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# Ways to Simplify Automated Funnel Segmentation

## 1. Built-in Segmentation Features

Create segments based on specific behaviors like page visits, link clicks, or form submissions. Automatically send leads to different email sequences or offers based on their actions, ensuring they receive the most relevant content.



## 2. Simple Email Automation

Never miss an opportunity to engage your leads. Easy-to-set-up email automation allows you to create labor-saving email sequences for each segment.

## 3. A/B Testing

Built-in A/B testing tools let you experiment with different versions of your funnel and discover which segments respond best to specific offers. Testing helps you continuously refine your segmentation and boost conversions.



## 4. Analytics and Insights

Access to detailed analytics lets you track your funnel's performance. See how each segment performs, make data-driven decisions, and improve your funnel over time.

