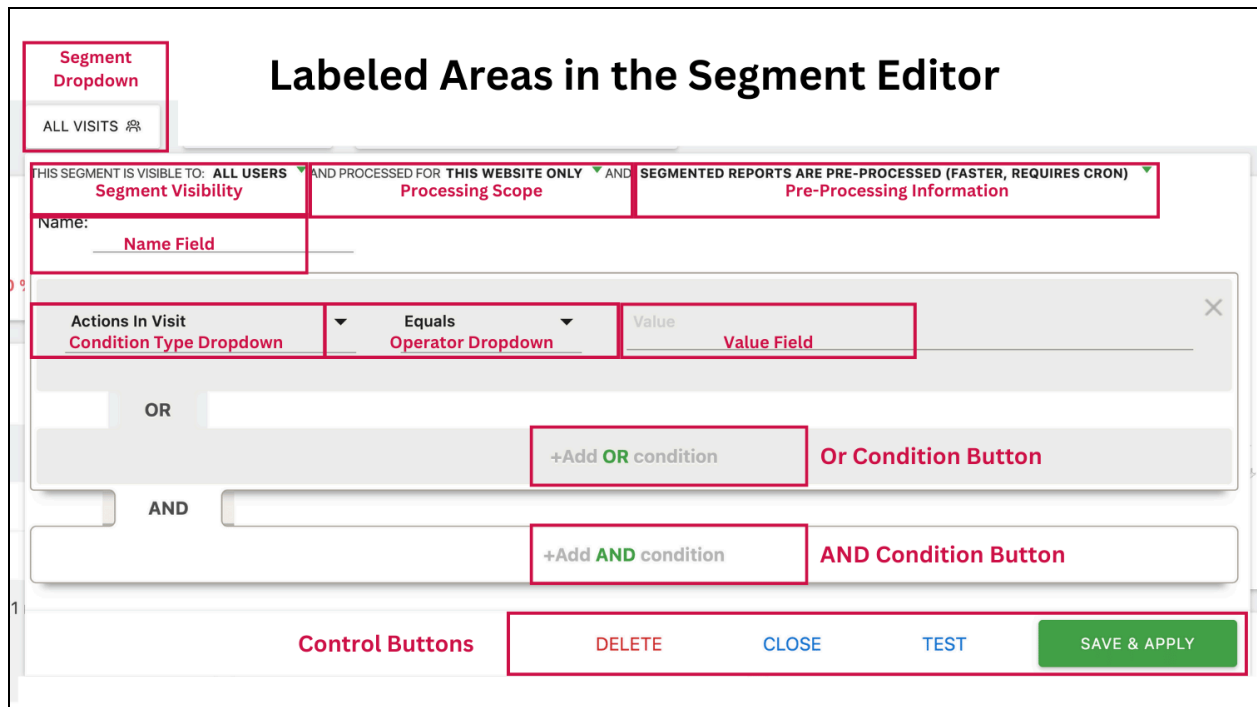




Using Segments for Data Analysis

September 20, 2024

Segments in Matomo are powerful tools that allow you to filter and analyze specific subsets of your data based on defined criteria. By using segments, you can gain deeper insights into the behavior and characteristics of particular groups of visitors, helping you make informed decisions to optimize your website's performance. This guide will cover how to apply predefined segments, interpret segment data, and create personal segments.



Segment Visibility and Scope

- **This Segment is Visible To: ALL USERS / ME**
This option allows you to set the visibility of the segment. You can choose to make the segment available to all users who have access to the Matomo instance or keep it private for your personal use.
- **Processed For: THIS WEBSITE ONLY / ALL WEBSITES**
Determines whether the segment should be processed for just the current website or across all websites in your Matomo instance. This affects the scope of the segment and where it can be applied.
- **Segmented Reports Are Pre-Processed (Faster, Requires Cron)**
Indicates whether the segmented reports are pre-processed. If enabled, segments

will load faster, but this requires a scheduled task (cron job) to be set up in Matomo.
No changes necessary.

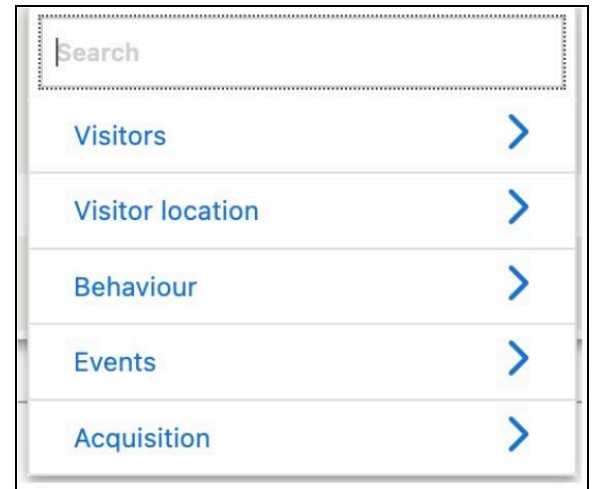
Segment Conditions

Name

Enter a descriptive name for your segment to easily identify it later.

