Audience > Audience Builder

Data relating to email engagement and behavior can be used in the **Audience Builder** to segment your database.

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- Aggregated Email Engagement Data
- Common Use Cases for Non-Aggregated Email Data

Non-Aggregated Email Engagement Data

Non-aggregated email engagement data is the delivered, opened, and clicked metrics associated with a specific email, not combined with any additional data.

Where to Find Non-Aggregated Email Data in Audience Selector

Non-aggregated Email Data is found in **Audience Builder** in the **Email Behavior** section. The four fields that are related to individual emails are:

- **Email Name:** This field shows the list of Internal Name and Subjects for emails that have been sent.
- **Email Send Date:** This is a date field to segment on the date an email was sent.
- **Email Open Date:** This is a date field to segment on the Open activity of the recipient.
- **Email Click Date:** This is a date field to segment on the Click activity of the recipient.
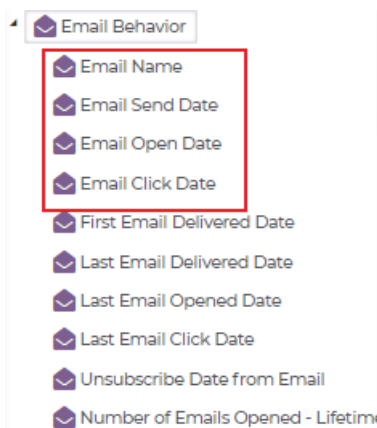
The data is updated daily, with the overnight processing just like your transactional and customer data.

How to Use Non-Aggregated Email Data in an Audience

These fields can be used on their own or combined with each other or other fields in **Audience Builder**.

- Using Email Name only in an Audience will return anyone that has been delivered that email at any time.
- Adding Send Date (or Open Date or Click Date) will return recipients of that specific email within the date range selected.

If you were to use only a date field, it would return anyone that received, opened, or clicked any email within the time frame selected.

Common Use Cases for Non-Aggregated Email Data

- Re-send to customers that did not open an email
- Re-send to customers that have opened or clicked but not purchased yet
- Remove customers from recurring sends so they do not receive duplicate emails
- Remove customers that are not engaging with certain types of emails

Aggregated Email Engagement Data

In addition to non-aggregated email engagement data, Ascent360 defines aggregated email fields that maintain engagement data across all sends.

- **First Email Delivered Date**
- **Last Email Delivered Date**
- **Last Email Opened Date**
- **Last Email Click Date**
- **Unsubscribe Date from Email**
- **Number of Emails Opened - Lifetime**
- **Number of Emails Clicked - Lifetime**
- **Number of Emails Sent - Past 12 Months**
- **Number of Emails Opened - Past 12 Months**
- **Number of Emails Clicked - Past 12 Months**
- **Number of Emails Sent Lifetime**

Common Use Cases for Non-Aggregated Email Data

- Identify and target highly engaged individuals
- Identify engagement trends for a specific time period