Using Data to Build your Audience [1]



November 14, 2019 by jennifer.mortensen [2]

Each individual contact in Salesforce contains 500+ data points that you can use to segment your audience for email sends. While it can be tempting to send to everyone because it's easy, segmenting your audience is a better strategy that can lead to big results (increases in open and click rates, for example).

Here's a quick overview of the data available in Salesforce (not all fields are included). Your eComm Specialist [3] can assist you with segmenting your audience based on these data points.

Contact Object

- Birthdate
- Age
- Geographic Area
- Address, City, Zip Code
- Employee ID
- Advance ID
- Student ID

Affiliations Object

• Details affiliations with CU, such as donor, alumni, employee, friend, parent, etc.

Campaign History

• Details a full campaign history for the contact, including email and event engagement.

Contact History

Details changes made to the contact, such as in the email address field.

Education Object

- Campus
- Official Degree
- Degree Awarded (Y/N)
- Degree Awarded Date, Semester, and Year
- Major, Minor, Honors
- Degree Level
- Active Enrolled (Y/N)
- First and Last Term Enrolled

Employment Object

- Job Group Description
- Working Title
- Hire Date
- Supervisor
- Employee School/College
- Job Location
- Job Group Code
- Job Department Campus Number
- Employee ID

Enrollment Object

- Institution
- First and Last Term Enrolled
- Academic Level
- Active Enrolled (Y/N)
- Scholarship Information
- Academic Load Code (Full or Part Time)
- Individual Email Results
- Details the specific actions a contact has taken in response to emails received (no open, open, click)

Interest Object

 Details interests (limited in scope) within CU such as Advocates, advisory boards, giving societies, etc.

Scholarship Object

Details CU scholarships a contact has received (limited in scope), if any.

Related Content

- How do I build Salesforce reports? [4]
- What is the difference between a campaign and a report? [5]
- Why do reports have such complicated names? [6]
- How do I request a new report? [7]
- How do I modify an existing report? [4]
- How do I view a report? [8]
- How do I share a report with another user? [9]

Display Title:

Using Data to Build your Audience

Send email when Published:

Yes

Source URL:https://www.cu.edu/blog/ecomm-wiki/using-data-build-your-audience

Links

[1] https://www.cu.edu/blog/ecomm-wiki/using-data-build-your-audience [2] https://www.cu.edu/blog/ecomm-wiki/author/13789 [3] https://www.cu.edu/ecomm/strategy/leadership [4] https://www.cu.edu/blog/ecomm-wiki/salesforce-reporting [5] https://www.cu.edu/blog/ecomm-wiki/salesforce-campaign-vs-salesforce-report [6] https://www.cu.edu/blog/ecomm-wiki/naming-conventions [7] https://www.cu.edu/blog/ecomm-wiki/add-account

- [8] https://www.youtube.com/watch?v=OdYhw7qa3oM&feature=youtu.be
- [9] https://www.cu.edu/blog/ecomm-wiki/salesforce-visibility-and-sharing