

Create a Segmentation

Segmentation allows you to group people into distinct profiles for reporting and dynamic content. Here's how to create them.



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

1. Go to **Database**.



2. Click **New** and then **New Segmentation**.


The screenshot shows a CRM interface with a purple header bar containing a bar chart icon. Below the header, there are two tabs: 'Database' and 'Subscriptions'. The 'Database' tab is active, and a dropdown menu is open, showing options: 'New', 'New Smart List', 'New List', 'New Segmentation', 'Import List', 'New Person', and 'New Field Organizer'. A hand cursor with the number '1' is pointing to 'New', and another hand cursor with the number '2' is pointing to 'New Segmentation'. Below the dropdown menu, there is a 'Quick Find' section with search options: 'Search: Name, Email, Job Title' and 'Account Search: [company] Acme Inc.'. On the left side of the interface, there is a sidebar with a 'Database...' header and a list of database categories: 'Database', 'Field Organizer', 'System Smart Lists', 'All People', 'Unsubscribed People', 'Marketing Suspended', 'Blacklist', 'Bounced Email Addresses', 'Possible Duplicates', and 'No Acquisition Program'.

Tip




You can create up to 20 segmentations.


3. Enter a **Name**, click on **Add Segment** and name it.

New Segmentation ✕

Name: * Geographical 

Description:

 Add Segment  Edit  Delete

Order	Segment
1.	USA 
2.	Default

CANCEL CREATE

Note

Default cannot be moved, edited, or deleted.

4. Add as many segments as you want (up to 100).

New Segmentation ✕

Name: ✖

Description:

+ Add Segment ✎ Edit ✕ Delete

Order	Segment	
1.	USA	☰
2.	Asia	☰
3.	Europe	☰
4.	Australia	☰
5.	Africa	☰
6.	Default	

CANCEL CREATE

Caution

The total number of segments you can create in a segmentation depends on the number and type of filters used and also on how complex the logic of your segments is. While you can create up to 100 segments using standard fields, using other types of filters can increase the complexity, and your segmentation might fail to approve. Some examples are: custom fields, member of list, lead owner fields, and revenue stages.

If you get an error message during approval and require assistance in reducing the complexity of your segmentation, please contact [Market Support](#).

5. Drag and drop the Segments around to change their order. Once done, click on **Create**.

New Segmentation ✕

Name:

Description:

+ Add Segment ✎ Edit ✕ Delete

Order	Segment	
1.	USA	
2.	Asia	
3.	Europe	
4.	Australia	
5.	Africa	
6.	Default	

CANCEL **CREATE**

Note

A person will qualify for the first matching segment in the [order](#) defined.

Reminder

You need to define segment rules before you can use your Segmentation.

Congratulations! You are one step closer to using Dynamic Content.

Related Articles

- [Define Segment Rules](#)

