# Creating Segments Quick Guide

This guide provides a quick and clear overview of creating custom segments in Matomo to filter and analyze data based on visitor attributes, behaviors, and traffic sources. Users can define conditions, combine them using logical operators, and apply saved segments to reports for more targeted insights.

Change Log

Date	Author	Comments
9/20/24	Jessica Dunbar	Created initial document template

- Access the Segments Editor: Click on the "Segments" dropdown and select "Add New Segment."
- 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.
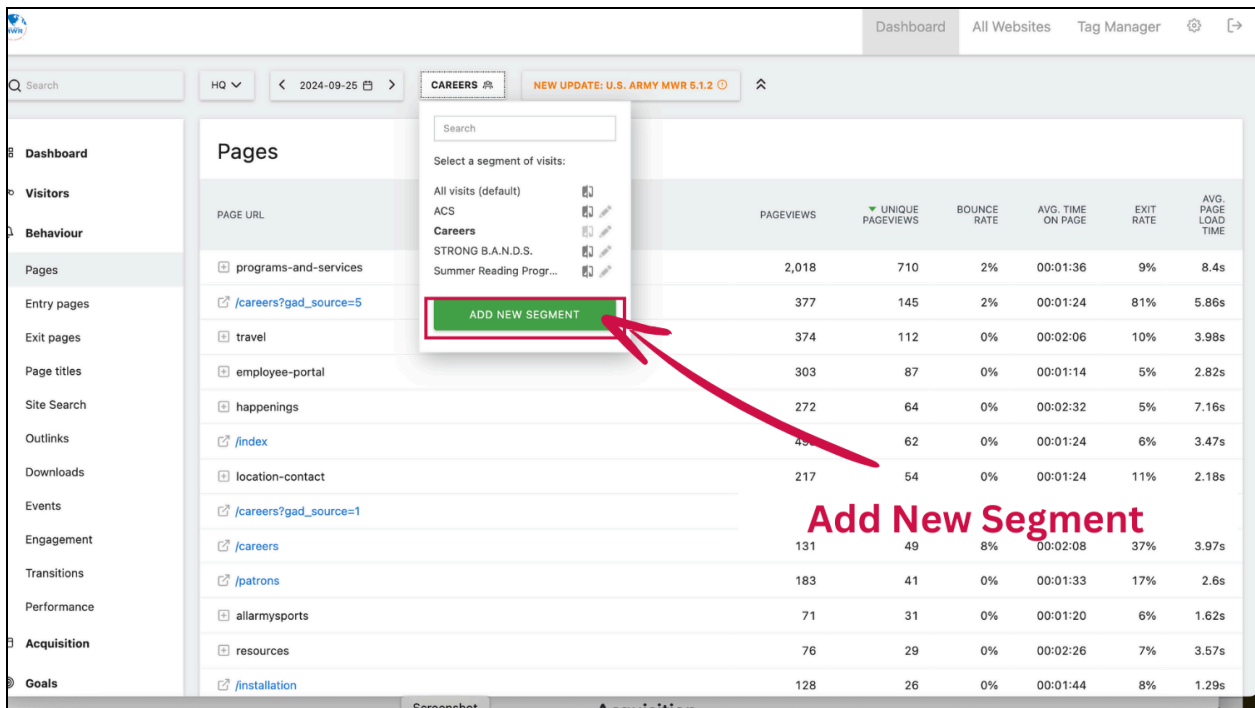
Operators: Use "AND" and "OR" operators to combine multiple conditions, allowing for more complex segmentation. For example, you could create a segment for "Returning Visitors" who "Made a Purchase" and "Came from Organic Search."

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.

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.

Results

Creating personal segments allows you to customize data filters based on specific criteria that are relevant to your business needs.

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](#)