



5 steps to segmenting cold email lead lists



Define your segmentation Criteria

Start by determining **the specific criteria you'll use to segment your lead list**. Consider factors such as demographics, industry, company size, and buying intent, among others.



Collect Data

The next step is to **gather relevant data to inform your segmentation strategy**. Implement detailed registration forms, surveys, or feedback forms to collect the information you need.



Segment the lead list

Leverage your email marketing platform or CRM system **to perform segmentation efficiently**. Organize leads into distinct segments based on your defined criteria.



Implement Lead Scoring

Implement lead scoring to further refine your segmentation and **prioritize leads based on their likelihood to convert**. Assign points to leads based on their level of engagement.



Automate

Automate the segmentation of your cold email lead list to streamline the process. Utilize advanced email marketing tools to **set up predefined rules based on your segmentation criteria**.