Segments

What is it for?

Segments splits the customers who signed up on your store page into six groups by how often and how recently they came: **Champions**, **Loyal**, **New**, **At risk**, **Dormant**, **Lost**. You can send an SMS to a group with one click. SMS only goes to customers who gave commercial message consent (ETK).

The screen title is **Retail: Smart Segments**; the subtitle reads "Store name · X customers grouped automatically by RFM · one-click SMS to a segment".

When to use it

- When you want to bring back customers who have not come for a while (**At risk**, **Dormant**, **Lost**).
- When you want to thank your most valuable customers (**Champions**).
- When you want to see how your customer base is spread.

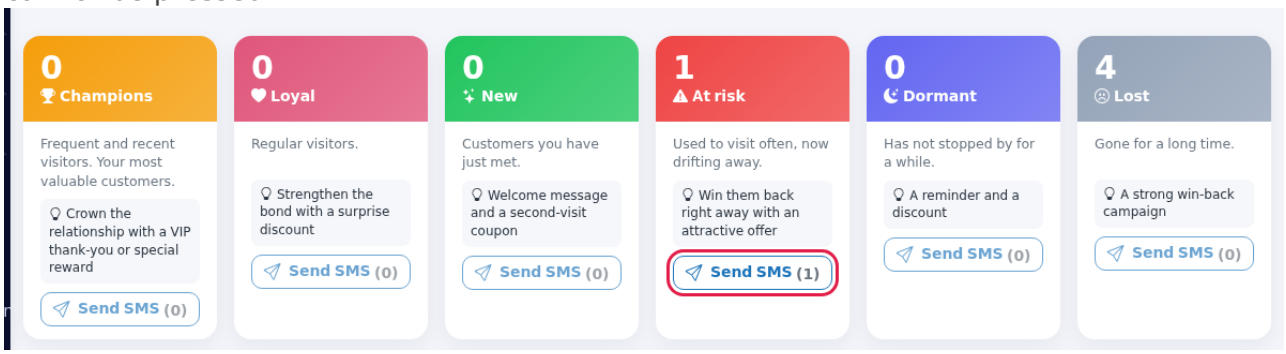
Before you start

- Segments build automatically from customers who leave a phone number on the store form. Each new sign-up with the same number counts as a visit.
- You need an SMS package to send. Messages are queued immediately and go out within minutes.
- Segment SMS cannot be recalled. Read the message carefully before sending.

Step by step

1. Open **Retail > Segments** in the left menu. Six segment cards are at the top. The big number is the number of customers in the segment; below it are the segment's description and a suggestion with a light bulb. The number in brackets on **Send SMS** is

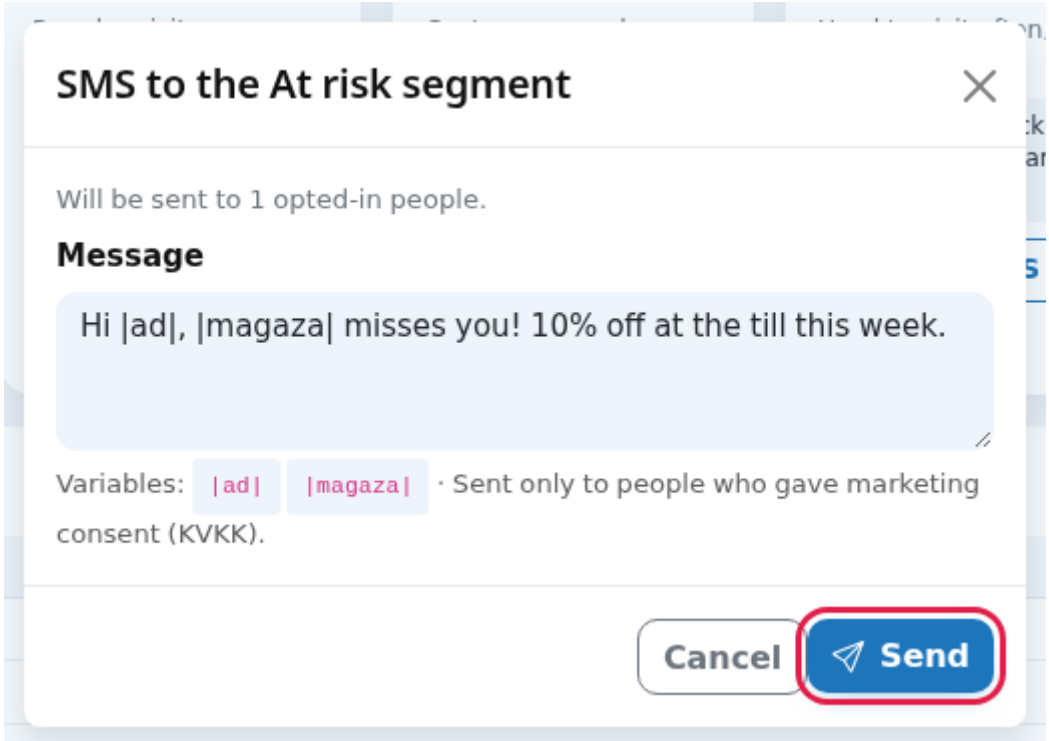
the number of consenting (ETK) customers; if there are none, the button is faded and cannot be pressed.



