

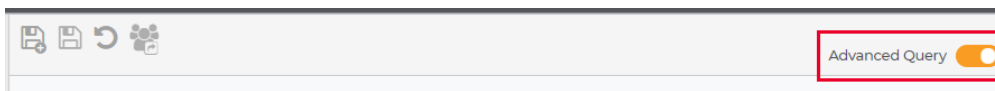
This document is an overview and FAQ of Advanced Queries or Groupings in Audience Selector.

## What Are Advanced Queries or Groupings in Audience Selector?

Advanced Queries in Audience Selector allow for you to have more control over your audiences and create more complex audiences. Advanced queries allow for you to group different fields or parameters together so you can dictate the order in which the query runs. This functions similar to parenthesis by giving you control over the 'order of operation' of the query.

## Do you have to used Advanced Queries?

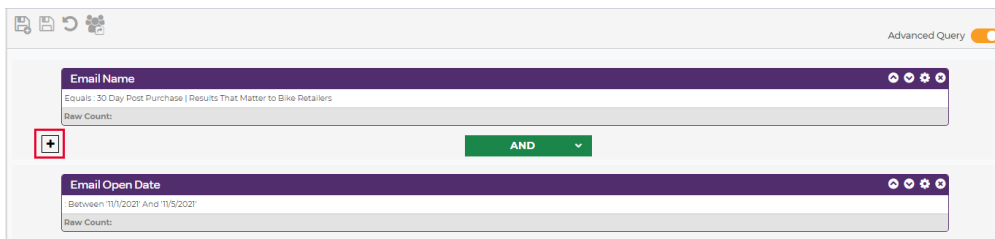
No, Advanced Queries can be toggled on/off using the toggle in the upper right of the canvas.



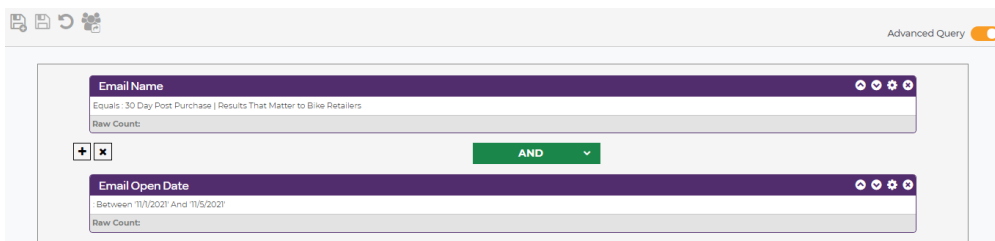
Advanced Queries are defaulted to off for all users. If you open an Audience that is already using Advanced Queries the function will be toggled on and cannot be turned off for that Audience.

## How do you add a Grouping?

You can group two fields together by clicking the '+' icon between the two fields.

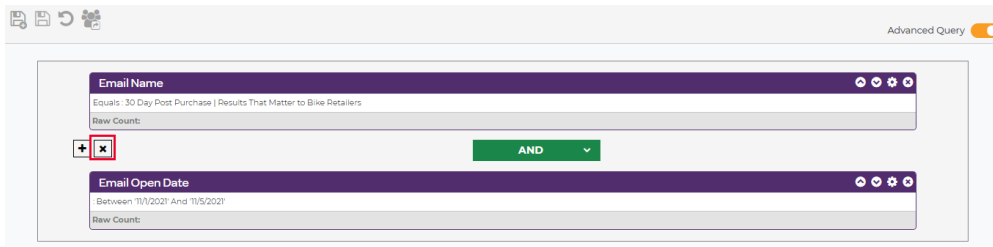


Once you group the fields, they will be surrounded by a box indicating they are grouped together.



## How do you remove a grouping?

You can remove the grouping by clicking the 'x' between the grouped fields.

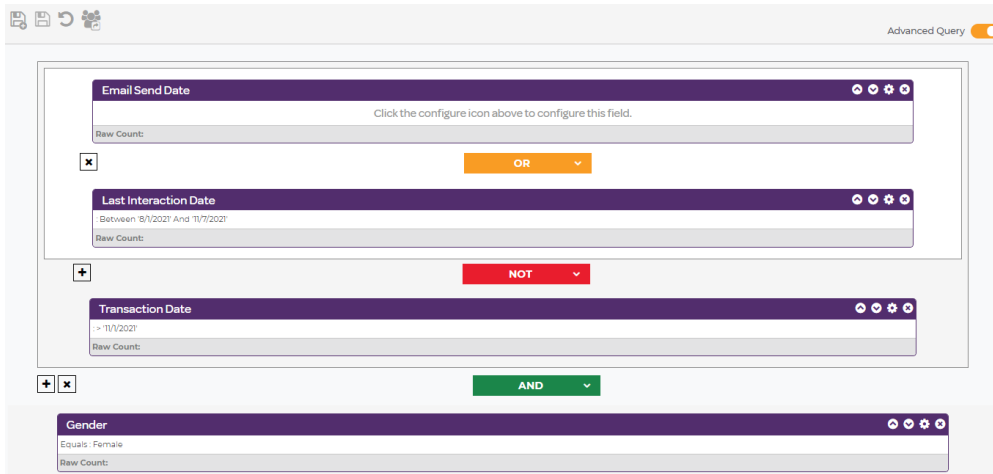


## How many fields can you group together?

There is no limit to how many items can be groups together at a single level.

