Filter and segment your goal reports.

Segmenting Goals reports can help you isolate the behavior of specific audience types.

To segment the recordings of your goals experiment:

1. Go to the *Reports* tab of your Goals experiment.

2. Click the funnel icon on the right.

You'll see two types of report segmentation facilities: Smart and Advanced. From this, you can select a segment you want to see the report of, or create your own custom segment in the Advanced tab. Learn more about the different ways to segment your test audience [using smart and advanced segmentation options](#).

Suppose you have created a custom goal that tracks the signups on your website. You want to see how many visitors from the United States convert when they visit your website through links on other websites.

Create a smart segment with the Source set to Referrals, and the Country set to United States. Now you'll get a report that exclusively represents the visitors who match this criteria.

Segmenting Goals report can be great for understanding the behavior of specific audience types. For example, visitors who directly reach your website might convert sooner than the ones that are a part of organic traffic—a metric can be measured using the "Average time to convert" value in the Goals report. In a different instance, you might observe that visitors who are a part of referral traffic have the highest count of conversions on a specific landing page—different from the typical one.