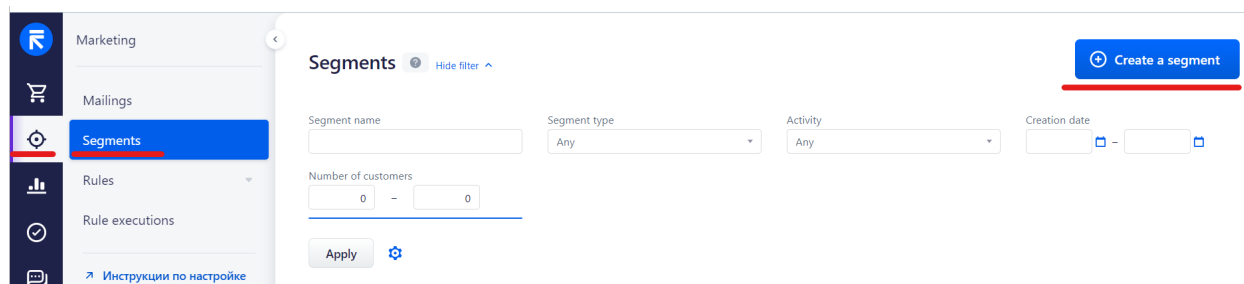


Mailing via RetailCRM \ Simla.com

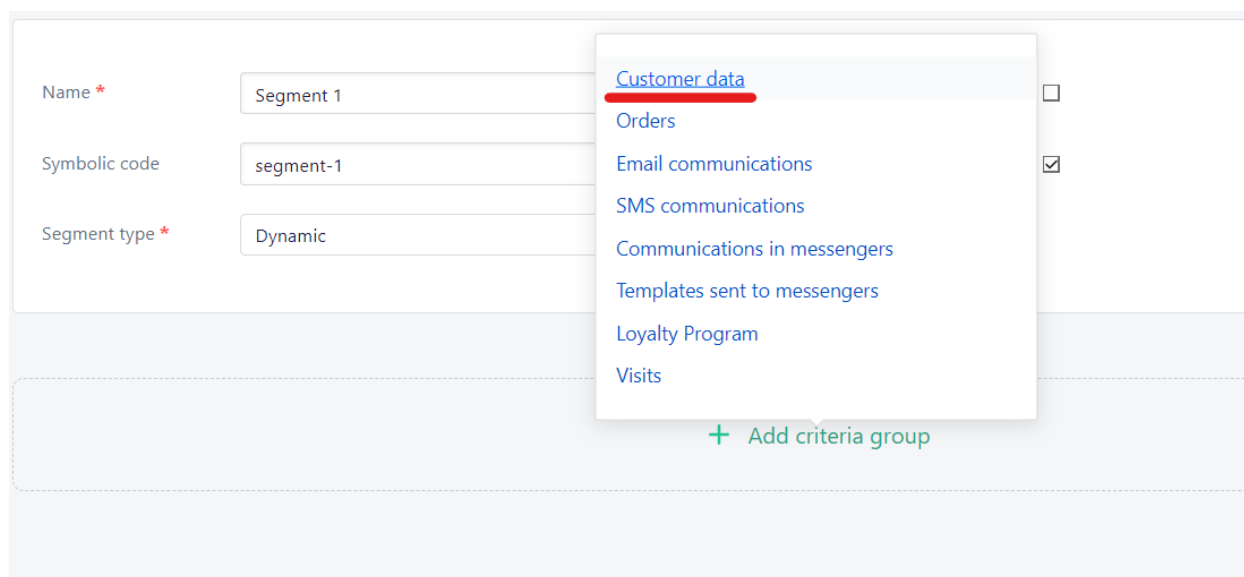
1. First of all, you need to create a segment Marketing - Segments - Create a segment



Enter segment name and select segment type

The 'New segment' form is displayed. It contains the following fields: 'Name *' with the value 'Segment 1', 'Symbolic code' which is empty, and 'Segment type *' set to 'Dynamic'. To the right of these fields are two checkboxes: 'Available in Analytics' (unchecked) and 'Activity' (checked).

2. Add the desired filter group. In our case, the filter is "Customer Data".



3. Inside the filter group, add a filter, in our case it is "Registration date".

1 group of filters

Filter by customer data

AND

OR

Add criteria



Select filters for segmentation

Criteria

☒ Registration date

Available filters

Customer data

☐ Email

☐ Countries

☐ Sex

☐ Birthday

☐ Tags

☐ Phone

☐ Regions

☐ Marks

☐ Stores

☐ UTM tags

☐ Cities

☐ Customer events

☐ Email subscription sta...

