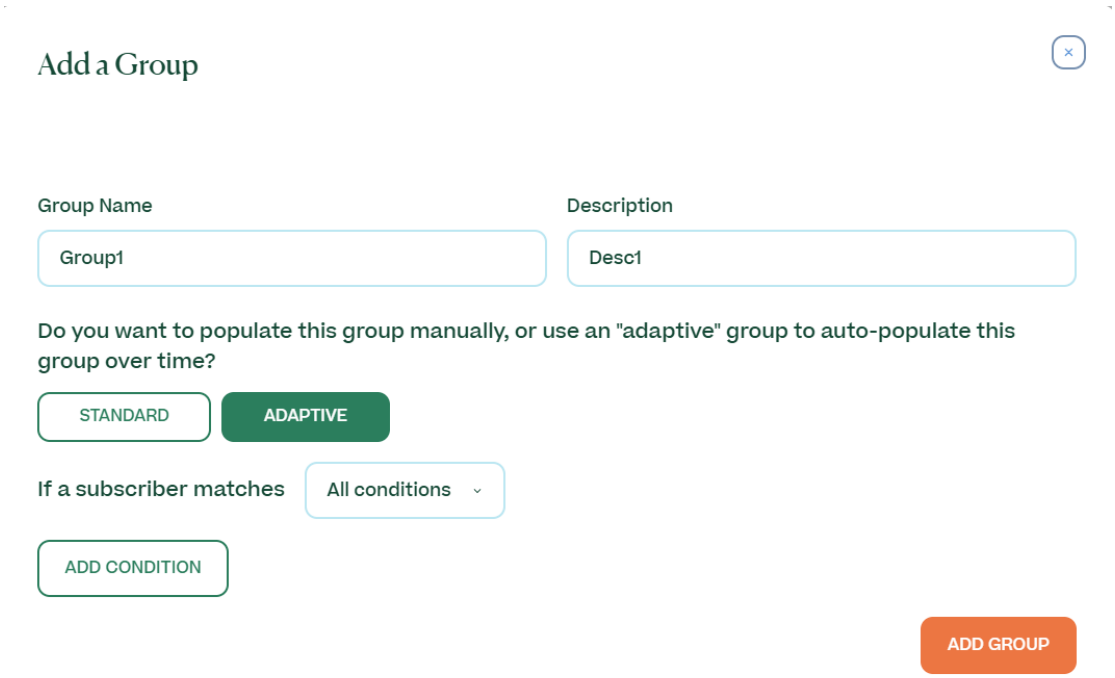


Then select the **“Add Group”** button.



From there, type in a name and description for the group, for your reference.

Then select the **“Adaptive”** button.



You’ll then be able to select if you’d like your group to be segmented based on “All” the conditions you’ll designate, or if you’d like your group to be segmented based on “Any” of the conditions.

