


Segment Attribute Filter Reference

 This article supports Audience Studio - Legacy.

Review the following operator information to help you create accurate SQL code for your segment attribute conditions. You can sort the Operator or Description column by selecting the column heading.

Operator	Description
equal to	Include profiles that are exactly equal to the selected value.
not equal to	Include profiles that are not equal to the selected value.
greater than	Match all profiles that are greater than the specified value.
greater than or equal to	Match all profiles that are greater or equal to the selected value.
less than	Match all profiles that are less than the selected value.
less than or equal to	Match all profiles that are less than or equal to the selected value.
contains	Match all profiles that contain the selected value.
starts with	Match all profiles that begin with the selected value.
ends with	Match all profiles that end with the selected value.
regex	Match all profiles based on a regular expressions pattern (regex).
not regex	Exclude all profiles based on a regular expressions pattern (regex).
is between	Match all profiles between two provided values.
does not contain	Match all profiles that do not contain the selected value.
does not start with	Match all profiles that do not begin with the selected value.
does not end with	Match all profiles that do not end with the selected value.
is one of	Match all profiles that contain one of the selected values.
is not one of	Match all profiles that do not contain one of the selected values.
is not between	Match all profiles that do not contain values that are between the selected values.
exists	Match all profiles where the selected attribute exists.
does not exist	Match all profiles where the attribute does not exist.
does not exist or greater than	Match all profiles where the attribute does not exist or is greater than a certain value.
does not exist or greater than or equal to	Match all profiles where the attribute does not exist or is greater than or equal to a certain value.
does not exist or less than	Match all profiles where the attribute does not exist or is less than a certain value.
does not exist or less than or equal to	Match all profiles where the attribute does not exist or is equal to a certain value.

equal to

Use the **equal to** operator to include profiles that are exactly equal to the selected value.

Example

Match all profiles in which the gender is Female.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where a."gender" = 'Female'
-- set session distributed_join = 'true'
) cs
```

not equal to

Use the **not equal to** operator to include profiles that are not equal to the selected value.

Example

Match all profiles in which the gender is not Male.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where not coalesce(a."gender" = 'Male', false)
-- set session distributed_join = 'true'
) cs
```

greater than

Use the **greater than** operator to match all profiles that are greater than the specified value.

Example

Match all profiles with a likely_to_shop score greater than zero.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where a."td_predictive_score_177" > 0
-- set session distributed_join = 'true'
) cs
```

greater than or equal to

Use the **greater than or equal to** operator to match all profiles that are greater or equal to the selected value.

Example

Match all profiles with a likely_to_shop score greater than OR equal to zero.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where a."td_predictive_score_177" >= 0
-- set session distributed_join = 'true'
) cs
```

less than

Use the **less than** operator to match all profiles that are less than the selected value.

Example

Match all profiles with a likely_to_shop score less than 10.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where a."td_predictive_score_177" < 10
-- set session distributed_join = 'true'
) cs
```

less than or equal to

Use the **less than or equal to** operator to match all profiles that are less than or equal to the selected value.

Example

Match all profiles with a likely_to_shop score less or equal to 10.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_1249"."customers" a
where a."td_predictive_score_177" <= 10
-- set session distributed_join = 'true'
) cs
```

contains

Use the **contains** operator to match all profiles that contain the selected value.

Example

Match all profiles where the company contains Johnston LLC.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_6148"."customers" a
where position('Johnston LLC' in a."company") > 0
-- set session distributed_join = 'true'
) cs
```

starts with

Use the **starts with** operator to match all profiles that begin with the selected value.

Example

Match all profiles where the company begins with Johnston LLC.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_6148"."customers" a
where position('Johnston LLC' in a."company") = 1
-- set session distributed_join = 'true'
) cs
```

ends with

Use the **ends with** operator to match all profiles that end with the selected value.

Example

Match all profiles where the company ends with LLC.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where substr(a."company", -length('LLC'), length('LLC')) = 'LLC'
-- set session distributed_join = 'true'
) cs
```

regex

Use the **regex** operator to match all profiles based on a regular expressions pattern (regex). You must provide the regex pattern that works for your use case.

Example

Match all profiles where the job_title begins with 'Manager', based on the regex expression: *^Manager*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where regexp_like(a."job_title", '^Manager')
-- set session distributed_join = 'true'
) cs
```

not regex

Use the **not regex** operator to not match all profiles based on a regular expressions pattern (regex). You must provide the regex pattern that works for your use case.

