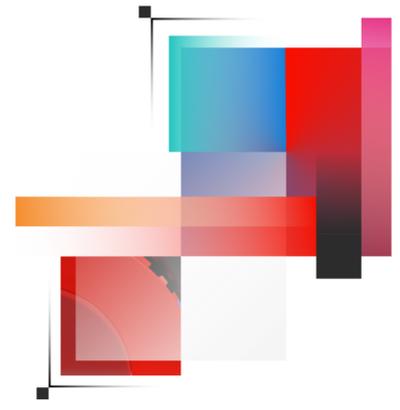




Adobe Analytics

Quick Segments vs. Segment Builder Reference Guide



Created in partnership with Adobe Analytics Champion Mandy George.

When to use

Quick Segment

- Need to quickly add a condition to an entire panel
- Create segments with only a couple conditions
- Want to easily test different segment combinations
- When a segment likely won't be needed for other analyses
- Want flexible creation and easy on-the-fly editing

Segment Builder

- Want to build a segment that can be used in multiple reports
- Need to tag or add a description to approve and share the segment with other users
- Need to include more than three conditions and/or containers
- Want to create sequential segments
- Need to publish the segment to the Experience Cloud

Features

	Quick Segments	Segment Builder
Conditions	Up to 3	Unlimited amount
Operators	"and" & "or" only	"and," "or," & "then"
Containers	Limit of 1	Available
Saving options	Only in the project/panel it is created in	Can be saved to the master list and used in any project
Tagging/Sharing	Unavailable	Available
Editing in panel	Available (until applied or saved)	Unavailable
Auto-applied to workspace after creating	Available (segment applied to panel it is created in)	Unavailable
Use cases	Want to quickly test different combinations of components	Need to use in multiple dashboards or Adobe products
Publish to Experience Cloud	Unavailable	Available