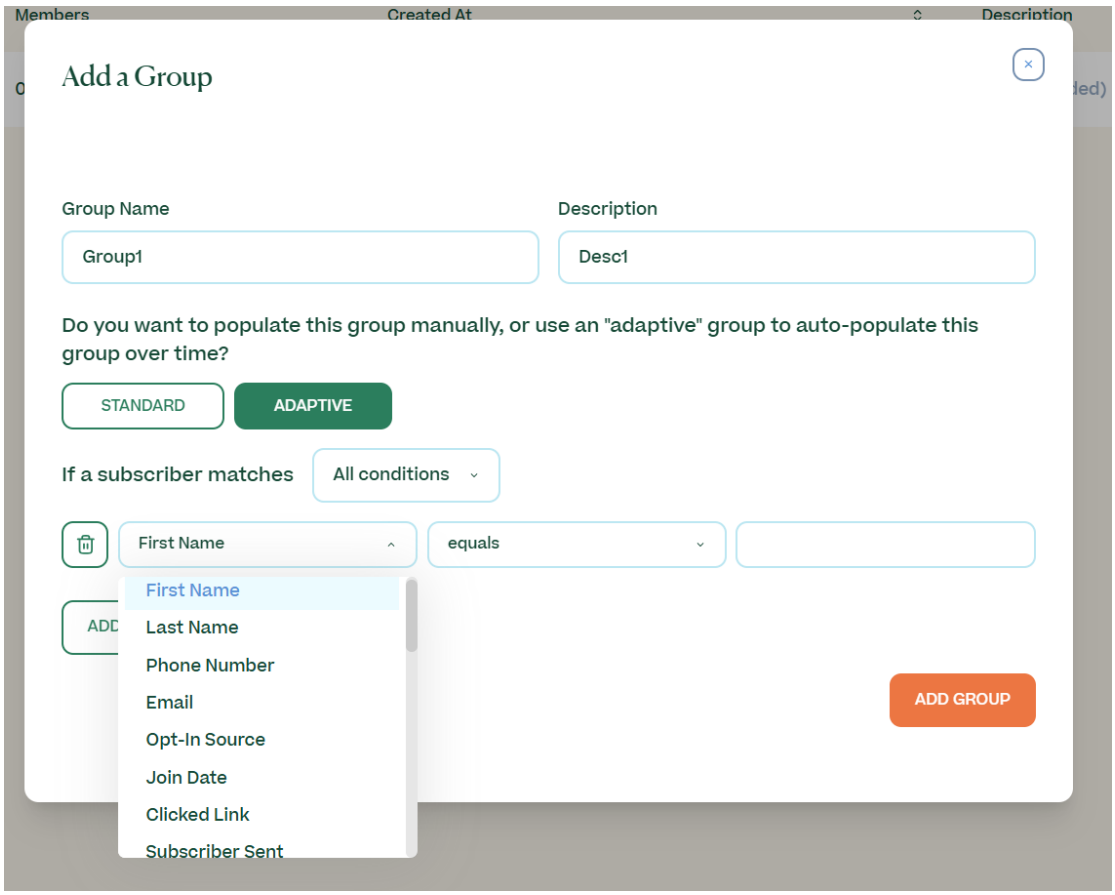
- **If “All conditions” is selected, the subscriber will need to meet all of the criteria you designate** in order to be automatically placed within the group

- **If “Any condition” is selected, the subscriber will only need to meet 1 of the criteria you designate** in order to be automatically placed within the group

Select **“Add Condition”** to set up the conditions that will determine when a subscriber is automatically placed within the group.

The condition attributes are:

