



CU eComm Program

Email Marketing - Combine lists of recipients

1. Login to the Administration Center.
2. Click the **Email Marketing** link from the top nav. Choose the
1. **Create/Manage Email Recipient List** option.
2. Click the **Combine recipient lists** button. The **Create composite list**
3. page will display.
4. Enter the **list name**.
5. **Mark this list as a test list** by checking the checkbox.
6. Select the **combination method** (add, take the intersection with, or
7. subtract).
8. Select an available list. The list type will display next to the list.
9. Click the **Add** button to add the list, click **Remove** button to remove the list, and
click the **Insert** button to insert a new list and combination method.
10. Click Check List to verify the new list is valid.
11. Click **Save list**, or **Cancel** to abort. The **Create&ManageList** page will
display with the newly saved list at the top of the list.

Add

The Add method will combine the elements in all selected lists.

Intersection

The Intersection method will combine only the set of elements that are in the selected lists.

Subtract

The Subtract method will subtract the elements found in all selected lists.

IMPORTANT!

When combining any type of list with an Email List, the newly created list is saved as an Email List. When merging content with an Email Address list, certain data tags such as Registration Link are considered invalid. Email Address lists should be targeted to non-members of the Harris database; therefore, the Registration Link, which links members to the 3rd step of the registration process, is not needed.

The following data tags are valid for an email list: **First Name, Last Name, Email Address, Open Count, Mailing Address tags, and Unsubscribe Link.**