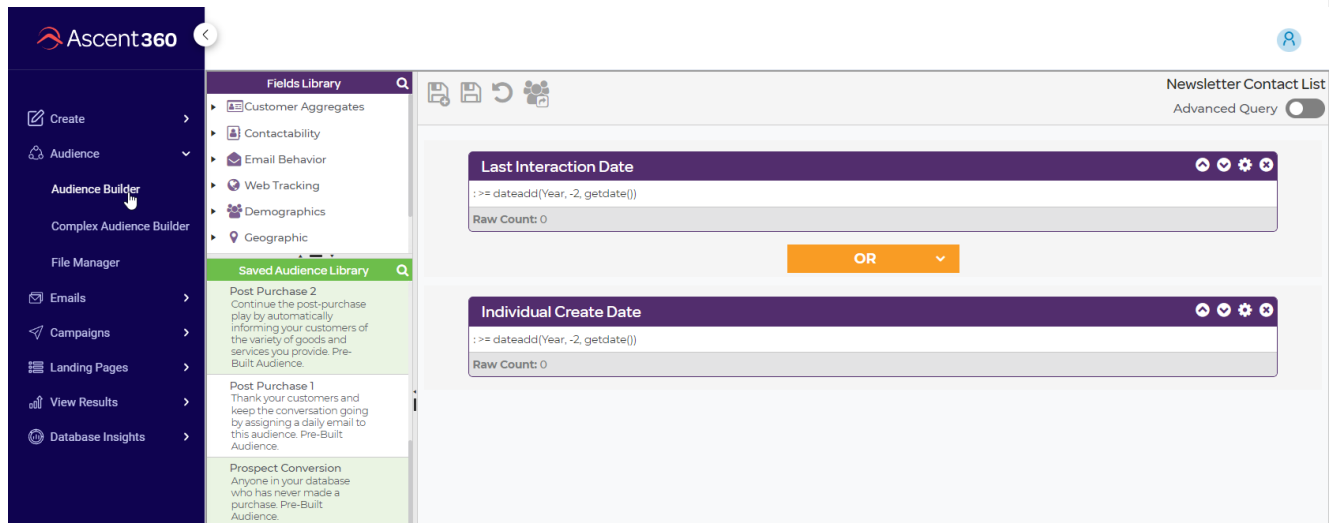**Select Audience > Audience Builder on the Left-Handed Menu Pane or Select "Build Audience" on the Ascent360 Home Page**

Use the Ascent360 Audience Builder to build custom segments based on demographics, email history, transaction history, and more!



In this article:

## Type of Audiences

Audience Builder allows you to query the Ascent360 database to create segments based on specific criteria. There are two types of audiences you can create based on the logic of the fields used: **static** audiences and **dynamic** audiences.

- A **static** audience is one where the counts do not change significantly day-to-day.
    - For Example: *Clothing purchasers in 2020*
        - Since the transactions for 2020 have all been finalized, no individuals are entering or leaving this audience on a day-to-day basis.
    - **Static** audiences are generally paired with a one-time (ad hoc) email.
- A **dynamic** audience is one where the counts will change day-to-day.
    - For Example: *Clothing Purchasers Yesterday*
        - This audience always references transaction dates 1 day ago relative to the current day, so new individuals will enter and leave this audience day-to-day.
    - **Dynamic** audiences are generally paired with an automated email (campaign).

# Understanding Counts

Counts within the Audience Builder (as with the rest of the Ascent360 CDP) are based on **Individuals. If** you create an audience for *bike purchasers* using the "Department Name" field, the count will display the number of individuals with a transaction where a product matched the "Bikes" category.

In the above example, products that do not match the "Bikes" category **or** bike purchasers that do not have associated contact information will not be included. If counts are lower than expected, ensure the fields you chose are being populated consistently in your source system. For example, if you want to target female customers, ensure that you are capturing gender data in your source system.

## Audience Builder Tips

- Available fields within Audience Builder are grouped under a parent drop-down.
- Use the magnifying glass icon in the fields library to search for fields.
- Combine multiple fields using the *AND*, *OR*, or *NOT* operators.

## Commonly Used Fields

Unsure where to start building your audiences? Try the following commonly used fields to get started. Ultimately, the fields you utilize within Audience Builder are informed by your marketing use case and the direction you want to take your marketing communication.

| Ascent360 Field | Parent | Marketing Use Case Example | Definition |
|---|---|---|---|
| Vendor Name | Purchase Details | Post Purchase | Vendor associated with the product transaction |
| Department Name (or Category Level 1) | Purchase Details | Post Purchase | Department/Category associated with product transaction |
| Transaction Type | Purchase Details | Post Purchase, Returns, Layaways, Special Orders, etc. | Distinguishes true purchases from returns and other types of transactions |
| Transaction Date | Purchase Details | Post Purchase | Date a transaction occurred |
| Individual Create Date | Customer Aggregates | Welcome Stream, Engagement | The date that an individual was created in the database |
| Customer Type | Customer Aggregates | Engagement | Grouped individuals through shared attributes originating from the source system |

| Ascent360 Field | Parent | Marketing Use Case Example | Definition |
|---|---|---|---|
| Customer Status | Customer Aggregates | Prospect Conversion | Separates customers (>0 transactions) from prospects (0 transactions) |
| Total Spend Lifetime | Customer Aggregates | High-Value Customers | Aggregate of total lifetime spend attributed to a customer |
| Location | Data Sources and Dates | Channel-specific | List of brick-and-mortar locations and e-commerce ("Main Office") |
| Source Type | Data Sources and Dates | Channel-specific | List of source systems available for segmentation in Ascent360 |