## Can I create nested groupings?

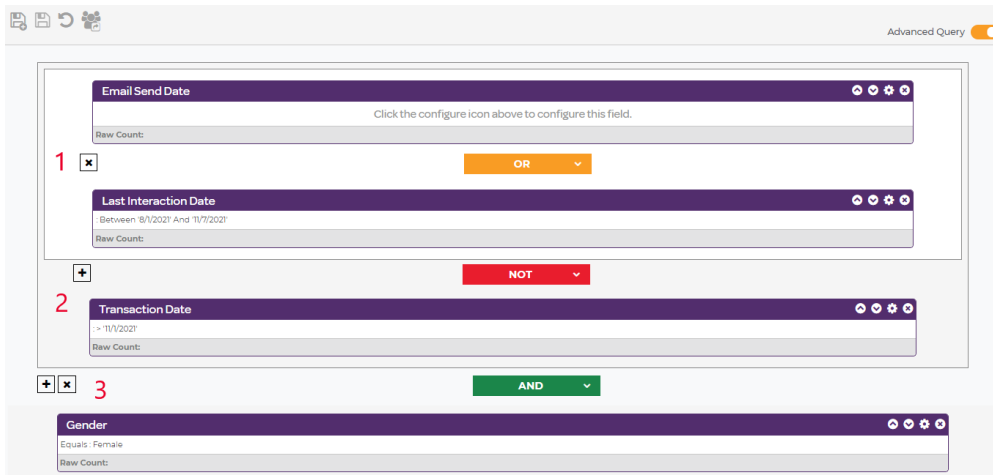
Yes, you can create up to two nested groupings or two levels of groupings. The image below show two levels of groupings. The innermost grouping in the white box and the second level of grouping in the gray box.



## How does the order of operations actually work?

In the example below, the query would run in essentially three steps:

1. Look for customers that met the Email Send Date criteria OR the Last Interaction Date criteria
2. From that audience identified in 1 it would then remove customers that met the Transaction criteria
3. Now the query would look for customers in the audience that meet the gender criteria and keep only those customers for the final audience

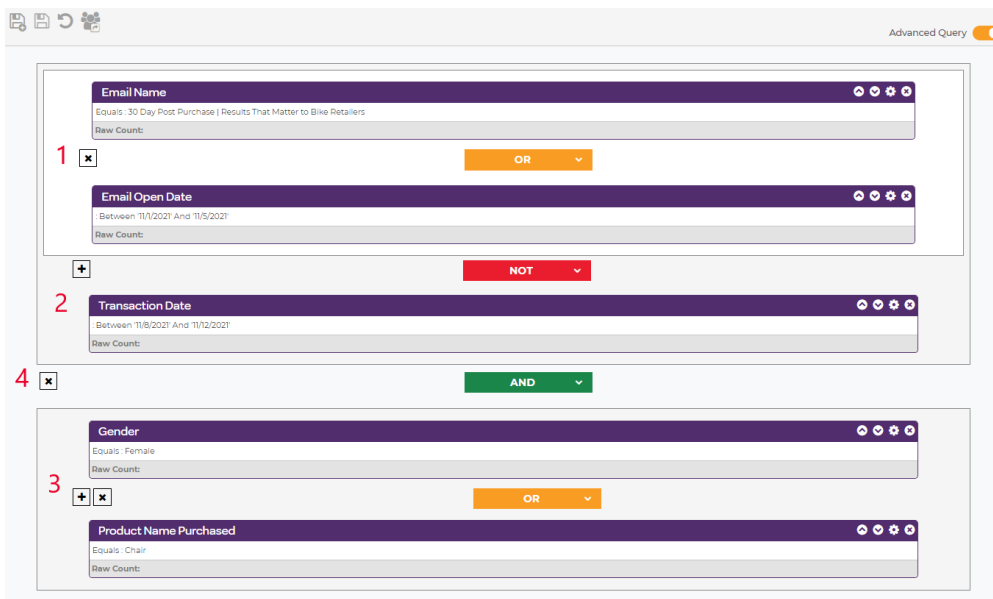


## Can you use multiple unique groups in one audience?

Yes, there is no limit to the number of groupings you can create in a single email.

In the example below the query would...

1. Find customers that meet the Email Name or Email Open Date criteria
2. Then add the Transaction date criteria to the audience from 1
3. Identify customers that meet the Gender and Product criteria (now you essentially have unique audiences on the back end)
4. This step compares the audience from 1& 2 to the audience from 3 to generate your final audience



## Does this functionality replace Campaigns?

No, this does not replace campaigns since you can still only use any field once per audience.