Condition Type

This dropdown lets you choose the dimension or metric you want to base your condition on. Common options include:



Visitors

- **Description:** This category includes metrics and dimensions related to the overall behavior and attributes of your website visitors.
- **Common Options:**
 - **Visit Duration:** Time visitors spent on your website during a session.
 - **Pages Per Visit:** Number of pages viewed during a session.
 - **Visits Count:** Number of times a visitor has visited your site.
- **Use Case:** Use this to filter data based on general visitor behavior and session characteristics.

Visitor Location

- **Description:** Contains dimensions related to the geographical location of your visitors.
- **Common Options:**
 - **Country:** The country from which the visitor accessed your website.
 - **Region:** The specific region or state within a country.
 - **City:** The city from which the visitor is browsing.

- **Use Case:** Use these options to analyze traffic from specific locations, helping you understand regional engagement and target your content or marketing efforts more effectively.

Behavior

- **Description:** Includes metrics and dimensions related to how visitors interact with your website content and navigate through it.
- **Common Options:**
 - **Pages:** URLs of the pages that visitors viewed.
 - **Page Titles:** Titles of the pages viewed during a session.
 - **Entry Pages:** The first page a visitor lands on when entering your site.
 - **Exit Pages:** The last page a visitor viewed before leaving your site.
- **Use Case:** Use this category to filter and analyze specific user actions on your website, such as which pages they visited or how they navigated through your site.

Events

- **Description:** Contains dimensions related to events that have been tracked on your website, such as interactions that go beyond standard page views.
- **Common Options:**
 - **Event Category:** The category of the event (e.g., "Video," "Downloads").
 - **Event Action:** The action performed (e.g., "Play," "Click").
 - **Event Name:** A specific name for the event (e.g., "Watch Promo Video").
- **Use Case:** Use this category to segment data based on specific interactions, such as button clicks, video plays, or form submissions, allowing you to track and analyze user engagement beyond standard navigation.

Acquisition

- **Description:** Includes dimensions related to how visitors arrived at your website, such as their traffic sources and campaigns.
- **Common Options:**
 - **Referrer URL:** The URL of the site that referred the visitor to your site.

- **Search Engine:** The search engine used to find your site (e.g., Google, Bing).
- **Campaign Name:** The name of the marketing campaign that brought the visitor to your site (based on UTM parameters).
- **Use Case:** Use these dimensions to filter data by specific traffic sources or campaigns, helping you understand which channels are driving the most traffic and conversions.

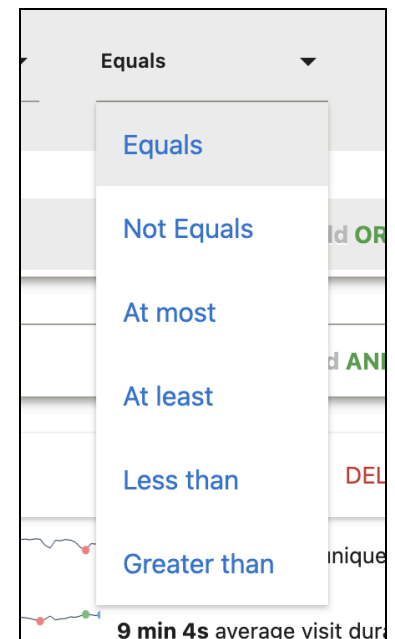
These categories help you create focused segments in Matomo by allowing you to filter your data based on specific visitor attributes, behaviors, or acquisition channels.

Operator (Equals, Not Equals, etc.)

Defines the relationship between the chosen dimension or metric and the value you specify:

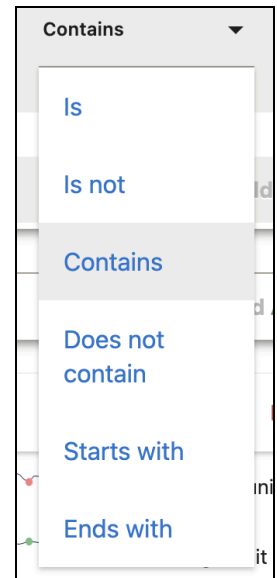
Numerical Operators:

- **Equals:** The condition is true if the value exactly matches the specified number.
- **Not Equals:** The condition is true if the value does not match the specified number.
- **At Most:** The condition is true if the value is less than or equal to the specified number.
- **At Least:** The condition is true if the value is greater than or equal to the specified number.
- **Less Than:** The condition is true if the value is less than the specified number.
- **Greater Than:** The condition is true if the value is greater than the specified number.



