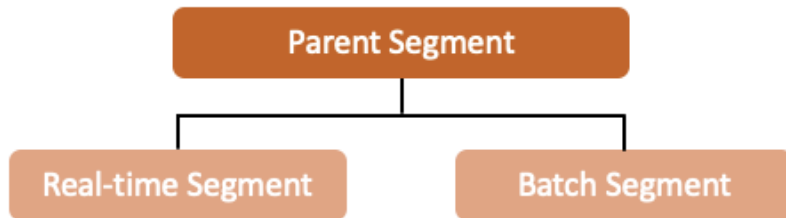


# Segments Overview

Segmentation is the activity of filtering a collection of customer or account profiles. Treasure Data manages customer and account profile data with three types of segments.



This topic includes:

- [Segment Types](#)
  - [Parent Segment](#)
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  - [Real-time Segment](#)
  - [Dashboard](#)
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## Segment Types

### Parent Segment

A parent segment is a data model for customer profile data that includes all interactions associated with your brand. Parent segments typically contain data about:

- **User identity:** First name, last name, email, and so on.
- **User attributes:** For example, age, genre, income, and interests.
- **User behavior:** Website visits that can include purchase logs, support inquiries, and page clicks.

For more information on how to create a parent segment, review [Creating Parent Segments](#).

### Batch Segment

A batch segment, based on the most recent Parent segment refresh, contains historical data created from customer attributes and behaviors. You can export batch segments to marketing tools, advertising platforms, and real-time web personalization. For more information, see [Creating a Batch Segment](#).

### Real-time Segment

A real-time segment is an ongoing data selection process that contains streaming behaviors (attributes) and historical data (batch segments). Segment additions and removals are processed regularly, ensuring your target audience remains relevant. For more information, see [Create a Real-time Segment](#).

### Dashboard

The Segment Dashboard provides a single pane for marketing professionals to quickly analyze total profiles and growth rates for each segment. For detailed information, see [Segment Dashboard Overview](#).

### Rules

Rules are instructions that focus the segment on specific aspects. The Rules tab shows all rules that have been applied to the segment.

## Audience Studio

Parent Segment  
GOLD-340

- Root folder
  - 1
    - 1-bota\_test
      - A-bota\_test**
      - B-bota\_test
      - Control-bota\_test

### A-bota\_test

Dashboard **Rules** Activations Profiles

**12** profiles (85.7% of 14 total profiles in 1-bota\_test)

- > 1. Age restrictions 20  
Match logic: all
- > 2. Identify OS/Client  
Match logic: all

## Activations

After you create segments, you can activate (export) the segment data to external tools for activities such as marketing campaigns, business analysis, and social media. You can review or create activations.

## Profiles

Profiles contain all of the profiles associated with the segment. The user can also drill-down into each profile to discover attributes and behaviors.

Profiles Edit segment rules

- R Roseline Muller
- K
- C
- A

Roseline Muller

Attributes Behaviors

| Column  | Value           |
|---------|-----------------|
| address |                 |
| age     |                 |
| email   |                 |
| gender  | Roseline Muller |
| naid    |                 |
| name    |                 |
| phone   |                 |

Attributes Behaviors

| Date               | Durati... | Time | Campaign | Page |
|--------------------|-----------|------|----------|------|
| > Mar 20, 2021 (1) | 00:00:01  |      |          |      |

## Details

The details page gives you a high-level overview of who created the segment and when it was last updated.

## Details



Description:

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Type:

**Batch Segment**

Created by:

[Redacted]

Last updated (GMT):

**Mar 13, 2021, 2:19 AM**

Updated by:

[Redacted]