



Segment Ninja Quick-Start User Guide

Segment Ninja gives every Klaviyo user access to the same segmentation & predictive models trusted by Fortune 500 brands. This means you can:

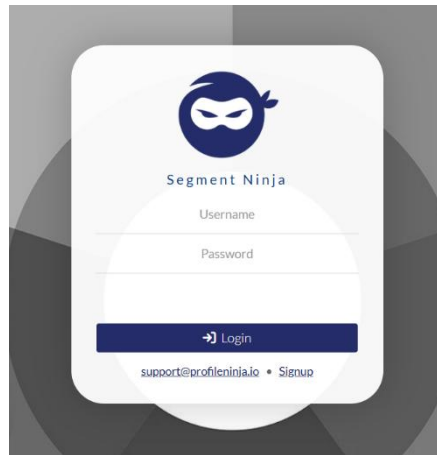
- Know *who* your best buyers are — not just what they clicked.
- Boost open rates by 50–60% with persona-driven flows.
- Grow lists faster by finding more lookalikes across 150+ partner channels.
- Lower CAC and increase CLV with smarter targeting.
- Align creative, media, and retention with real customer motivations.

The following pages walk you through the core features of Segment Ninja.

1. Logging into your account

Login URL: <https://klaviyo.profileninja.io/>

Use the username and password you set up during registration to log-in.



2. What is a Job and Running a Job

Everything in Segment Ninja starts with a Job — this is how we enrich your Klaviyo profiles with PRIZM® segments, Life Stage personas, and predictive insights.

When you run a Job, Segment Ninja:

- Syncs with your Klaviyo lists & segments.
- Analyzes your profiles.
- Identifies your Top 10 segments.
- Generates detailed personas, maps, and actionable reports.



How to Run a Job

- **After logging in**, you'll see your dashboard with your remaining enrichment credits.
- Click **Next Step** to sync all lists and segments in your Klaviyo account.
- For large accounts (100+ segments), this may take up to 30 seconds.
- Check the box beside the list(s) or segment(s) you want to enrich.
- Click **NEXT** to start your Job.
- Your Job goes into a queue. Processing usually takes from 1–6 hours depending on queue length and profile volume.

You'll get an email when it's ready!

Welcome to Segment Ninja











Welcome to your Segment Ninja dashboard. From this [dashboard](#) you can manage your [account](#) and generate reports and buyer insights that will help your teams know and serve your customers better. We will also announce new features and tools on this page as they become available.

It looks like you're ready. You can start a new job any time.

You have **142,664** credits remaining.



 Next Step

<input type="checkbox"/>	2 Time Customers 	Jul 14, 2024
<input type="checkbox"/>	25% OF Snapshot Engaged Ever Past Purchasers 	May 18, 2024
<input type="checkbox"/>	2X Purchasers--Received 2+ Emails in the last 3 Days 	Apr 27, 2024
<input type="checkbox"/>	3+ Time Customers 	Jul 14, 2024
<input type="checkbox"/>	35i Owners 	Jan 31, 2025
<input type="checkbox"/>	35i Waitlist 	Sep 30, 2024
<input type="checkbox"/>	4+ Clicks 30 Days - Never Purchased 	Oct 30, 2024
<input type="checkbox"/>	45i Owners 	Jan 28, 2025
<input type="checkbox"/>	45i and 75i Owners 	Jul 15, 2024
<input type="checkbox"/>	50% - 071024 - Snapshot - Has Purchased Ever 	Jul 10, 2024

< Back

> Next



3. Accessing and Using Your Results

After your Job is complete, click the **Append Jobs** link in the top menu to access:

- **Job Details:** View how many profiles were enriched successfully.
- **Personas:** Visual map showing your Top 10 segments.
 - Click any block for an overview or download detailed PDFs.
 - Push segments to Klaviyo with 1 click.
- **Map:** See where your top segments live — plan localized offers or geo-targeted ads.
- **Report:** A sortable table to explore segments by KPIs (Profile Count, AOV, CLV, Revenue Share, etc.)

Pro Tip: Click any segment name to download its PDF persona for your team or partners.

Manage Append Jobs

Your history of your appends can be found below.

All Appends

Show 25 entries

Search:

Date Added	# Job ID	Profiles	List/Segment(s)	Status	Options
2023-11-27	7810725265	35,602	Unknown	Complete	Details Personas Mapping Report
2023-12-08	7806521338	5,456	Unknown	Complete	Details Personas Mapping Report
2025-02-22	7825779017	23,000	Unknown	Complete	Details Personas Mapping Report
2025-05-21	7883864015	4,684	[SN] New Customers - 90 Days	Complete	Details Personas Mapping Report
2025-06-05	7814029867	25,761	[SN] Placed Order - 90 Days - All	Complete	Details Personas Mapping Report

Showing 1 to 5 of 5 entries

First Previous 1 Next Last

4. Reports

- From your Append Jobs table, click any of the Report links in the right column.
- The initial report is sorted by Profile Count. Sort by any of the headings to reveal and rank important KPIs like AOV, CLV and other metrics.

PRIZM® Segment Analysis

Please review the report below. Sort by any column to reveal important insights that might otherwise be missed.