RFM

☐ Income on complete...

☐ LTV

☐ Average income

Custom fields

☐ Дата первой покупки

Save

Select a range, in our case it is from 03.04 to 04.04

1 group of filters

Filter by customer data

AND

OR

Add criteria

Registration date

×

03/04/2023

–

04/04/2023

+ Add criteria group

List of customers in the segment ²

Full name	Registration date	E-mail	Orders count	AOV	Order amount
Acebot1	03.04.2023 20:32	—	0	py6. 0	py6. 0
ChatArchitect	03.04.2023 20:33	—	0	py6. 0	py6. 0

✓ Save

Save and exit

Preview matched customers

4. Next, we need to send messages to clients from this segment. Go to the section "Sales" - "Customers" - "List". In the filter, select "Segment" and click "Apply". Clients will be sorted by the selected segment

List of customers

Hide filter

Customers import

New

Customer

Full name or phone number or email

E-mail

E-mail

Register date

–

Stores

Select an option

Number of orders

0

–

0

AOV, py6.

0

–

0

Order amount, py6.

0

–

0

Segment

Segment 1

Tags

Select an option

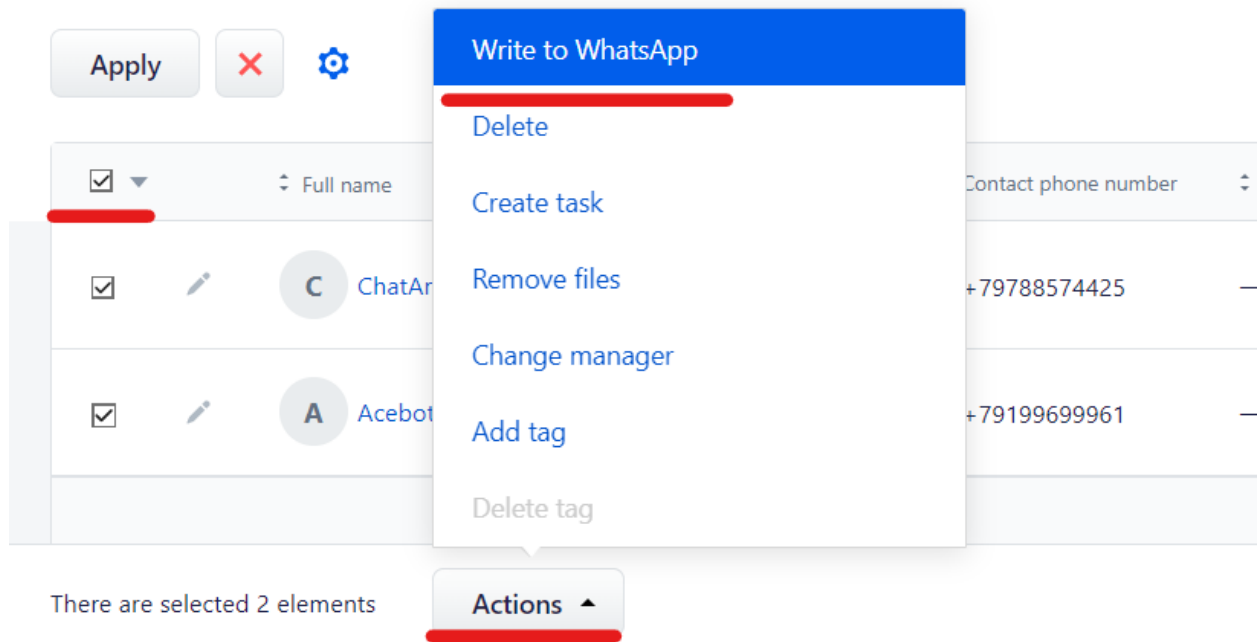
Apply

×

⚙

☐	Full name	Registration date	E-mail	Contact phone number	Manager	Orders count	AOV	Order amount	Channels of Chats
☐	C ChatArchitect	03.04.2023 20:33	—	+79788574425	—	0	py6. 0	py6. 0	—
☐	A Acebot1	03.04.2023 20:32	—	+79199699961	—	0	py6. 0	py6. 0	—

5. At the bottom of the page there is an "Actions" button. We need it. Select all elements on the page. The blue triangle in the table with clients is responsible for this. Then click on the "Actions" button and select "Write to WhatsApp"



6. Select a template and click "Submit"

Revision #2

Created 2026-03-24 14:46:58 UTC by New Admin

Updated 2026-03-25 08:07:00 UTC by New Admin