Text Operators:

- **Is:** The condition is true if the value exactly matches the specified text.
- **Is not:** The condition is true if the value does not match the specified text.
- **Contains:** The condition is true if the value includes the specified text anywhere within it.
- **Does not contain:** The condition is true if the value does not include the specified text anywhere within it.
- **Starts with:** The condition is true if the value begins with the specified text.
- **Ends with:** The condition is true if the value ends with the specified text.



Value

Enter the specific value you want to match the selected condition. For example, if you chose "page" and "Equals," you would enter a number like "https://www.armymwr.com/programs-and-services/sports-fitness" to segment visitors who made a visit to that page.

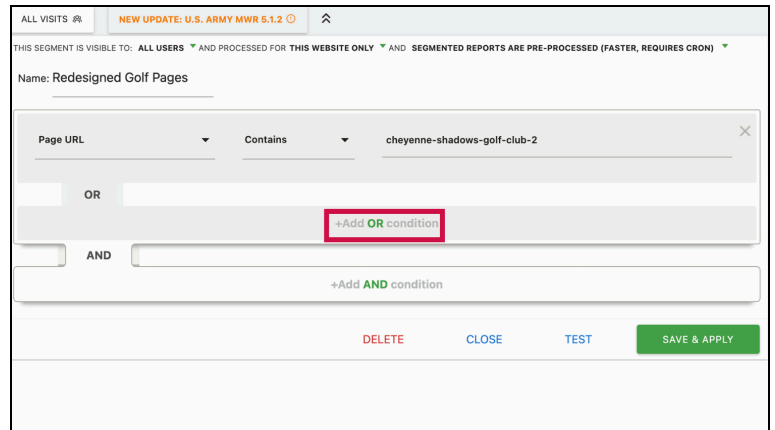
Logical Operators (AND/OR)

- **OR Condition:**

Use this to create alternative criteria within a segment. For example, "Visited Page A OR Visited Page B." This segment will include visits that meet either condition.

- **AND Condition:**

Use this to add additional criteria that must be met for a visit to be included in the segment. For example, "Visited Page A AND Spent More Than 5 Minutes." This segment will include only visits that satisfy both conditions.



The screenshot shows a web interface for configuring a segment. At the top, it says "ALL VISITS" and "NEW UPDATE: U.S. ARMY MWR 5.1.2". Below that, it states "THIS SEGMENT IS VISIBLE TO: ALL USERS AND PROCESSED FOR THIS WEBSITE ONLY AND SEGMENTED REPORTS ARE PRE-PROCESSED (FASTER, REQUIRES CRON)". The segment name is "Redesigned Golf Pages". There is a search bar with "Page URL" and "Contains" filters, and a value "cheyenne-shadows-golf-club-2". Below the search bar, there are two rows for adding conditions. The first row is labeled "OR" and has a red box around the "+Add OR condition" button. The second row is labeled "AND" and has a "+Add AND condition" button. At the bottom right, there are four buttons: "DELETE" (red), "CLOSE" (blue), "TEST" (blue), and "SAVE & APPLY" (green).

Control Buttons

- **DELETE:**

Deletes the current segment configuration, removing it from your list of available segments.

- **CLOSE:**

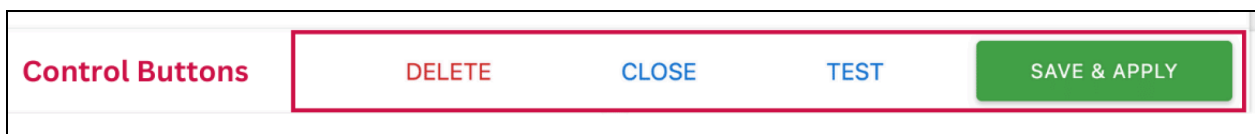
Closes the segment editor without saving any changes.

- **TEST:**

Allows you to test the segment conditions on your data before applying it. This helps you verify that the segment is set up correctly and will return the expected results.

- **SAVE & APPLY:**

Saves the segment with the defined conditions and applies it to your reports immediately. The segment will then be available in the dropdown list for future use.