2. The **Customers** table below shows each customer's segment. Use the box at the top right to show one segment only (**All** shows everyone).



3. Press a segment's **Send SMS**. The window title reads like "SMS to the At risk segment" (generic name: SMS to segment). It says "Will be sent to X opted-in people." Write the text in **Message** (grey sample: "Hi |ad|, |magaza| misses you! ..."). Below the box: "Variables: |ad| |magaza| · Sent only to people who gave marketing consent (KVKK)."; `|ad|` is replaced by the customer's name, `|magaza|` by the store name. Press **Send**, or **Cancel** to leave.



4. After sending, a message such as "'At risk' segment: X SMS queued" appears. People without consent or a valid number are skipped and "X people skipped (no consent / bad number)" is added.

How segments are decided

Segment	Rule (visits and days since last visit)	Description and suggestion on screen
Champions	At least 5 visits and visited within the last 15 days.	Frequent and recent visitors. Your most valuable customers. Crown the relationship with a VIP thank-you or special reward
New	One visit, within the last 21 days.	Customers you have just met. Welcome message and a second-visit coupon
Loyal	At least 2 visits, within the last 30 days.	Regular visitors. Strengthen the bond with a surprise discount
At risk	At least 2 visits but away for 31-75 days.	Used to visit often, now drifting away. Win them back right away with an attractive offer
Dormant	Away for 31-90 days (single-visit customers, or 76-90 days).	Has not stopped by for a while. A reminder and a discount
Lost	Away for more than 90 days.	Gone for a long time. A strong win-back campaign

Single-visit customers away for 22-30 days currently count as **Loyal**.

Table columns

Column	Shows
Customer	Name, masked for KVKK (example: `Ay*** Yı***`). A short dash if there is no name.
Phone	Masked number (example: `5321****67`).
Visits	Number of sign-ups.
Last visit	"X days ago".
Segment	Segment badge.
Consent	Green tick: has commercial message consent. Grey: no.

Messages you may see

Message	Meaning / what to do
'X' segment: N SMS queued	The messages are in the sending queue.
· N people skipped (no consent / bad number)	These people have no consent or no valid number.
Segment and message are required.	Fill in the message.
Sending engine could not be loaded.	System error; contact our support team.
No loyalty members yet. Segments will build automatically as customers sign up from the store QR.	No sign-ups with a phone number yet.

Frequently asked questions

Can the same customer get two messages?
Yes. Segment SMS has no frequency limit; if you send to the same segment twice, the customer gets two messages. For automatic, limited sending use an Automation rule.

Where can I see whether the SMS went out?
Segment sends also appear in **Recent activity** on Automation. For carrier delivery see SMS / WhatsApp Reports.

Why are my Wi-Fi guests not in the segments?
This screen only counts people who signed up with the store QR form. For Wi-Fi guests see Guest 360.

Related pages

- Automation
- Retail Reports

Revizyon #5
tugay tarafından 11 Ağustos 2026 07:23:17 oluşturuldu
tugay tarafından 26 Eylül 2026 07:32:41 güncellendi