



Magic Segments

A guide to effectively using Magic Segments

Purpose of Magic Segments

Default segments

Magic segments are the segments that are created by default when you first start using UserIQ. These segments are Active Users, At-Risk Users, and Inactive Users.

What they are used for

The default magic segments are dynamic segments that categorize your users based on their login activity.

How users are segmented

By default, Active Users have logged in once in the last 7 days, At-Risk Users have logged in once in the last 14 days, and Inactive Users are users that are not in the other two segments.

Customizing magic segments

The default magic segments may not accurately reflect the behavior of your active, at-risk of churn, or churned customers. It is recommended you customize the segmentation filtering to better reflect your customers.

Changing login frequency

If your users should use your app more frequently or even less frequently, modify the number of days of login frequency accordingly.

Adding more filters

Add more filters in order to make your magic segments more accurate. Adding a customer health metric, such as number of users, feature use, and/or software installation type can make the magic segments more effective.