

A background image of three young people (two women and one man) smiling and giving thumbs up. They are wearing casual clothing like jeans and t-shirts. The image is overlaid with a semi-transparent orange rectangle containing the title text.

Email Segmentation List (Sample)



We've curated a sample of email segmentation lists and categories to help you further understand and implement them in your higher education institution.

Segment	Description
Prospective Students	High school seniors, transfer students, international students
Current Students	First-year students, Sophomores, Juniors, Seniors, Graduate students
Alumni	Recent graduates, long-time alumni
Faculty and Staff	Faculty members, administrative staff, support staff
Academic Interests	STEM, Humanities, Business, Social Sciences, Arts, Health Sciences
Campus Involvement	Clubs and organizations, sports teams, academic societies
Geographic Location	Local residents, out-of-state students, international students
Engagement Level	Highly engaged, moderately engaged, low engagement