Search:

PRIZM® Segment	Profile Count	Profile %	Rev. Contr. (%)	AOV (\$)	Avg. CLV (\$)	Tot. CLV (\$)	Order Freq.
Young Digerati	6,616	9.38%	9.15%	\$1,819.85	\$3,020.90	\$19,986,295	1.88
Country Squires	5,182	7.35%	7.31%	\$1,891.23	\$3,082.68	\$15,974,465	1.88
Networked Neighbors	4,417	6.27%	6.18%	\$1,773.42	\$3,054.30	\$13,490,830	1.93
Winner's Circle	3,957	5.61%	4.85%	\$1,676.13	\$2,677.60	\$10,595,244	1.85
Movers & Shakers	2,993	4.25%	5.12%	\$2,300.41	\$3,737.79	\$11,187,215	1.88
Fast-Track Families	2,958	4.20%	4.28%	\$1,862.00	\$3,158.08	\$9,341,612	1.91

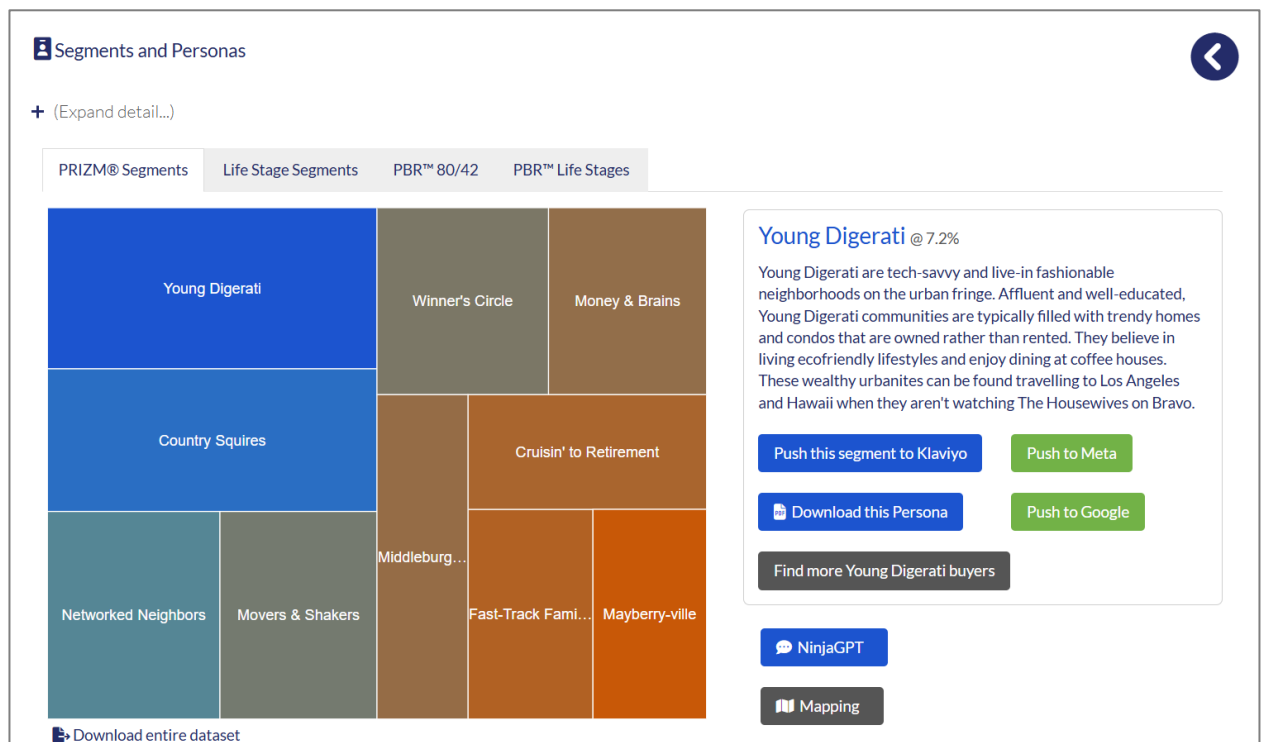


5. Segment Ninja Tools & Integrations

This is the dashboard report you'll be using most often. After you run a Job to enrich your profiles, Segment Ninja will identify and organize your Top 5 or Top 10 Prizm® Segments based on which package you have selected. Your dashboard empowers you to:

- ✓ **View & download your Top Segments.**
- ✓ **Push segments to Klaviyo instantly.**
- ✓ **Test subject lines, offers & content ideas with NinjaGPT.**
- ✓ **Plan geo-targeted ads with the Map tool.**
- ✓ **Push audiences to Meta & Google** (requires your ad accounts connected).

Use the **Life Stage Segments** tab for extra insights into customer lifecycle behaviors and motivations.





6. SmartAppend

- **SmartAppend** automates enrichment for new subscribers.
- Toggle ON for any list or segment to have new profiles enriched automatically.
- Toggle OFF anytime to pause.
- This keeps your PRIZM & Life Stage data fresh - without manual Jobs.
- Deselect the list or segment then UPDATE to stop or suspend the SmartAppend.

Manage SmartAppend Lists

Segment Ninja will check for new profiles daily. It will enrich only new profiles added to the lists or segments you select below. This is perpetually automatic. To suspend or stop the data append, de-select the appropriate list or segment.

<input type="checkbox"/>	List	Created
<input type="checkbox"/>	*ARCHIVED* Affiliate Program list List	Oct 12, 2021
<input type="checkbox"/>	120 Day Engaged Segment	Mar 4, 2025
<input type="checkbox"/>	180 Day Engaged Subscribers Segment	Apr 24, 2024

✓ Update

7. Managing Your Account

From your **Account Settings**, you can:

- Update your contact and company details.
- Upgrade your plan or buy more enrichment credits.
- Revoke Segment Ninja's access to your Klaviyo account at any time.

Account Type

Demonstration Mode

Buy Credits

Your account has 5,000 credits.

Buy Credits

Change Password

Your account password can be managed.

Change Password

Authorize Klaviyo

Your account is authorized with Klaviyo. You may revoke access if you choose.

Revoke Klaviyo

Close Account

You may close your account and all subscriptions and Klaviyo authorization(s) will be canceled.

Close