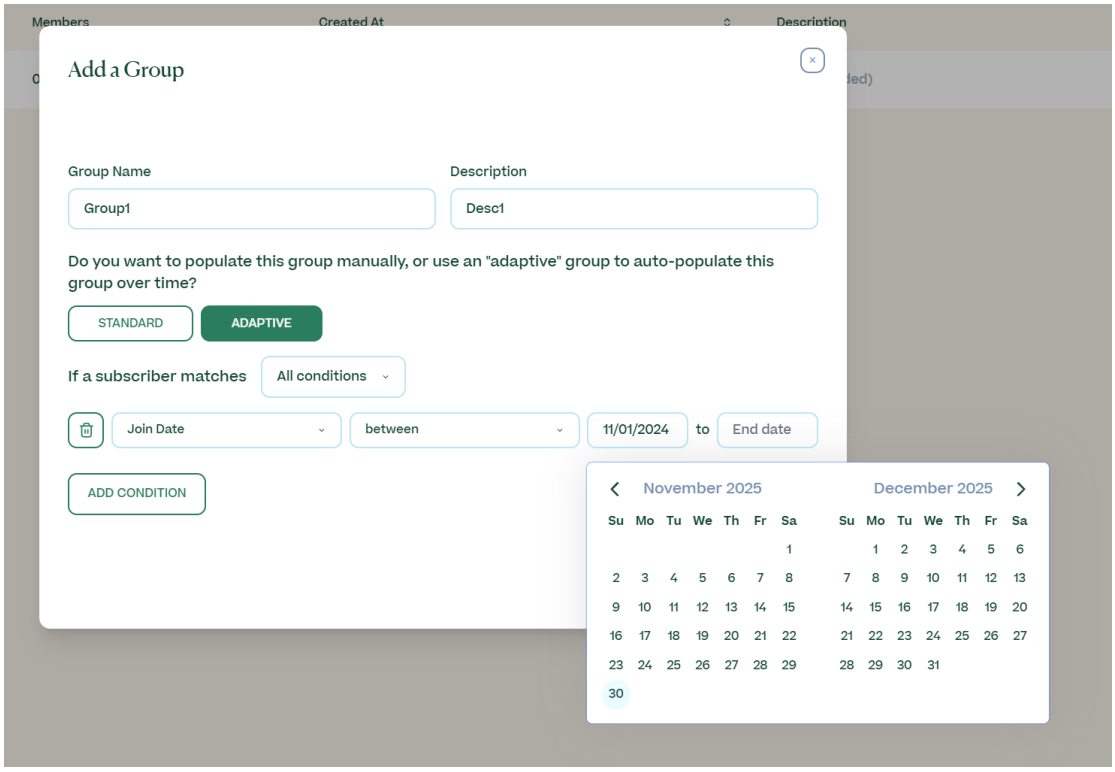
- First Name
- Last Name
- Phone Number
- Email
- Opt-In Source
- Join Date
- Clicked Link
- Subscriber Sent
- Subscriber Received
- Groups



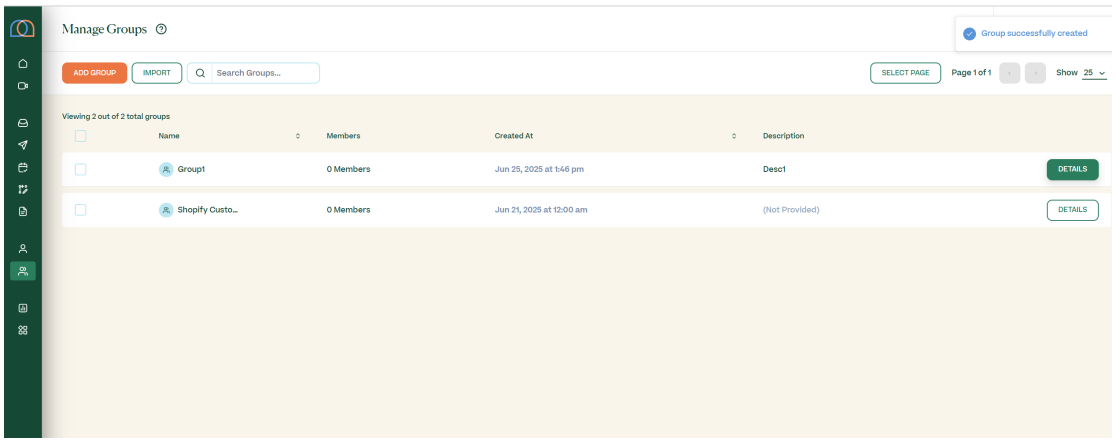
You can designate what must be true of an attribute in order for the subscriber to be considered as meeting the condition.

Note*: Any created attributes will also populate here.

For example, you could select **“Join Date”** for the attribute and then **“between”** as the element that must be true. You can then enter the **date range** (e.g., 11/1/24–11/30/25). Any subscriber who joined (or who will join) between that date range would then be considered as meeting the condition.



You can click the **“Add Condition”** button to add as many conditions as you’d like, and you can click the trash bin icon to delete any condition.

Click **“Add Group”** when you’re done, and your group will start auto-populating. It will automatically add in any subscribers who currently meet the designated conditions, and moving forward it will also automatically add in subscribers who meet those conditions in the future.

You can click **"Details"** after saving to view or edit the conditions for the group at any time, to export a list of the group members, or to manage other information regarding the group.