MAKING SENSE OF DATABASES, SEGMENTS, & TAGGED LISTS

Pinpointe
Target. Deliver. Measure.

DATABASES

Each fridge represents a database.

Each drink represents a contact.

Use databases when you:

- First set up your account - Pinpointe creates a default database for you
- Manage multiple websites
- Support multiple businesses or business divisions
- Provide services to multiple customers
- Have sales regions and each region manages their own contacts and has a different send-from setting

SEGMENTS

Segment = Search: Unopened Coke

Segment = Search: Cold Energy Drink
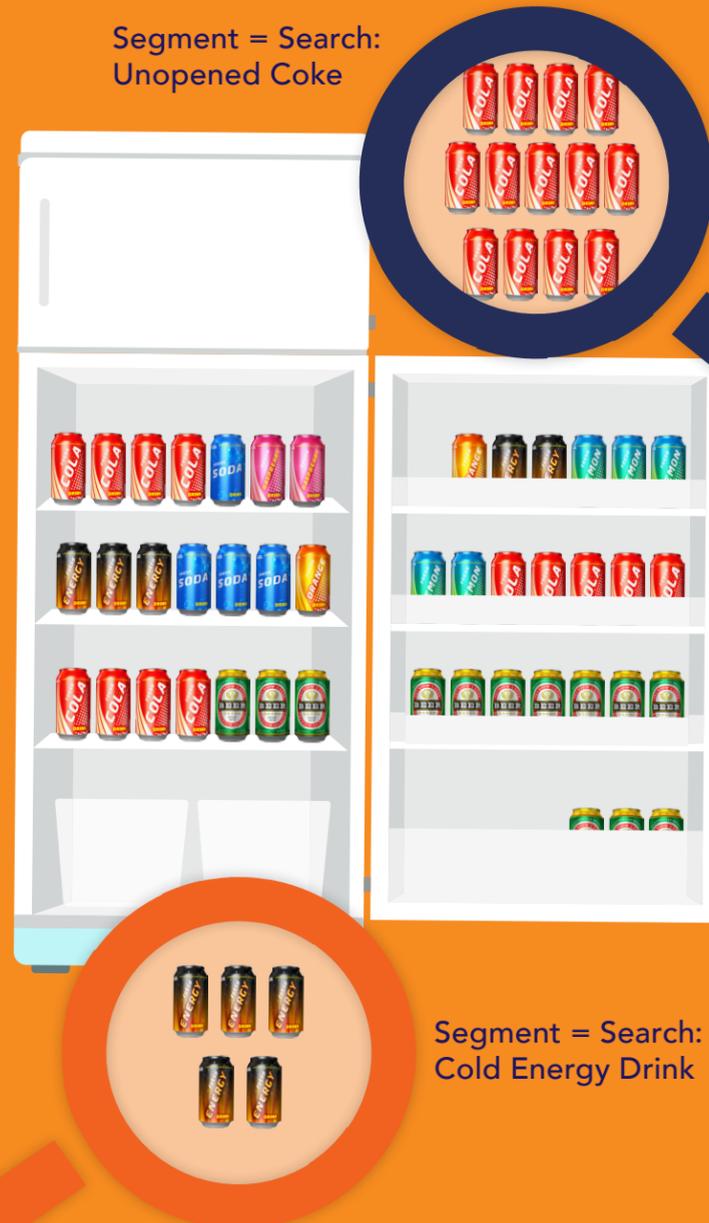
Use segments when you:

- Search across multiple databases
- Search on custom field values
- Search on behavioral info (opens, clicks) that changes dynamically
- Need maximum flexibility 'searching' for your target audience

TAGGED LISTS

Joe
LISA
Pat
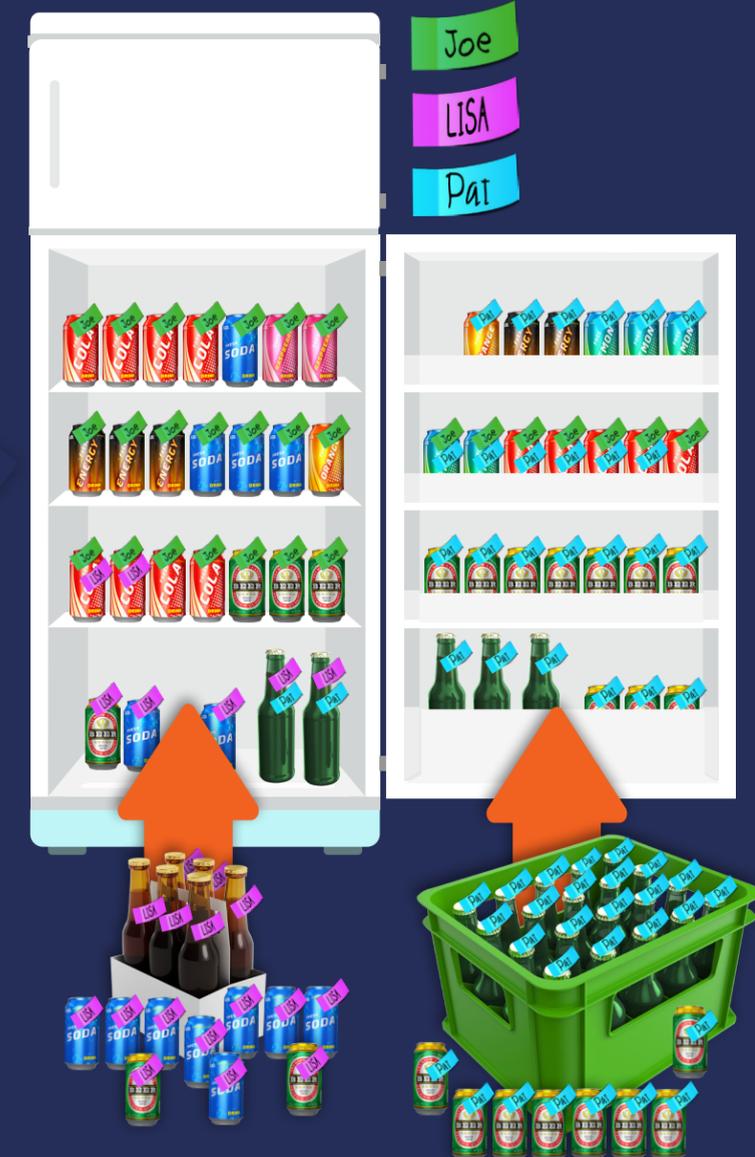
- Load drinks with the same tag (tagged list) into the fridge (database).
- Drinks (contacts) can have multiple tags.
- You can remove a tag from a drink (contact) – the drink will still be in the fridge, but with one less tag.
- If you remove a drink (contact) from a fridge (database), it is gone.

Use tagged lists when you:

- Upload a list of contacts into your database that may include new and updated contacts, and want to send only to those contacts
- Plan to send to a list of contacts and exclude contacts from another list
- Just need a way to identify (tag) an arbitrary list of contacts