zobi

ONE AUDIENCE, ONE EXPLAINABLE RULE

Segment launch brief

The worked audience

Start with 5,000 currently SMS-eligible profiles. Relevant click 800, no later purchase 620, current product or journey 500, outside recent-contact exclusion 420, no unresolved support issue 350. The final audience is 7% of the starting group. All counts are original teaching inputs.

Write the rule before the message

Record the exact event and product, chosen time window and boundary, current permission, later-purchase stop condition and support owner. Keep eligibility required alongside every intent branch. A click is not permission.

Give overlapping journeys a priority

A current suppression stops the promotional send. An unresolved support case can defer it to an owner. A purchase ends obsolete recovery. Only then evaluate the current need and contact policy. This is a proposed priority, adapt it to your programme.

Test the boundary profiles

Check one eligible match and the exclusions: no permission, later purchase, open service case, competing journey, cutoff timestamp, missing product/time and permission revoked after preview. Retain expected and observed outcomes. A pass needs actual evidence.

Your next decision

Message purpose: _____
Audience owner: _____
Stop condition and reply owner: _____
Evidence to check and review date: _____