

## How to Use the Audience Builder

**Market:** Federal/State/Local, House, Senate

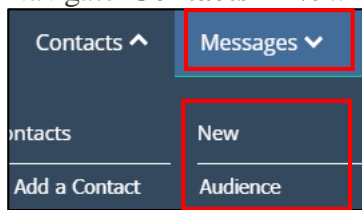
**Module:** Contacts

**Purpose:** This guide provides instruction on how to create an audience list using contact records in IQ.

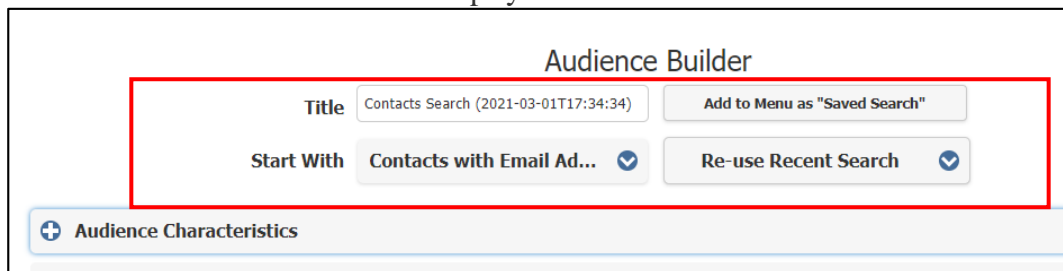
### Key Benefits

The Audience Builder feature is used to create an audience list using contact records in IQ that is based on specific characteristics and attributes. As a result, a more targeted audience is created and can be used for specific outreach activities, correspondences, and reports.

#### 1. Navigate **Contacts > New > Audience**.

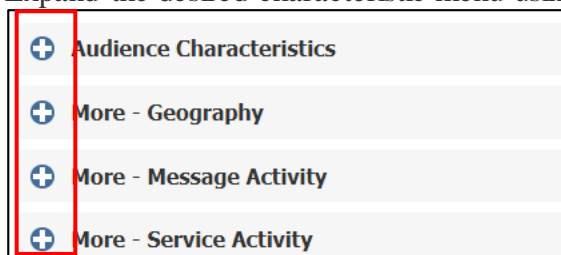


#### 2. The **Audience Builder** feature is displayed.



- Title.* Modify the title, as needed.
- Start With.* Select the appropriate attributes to create the baseline of your audience.
- Add to Menu.* Click this option to add this audience list as part of your Favorites Searches in IQ. A best practice is to select this option to access these records quickly for future use.
- Re-Use Recent Search.* Click this option to use recently created lists.

#### 3. Expand the desired characteristic menu using the + **icon** of the category name.



4. Enter the attributes to **Include** at the left column and **Exclude** at the right column.

5. Expand the Search **Rules** category.

a. **Combine Entries With:**

- **And:** This option will use **all** search criteria defined in previous sections.
- **Or:** This option will use **any** search criteria defined in previous sections.

b. **Wildcard Character:**

- Defaults to an asterisk (\*)
- Used to perform a partial match.

6. Click **List Size** to determine the number of contact records based on the criteria.

7. Click **Search** to view the list of contact records based on the criteria.