Choose Who Receives Your Newsletter

Use include and exclude tags to target the right contacts.

Before you begin

• Create the tags you need and apply them to your contacts. A newsletter uses tags to decide who receives it.

Step by step

1. Open **Emails > Newsletters** and create or open your newsletter.
2. In **Email settings**, find the contact selection area.
3. Under **Include**, select the tag or tags for the contacts you want to reach.
4. Under **Exclude**, select any tags for contacts who must not receive this email.
5. If useful, set the registration-date restriction to exclude contacts who joined too recently.
6. Review your selections and use **Save and test** before sending or scheduling.

Important to know

• A contact needs a selected include tag to qualify. An excluded tag takes priority even when that contact also has an included tag.

• Only send marketing emails to people who have given appropriate permission. Do not use purchased lists.