Example

Match all profiles where the company does not end with the word Google based on the regex pattern *Google\$*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(regexp_like(a."company", 'Google$'), false)
-- set session distributed_join = 'true'
) cs
```

is between

Use the **in between** operator to not match all profiles between two provided values.

Example

Match all profiles with a *likely_to_shop* score between 10 and 20.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where (a."likely_to_shop" between 10 and 20)
-- set session distributed_join = 'true'
) cs
```

does not contain

Use the **does not contain** operator to match all profiles that do not contain the selected value.

Example

Include all profiles where the company does not contain *Johnston LLC*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(position('Johnston LLC' in a."company") > 0
-- set session distributed_join = 'true'
) cs
```

does not start with

Use the **does not start with** operator to match all profiles that do not begin with the selected value.

Example

Include all profiles where the company does not start with *Johnston LLC*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(position('Johnston LLC' in a."company") = 1
-- set session distributed_join = 'true'
) cs
```

does not end with

Use the **does not end with** operator to match all profiles that do not end with the selected value.

Example

Include all profiles where the last_name does not end with *Saint John*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(substr(a."last_name", -length('Saint John'), length('Saint John')) = 'Saint John'
-- set session distributed_join = 'true'
) cs
```

is one of

Use the **is one of** operator to match all profiles that do not contain one of the selected values.

Example

Include all profiles where the job_title is either *'VP Marketing'* or *'VP sales'* or *'VP Product Management'*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where a."job_title" in ('VP Marketing','VP sales','VP Product Management')
-- set session distributed_join = 'true'
) cs
```

is not one of

Use the **is not one of** operator to match all profiles that do not contain one of the selected values.

Example

Include all profiles where the `job_title` is NOT *Teacher* or *Physical Therapist* or *Chemical Engineer*.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(a."job_title" in ('Teacher','Physical Therapist','Chemical Engineer'), false)
-- set session distributed_join = 'true'
) cs
```

is not between

Use the **is not between** operator to match all profiles that do not contain values that are between the selected values.

Example

Include all profiles where the `likely_to_shop_score` is not between 31 and 40.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce((a."likely_to_shop_score" between 31 and 40), false)
-- set session distributed_join = 'true'
) cs
```

exists

Use the **exists** operator to match all profiles where the selected attribute exists.

Example

Match all profiles that have an `affinity_sub_category` score.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where a."affinity_sub_category" is not null
-- set session distributed_join = 'true'
) cs
```

does not exist

Use the **does not exist** operator to match all profiles where the attribute does not exist.

Example

Match all profiles that do not have a *td_ip_city_postal_code* value.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where a."td_ip_city_postal_code" is null
-- set session distributed_join = 'true'
) cs
```

does not exist or greater than

Use the **does not exist or greater than** operator to match all profiles where the attribute does not exist or is greater than a certain value.

Example

Match all profiles that do not have a *td_ip_city_postal_code_value* or have a *td_ip_city_postal_code_value* greater than 94119.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(a."td_ip_city_postal_code" <= '94119', false)
-- set session distributed_join = 'true'
) cs
```

does not exist or greater than or equal to

Use the **does not exist or greater than or equal to** operator to match all profiles where the attribute does not exist or is greater than or equal to a certain value.

Example

Match all profiles that do not have a *td_ip_city_postal_code_value* or have a *td_ip_city_postal_code_value* greater than or equal to 94119.

SQL Example


```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(a."td_ip_city_postal_code" < '94119', false)
-- set session distributed_join = 'true'
) cs
```

does not exist or less than

Use the **does not exist or less than** operator to match all profiles where the attribute does not exist or is less than a certain value.

Example

Match all profiles that do not have a `td_ip_city_postal_code_value` or have a `td_ip_city_postal_code_value` less than 94119.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(a."td_ip_city_postal_code" >= '94119', false)
-- set session distributed_join = 'true'
) cs
```

does not exist or less than or equal to

Use the **does not exist or less than or equal to** operator to match all profiles where the attribute does not exist or is equal to a certain value.

Example

Match all profiles that do not have a `td_ip_city_postal_code_value` or have a `td_ip_city_postal_code_value` less than or equal to 94119.

SQL Example

```
select count(*) from (
select
a."cdp_customer_id"
from "cdp_audience_409"."customers" a
where not coalesce(a."td_ip_city_postal_code" > '94119', false)
-- set session distributed_join = 'true'
) cs
```

Contains Dropdown

When creating a segment, certain values might not appear in the contains dropdown. Only a sample subset of available values are used when generating the data used to populate the dropdown with a max 1000 records shown in the dropdown. You can manually enter the field name in instances where it does not appear in the dropdown.

