

Customer Segments

Customer segments allow you to group accounts together for special uses, such as marketing initiatives, discounts, or price lists. Segments can be more useful than attributes for creating broad customer classifications.

For example, you want to reward loyal, high-value customers with a free shipping discount on all future orders, and you've determined that all shoppers who spend more than \$1,000.00 lifetime should qualify. You can create a VIP customer segment, add all applicable shoppers to the segment, and create a discount that applies to the segment.

In most cases when using price lists, customer segments also drive the product pricing for which shoppers are applicable. Refer to [Price Lists](#) for more information.



Customer segments are primarily used by instances of the Kibo Composable Commerce Platform with the Kibo eCommerce solution, rather than Order Management-only implementations.

Create a Customer Segment

To create a segment:

1. Go to **Main > Customers > Customer Segments**.
2. Click **Create New Customer Segment**.
3. Enter a **Code**, **Name**, and (Optional) a **Description** that have meaning to you.

For example, you can create the following VIP segment:

Id	Code	Name	Description
1	vip	VIP	VIP customers that spend more than \$1,000 lifetime.

Add Customers to Segments

You can either add multiple customers at a time to a single customer segment, or you can add multiple segments at a time to a single customer account. Refer to the following sections for more information.

Add Multiple Customers to Single Segment

To add multiple customer accounts to a single segment:

1. Go to **Main > Customers > Customer Segments**.
2. Expand the actions menu next to the customer segment you want and click **Add Customers**.

Id	Code	Name	Description
1	vip	VIP	VIP customers that spend m...

Add Customers

Remove Customers

Delete Segment

3. Select the appropriate customers using the checkboxes:

Add Customers: vip ✕

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<input type="checkbox"/>	Customer Number	First Name	Last Name	Email	Fulfilled Ord...	Lifetime Val...	Total Visits
<input checked="" type="checkbox"/>	1000	John	Test	john@test.com	1	500	0
<input checked="" type="checkbox"/>	1001	Daniel	Test	daniel@test.com	1	398	1
<input type="checkbox"/>	1002	Bob	Test	bob@test.com	0	0	1

4. Click **Apply**.

Add Multiple Segments to Single Customer

To add multiple segments to a single customer account:

1. Go to **Main > Customers > Customers**.
2. Select the customer account to which you want to add to the segment(s).
3. In the **Customer Segments** section, click **Add**:

Customer Segments

Add

4. Select the appropriate segment(s) using the checkboxes:

Select Segments ✕

<input checked="" type="checkbox"/>	Code	Name	Description
<input checked="" type="checkbox"/>	vip	VIP	VIP customers that spend more than \$1,000 lifetime.

5. Click **Apply**.

6. In the customer account details page, click **Save**.