The Routine Segments

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

A small set of customer groups, each with its own rhythm. Fewer, clearer groups beat dozens of segments nobody maintains.

WHAT IT IS

A short list of segments based on where a customer is in their routine with your brand: new, first-time, repeat, gift, lapsing and engaged non-buyers.

HOW TO USE IT

1. Start with six or fewer groups. 2. Write each rule so anyone can rebuild it. 3. Set a sending rhythm and a limit. 4. Say what success looks like. 5. Check size monthly.

RULES OF THUMB

Each segment needs a different message. If two segments get the same email, merge them. If a segment is empty or tiny, drop it.

Test each segment before you keep it

DIFFERENT MESSAGE?	BIG ENOUGH?	EASY TO REBUILD?	HAS AN OWNER?
Would they get something different from the others?	Large enough to learn from?	Could a new teammate build it from the rule alone?	Does someone check it each month?

If any answer is no, fix or remove the segment.

Your segments

SAMPLE DATA

Write each rule in plain words and in your platform's terms. Sample size shows how to record current counts.

SEGMENT	RULE	SIZE	MAIN MESSAGE	SUCCESS SIGNAL
New, not yet bought	On the list, no order	3,400	Help choosing, social proof	First order
First-time buyers	One order in the last 60 days	1,100	Care, what to expect, how to reorder	Second order
Repeat buyers	Two or more orders	900	Early access, thanks	Order rate
Gift buyers	Bought a gift item	450	Gift reminders before the date	Return gift order
Lapsing	Last order 90 to 180 days ago	1,600	Check-in, new arrivals	Reply or order
Engaged, never bought	Clicked in 90 days, no order	700	Answer the doubt	First order

Sending rhythm

SAMPLE DATA

Set how often each segment hears from you, and when to pause or move them on.

SEGMENT	SEND DAYS	MOST PER WEEK	PAUSE RULE	EXIT RULE
New, not yet bought	Tue, Thu	2	Pause after 5 emails with no click	Moves to Engaged or Lapsing
First-time buyers	Flow driven	2	Pause if a support ticket is open	Moves to Repeat after order 2
Repeat buyers	Campaigns, weekly	2	None	Moves to Lapsing after 180 days
Lapsing	Flow, then monthly	1	Stop after 3 unopened	Sunset after 270 days

Action plan and review rhythm

SAMPLE DATA

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1	Merge the two overlapping new-customer segments	Segment test: different message	Low	Medium	Email manager	Week 2
2	Build the gift buyers segment before the gifting season	Segment list	Medium	High	Email manager	Month 1
3	Add a pause rule for open support tickets	Sending rhythm	Low	Medium	Email manager	Month 1
4						

Review rhythm

MONTHLY
Check sizes and rules. Remove any segment that is empty.

QUARTERLY
Run the four tests on every segment.

AFTER A PLATFORM CHANGE
Rebuild and compare counts before sending.

Next: the Revenue Ceiling Worksheet shows what each segment could be worth.