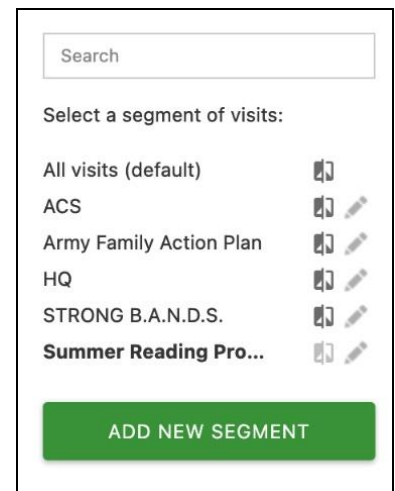
This interface provides flexibility in defining precise segments that can be applied to your data, enabling detailed analysis of specific user groups or behaviors on your website.

Applying Predefined Segments to Filter Data

Predefined segments are pre-configured filters available within Matomo that allow you to analyze specific visitor groups without having to set up your own criteria. These segments include options such as “Returning Visitors,” “Organic Traffic,” or “Page Title.”

How to Apply Predefined Segments:

1. **Navigate to the Segments Dropdown:** In the top navigation bar of your Matomo dashboard, click on the “Segments” dropdown menu.
2. **Choose a Predefined Segment:** Select a predefined segment from the list.
3. **View the Filtered Data:** Once applied, all reports in your dashboard will reflect the filtered data based on the chosen segment. This allows you to analyze specific behaviors and metrics for the selected visitor group.



Identify Content Preferences: Apply segments like “Smartphone” or “Desktop Visitors” to see which content resonates best on different devices. This helps in optimizing your site for various user experiences.

Creating Segments Quick Guide

Creating personal segments allows you to customize data filters based on specific criteria that are relevant to your business needs. You can define conditions based on dimensions such as user location, traffic source, or behavior on your site.

How to Create a Personal Segment:

1. **Access the Segments Editor:** Click on the “Segments” dropdown and select “Add New Segment.”
2. **Define Segment Conditions:**
 - **Visitor Conditions:** Set conditions based on visitor attributes, such as page, page title, device type, country.
 - **Behavior Conditions:** Define conditions based on user behavior, such as page views, events triggered, or time spent on specific pages.
 - **Traffic Source Conditions:** Filter visitors based on how they found your site, such as through specific referrers, campaigns, or keywords.
3. **Operators:** Use “AND” and “OR” operators to combine multiple conditions, allowing for more complex segmentation. For example, you could create a segment for “Returning Visitors” who “Made a Purchase” and “Came from Organic Search.”
4. **Save and Apply the Segment:** Name your segment and save it. It will now be available in your segments list for future use. Apply it to your reports to view data specific to your new segment.
5. **Waiting Time:** You may need to wait up to an hour (or until the next cron job runs) for the segment data to be processed and appear correctly in your reports.

By utilizing predefined segments, interpreting segment data, and creating personal segments, you can leverage Matomo’s segmentation capabilities to gain targeted insights and drive data-driven decisions for your website’s optimization and growth.

Creating a Segment to Track Performance of Redesigned Golf Pages in Matomo



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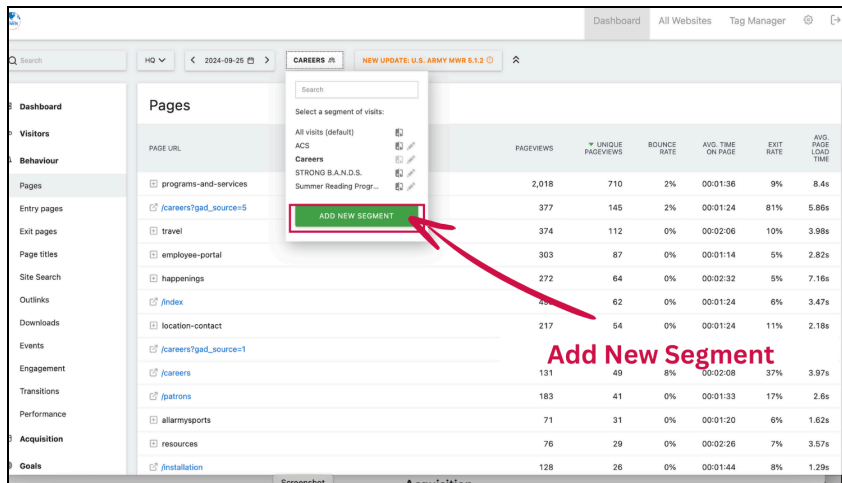
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Imagine your team has recently revamped all the golf-related pages on your website and you want to analyze how these pages are performing. To do this, you can create a segment in Matomo that captures visits specifically to these redesigned pages. This will allow you to track visitor engagement, page views, and other key metrics for these pages. Here's how to set it up:

Access the Segment Editor

Log in to your Matomo dashboard. Navigate to the "Segments" dropdown in the top

navigation bar and select “Add New Segment” to open the segment editor.



