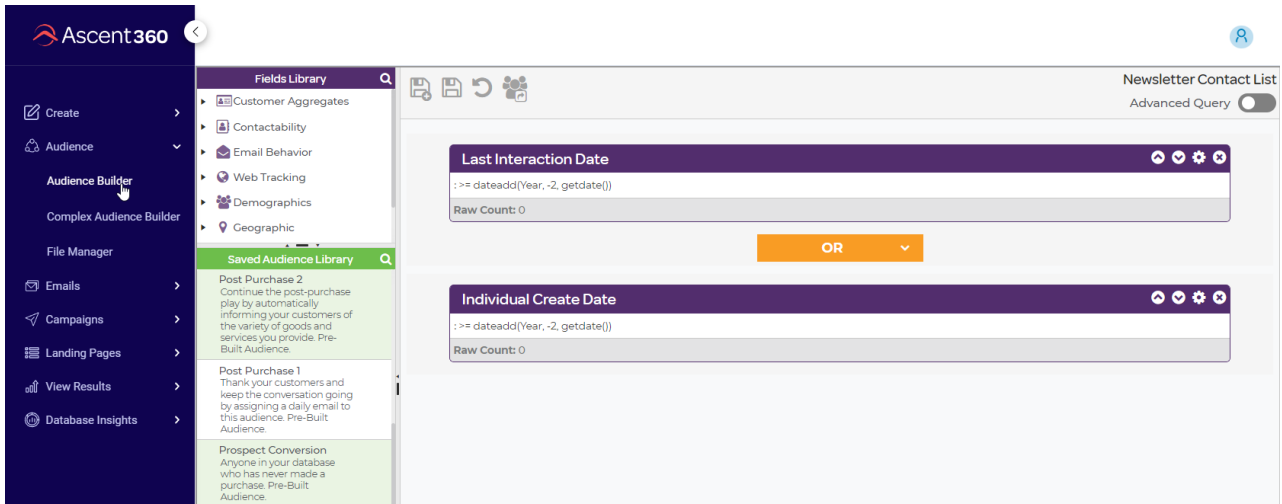


Audience > Audience Builder or Select "Build Audience" on the Ascent360 Home Page

Use the Ascent360 Audience Builder to build custom segments based on demographics, email history, transaction history, and more!



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Type of Audiences

Audience Builder allows you to query the Ascent360 database to create segments based on specific criteria. There are two types of audiences you can create based on the logic of the fields used - **static** audiences and **dynamic** audiences.

- A **static** audience is one where the counts will not significantly change day-to-day.
 - For Example: *Clothing purchasers in 2020*
 - Since the transactions for 2020 have all been solidified, no individuals are entering or leaving this audience day-to-day.
 - **Static** audiences are generally paired with a one-time (ad hoc) email.
- A **dynamic** audience is one where the counts will change day-to-day.
 - For Example: *Clothing Purchasers Yesterday*
 - This audience always references transaction dates 1 day ago relative to the current day, so new individuals will enter and leave this audience day-to-day.
 - **Dynamic** audiences are generally paired with an automated email (campaign).

Understanding Audience Builder Counts

Counts within the Audience Builder (as with the rest of the Ascent360 CDP) are based on **Individuals**. For example, if you create an audience for *bike purchasers* using the "Department Name / Category Level 1" field, the resulting count will display the number of contactable individuals with a transaction where a product matched the "Bikes" category.

In the above example, products that do not match the "Bikes" category **or** bike purchasers that do not have associated contact information will not be included. If counts are lower than expected, ensure that the fields you are targeting are consistently being populated in your source system. For example, if you want to target female customers, ensure that you are capturing demographic gender data upstream.

Audience Builder Tips

- Available fields within Audience Builder are grouped under a parent drop-down.
- Use the magnifying glass icon in the fields library to search for fields.
- Combine multiple fields using the *AND*, *OR*, or *NOT* operators.

Commonly Used Fields & Use Cases

Unsure where to start for building your audiences? Try the following commonly used fields to get started. Ultimately, the fields you utilize within Audience Builder are informed by your marketing use case and the direction you want to take your marketing communication.

Ascent360 Field	Parent	Marketing Use Case Example	Definition
Vendor Name	Purchase Details	Post Purchase	Vendor associated with product transaction
Department Name / Category Level 1	Purchase Details	Post Purchase	Department/Category associated with product transaction
Transaction Type	Purchase Details	Post Purchase, Returns, Layaways, Special Orders, etc.	Distinguishes true purchases from returns and other types of transactions
Transaction Date	Purchase Details	Post Purchase	Date a transaction occurred
Individual Create Date	Customer Aggregates	Welcome Stream, Engagement	The date that an individual was created in the database

Ascent360 Field	Parent	Marketing Use Case Example	Definition
Customer Type	Customer Aggregates	Engagement	Grouped individuals through shared attributes originating from the source system
Customer Status	Customer Aggregates	Prospect Conversion	Separates customer (>0 transactions) from prospects (0 transactions)
Total Spend Lifetime	Customer Aggregates	High-Value Customers	Aggregate of total lifetime spend attributed to a customer
Location	Data Sources and Dates	Channel-specific	List of brick-and-mortar locations and e-commerce ("Main Office")
Source Type	Data Sources and Dates	Channel-specific	List of source systems available for segmentation in Ascent360