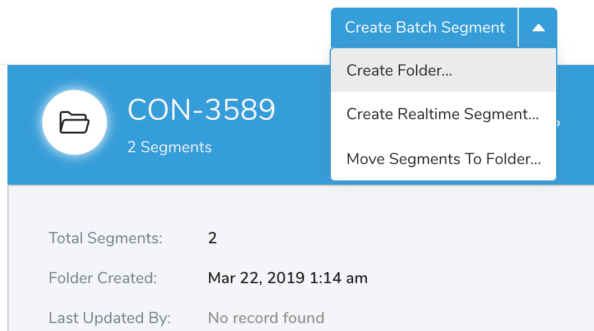# Creating a New Batch Segment

> (i) This article supports Audience Studio - Legacy.

Batch and real-time segments can be created using the UI. In order to create a segment, the master segment must already be built-in Master Segments.

Learn more about creating segments in this video:

Creating a Batch Segment

1. Navigate to **Audience Studio** > **Segments.**
2. From the Create Batch Segment action menu, select **Create Batch Segment**.

- **Create a batch segment**, which will require defining rules for attributes and behaviors
- **Create a folder**, which will allow you to create a folder
- **Create a real-time segment**, which will require defining rules for attributes and behaviors
- **Move segments to folder**, which will allow you to search, select, and move segments around within your folders
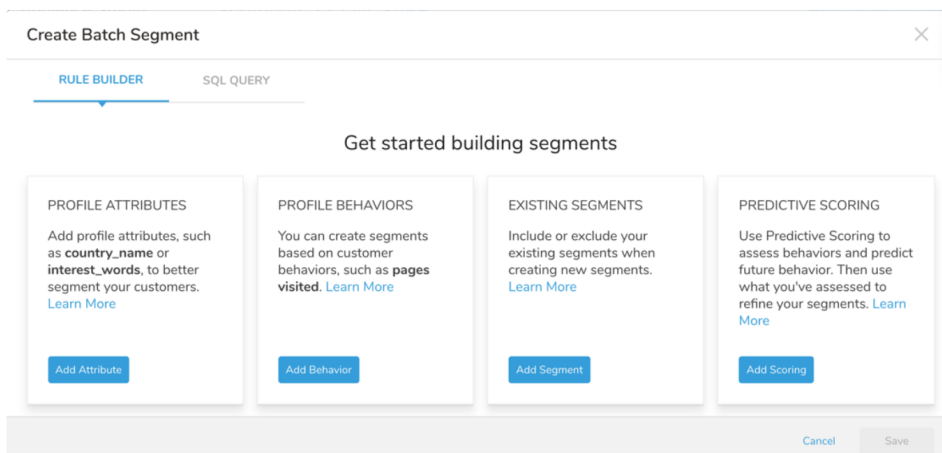
3. Save your segment.

Adding Rules for Attributes, Behaviors, Existing Segments, and Predictive Scoring

Creating a batch or real-time segment requires defining rules for attributes and behaviors.

If Attributes or Behaviors is greyed out, it is because the master segment was created without either an Attribute or Behavior table specified.

Adding Profile Behaviors

1. After creating a batch segment, select Add Behavior from under Profile Behaviors:
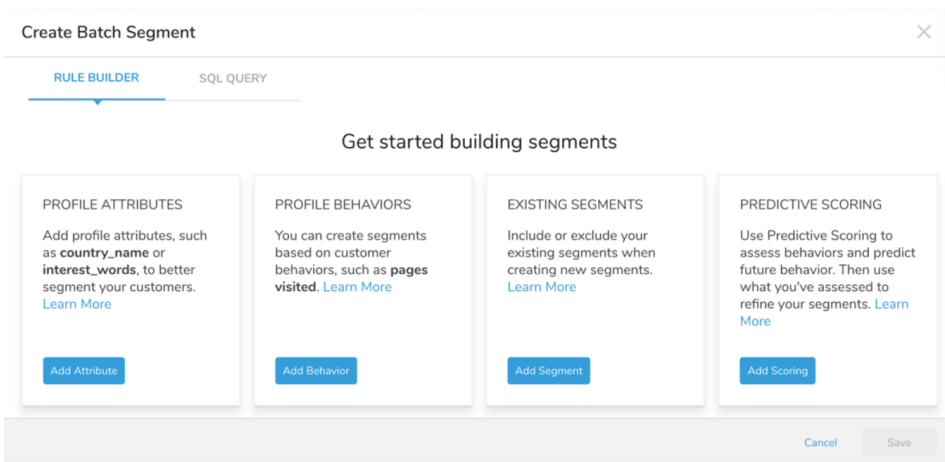
2. Use all or any drop down to indicate whether a segment matches all or any of the specified attributes, behaviors, or existing segments.
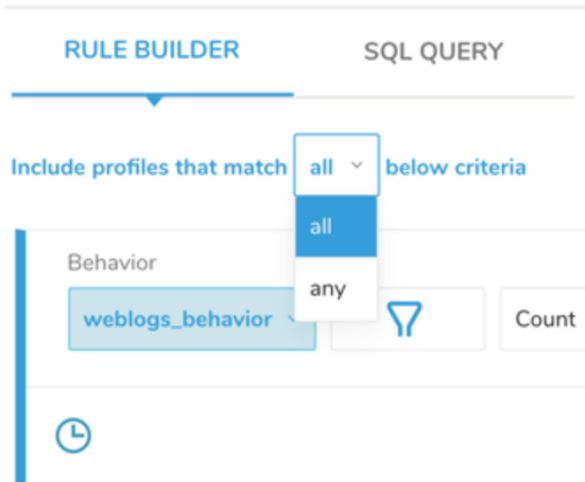
3. Define a new rule or select the Add Rule link.
4. Make selections as necessary for your behavior rule.
5. Save your changes.

Adding Attribute Rules

1. After creating a batch, select Add Rule from under Profile Attributes.

2. Use all or any drop down to indicate whether a segment matches all or any of the specified attributes, behaviors, or existing segments.
3. Select an attribute.
4. Select the best attribute filter for your segment.
   Refer to Segment Attribute Filter Reference

Adding a Timestamp Rule for Behaviors

Refer to Segment Timestamp Operators.

Adding a Rule for an Existing Segment

This option allows you to include or exclude profiles from a particular segment that is part of the same master segment.

1. Select the segment.
2. Select Rules in the right-side panel.
3. Select the Pencil icon.
4. Select whether to Include or Exclude profiles and select from where.

Adding a Rule for Predictive Scoring

To improve and refine your segments, you can use the predictive scoring feature.

Activating Your Segments

After you create your segments, you can activate them to an external source for a campaign or reporting. You can also use them with the Profiles API. Refer to the following topics:

- Creating an Activation
- Cross-Channel Segment Activation
- Profiles API