Name the Segment

In the Name Field, enter a descriptive name that reflects your objective, such as “Redesigned Golf Pages Performance.”

Define the First Condition

Start by setting up a condition that captures visits to the main golf section of your site.

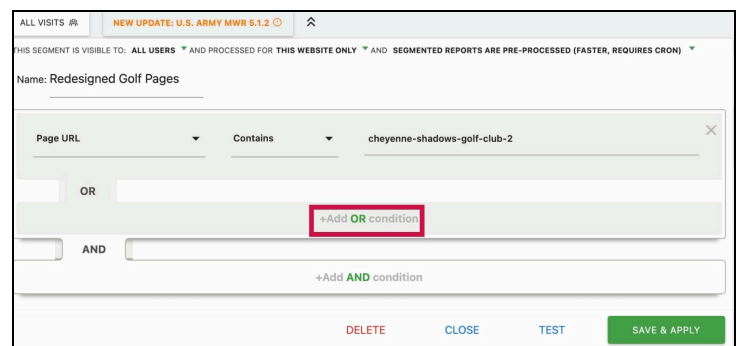
- In the Condition Type Dropdown, select or search for “Page URL.”
- In the Operator Dropdown, choose “Contains.”
- In the Value Field, enter **cheyenne-shadows-golf-club-2** to include visits to all URLs containing this keyword. This will capture data for any visit that includes pages in the main golf section.

Add an “OR” Condition for Specific Pages

Since you want to track each redesigned page individually, add conditions for each one. Click on the “+Add OR condition” button.

In the new condition, set the following:

- **Condition Type Dropdown:** Select “Page URL.”



- **Operator Dropdown:** Choose “Is”
- **Value Field:** Enter the specific URL of the redesigned page, such as <https://carson.armymwr.com/CSGC> for the golf club overview page.

Review the Conditions

Ensure that all conditions are correct and cover every page you've redesigned. Your conditions should look like this:

- **Page URL Contains:** [cheyenne-shadows-golf-club-2](#)
- **OR Page URL Is:** <https://carson.armymwr.com/CSGC>

Test the Segment

Click the “Test” button to ensure the segment is working as expected. Verify that it captures data only for the redesigned golf pages and that all relevant metrics are being tracked.

Save and Apply the Segment

Click the “Save & Apply” button. This segment, now named “Redesigned Golf Pages Performance,” will be added to your segments list and can be applied to your reports.

- **Waiting Time:** You may need to wait up to an hour (or until the next cron job runs) for the segment data to be processed and appear correctly in your reports.
- **Faster Report Loading:** Once the segment is processed, your reports will load faster because the data is already computed, reducing the time it takes to generate and view segmented data.

Analyze the Data

Use this segment to filter your reports and focus on visitor behavior, engagement metrics, and conversion rates specifically for the redesigned golf pages. This will help you understand how well the new design is performing and identify any areas for further optimization.

By setting up this segment, you can monitor the success of your redesigned golf pages, compare performance to the previous design, and make data-driven decisions to improve user experience and engagement.

Segmented Reports Are Pre-Processed (Faster, Requires Cron)

Description: Indicates whether segmented reports are pre-processed. When this feature is enabled, your reports will load faster because the data is pre-computed at regular intervals. This is achieved using a scheduled task called a **cron job**.

What is a Cron Job?

A cron job is an automated task that runs at specified intervals on your server. For Matomo, the cron job typically runs every hour to process new data and update segmented reports. This means that if you create or modify a segment, the changes might not immediately reflect in your reports until the next scheduled cron job runs.

How It Affects Your Segment

- **Immediate Availability:** After you save a new segment or update an existing one, it may not be immediately visible in your segmented reports.
- **Waiting Time:** You may need to wait up to an hour (or until the next cron job runs) for the segment data to be processed and appear correctly in your reports.
- **Faster Report Loading:** Once the segment is processed, your reports will load faster because the data is already computed, reducing the time it takes to generate and view segmented data.

Recommendation: If you notice that your segmented data isn't displaying as expected right after saving, wait until the next hourly cron job completes before checking again. This ensures that the data is fully processed and up-to-date.

Troubleshooting

If you need assistance with Matomo, the **IMCOM G9 Help Desk HQ** is your primary resource. You can submit a support ticket through the official SharePoint portal at:

[IMCOM G9 Help Desk](#)