




Working with Segments

 This article supports Audience Studio - Legacy.

Segmentation is the activity of filtering a collection of customer or account profiles. Within Treasure Data, you can create segments in the Audience Studio, based on the touch point from any channel.

You can create two types of segments from your master segment:

| | |
|---------------------------|---|
| Batch Segments |  |
| Real-time Segments |  |

Batch segments

Batch segments are created using historical data from across a variety of different sources and are defined by specific attributes and behaviors. Batch segments are based on the most recent Master Segment refresh. This type of segment can be exported to marketing tools and advertising platforms as well as enable real-time web personalization using the Profiles API.

Real-time segments

Real-time segments are created using streaming behaviors and historical data (by referencing attributes or batch segments). Real-time segmentation enables deeper customers insights and activations in real-time. This type of segment provides opportunities for companies to be more responsive to their customers no matter where they are in the customer journey, specifically real-time web personalization using the TD JS SDK and Profiles API.

Limitations

- If you know you need to filter based on an array type, use batch segments. Real-time segmentation does not support filtering based on array types.
- Real time segments can only support aggregations within a 24 hour time window. Aggregations greater than 24 hours can be supported in batch segments.
- Real time segmentation only supports behaviors ingested from the TD JS SDK.
- Real time segmentation is limited to a more narrow range of segmentation logic.

Use Cases

| Use Case | Segment Type | Method |
|---|--------------|---|
| Sending emails to customers from a particular demographic who have visited your website 3 or more times in the past month. | Batch | Activations to external email campaign platform |
| Offering particular incentives on the website to customers who have visited your website 3 or more times in the past month. | Batch | Profiles API |
| Offering product recommendations to customers after they have just viewed a specific product. | Real | TD JS SDK and Profiles API |

Learn more about creating segments in this video:

Learn more about working with segment:

- [Real-Time Segmentation](#)
- [Creating a New Batch Segment](#)
- [Creating a Real-time Segment](#)

- [Deleting a Segment](#)
- [Moving a Segment](#)
- [Cloning a Segment](#)
- [Viewing a Segment](#)
- [Editing the Segment Name and Description](#)
- [Editing Segment Rules](#)
- [Working with Segment Folders](#)
- [Working with Profiles and the Profiles API Tokens](#)
- [Activating a Segment](#)