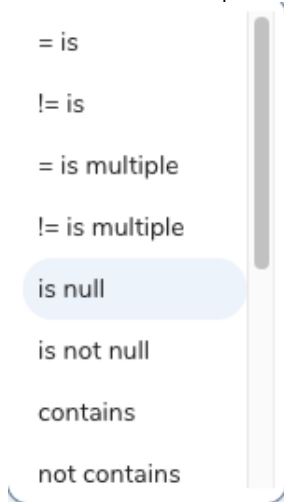# Segment Editor Overview

The Segment Editor in Treasure Data enables the user to quickly create and refine segments with more marketer-friendly operator functions and the option to create advanced combinations of rule sets. Additionally, the Segment Editor offers easier discovery of behaviors and attributes and the easy reuse of segment and funnel stage rules with the ability to drag and drop rules in and out of the rule set.

Easy to Understand Operators

Attribute and Behavior operators are intuitive and easy to understand making the Segment Editor marketer-friendly.

```
= is

!= is

= is multiple

!= is multiple

is null

is not null

contains

not contains
```

Advanced Match Logic

The Segment Editor gives the user the option to use custom logic by using advanced match logic. This feature enables users to select specific rules to be applied in specific ways instead of just choosing **all** or **any**. A user can use **advanced** logic to apply combinations of rules or rule sets. The maximum number of rules that can be used in advanced match logic is 26 and the maximum number of rules sets is 9. Learn more about how to use advanced match logic.

Drag and Drop Rules

The ability to drag and drop rules from an easy-to-see list of attributes and behaviors greatly enhances the user experience. Additionally, existing segments and funnel stages can be easily reused. Rules can also be moved around within a rule set or from one ruleset to another within the same segment, giving the user greater flexibility.

Search rules ✕

❯ **Attributes**

payment

purchase_time

first_name

last_name

email

gender

td_client_id

td_last_access_date

❯ **Behaviors**

behaviors

❯ **Drag-on Rules**

Existing Segments

td_client_id