Workshop: Audience Builder

30 Minutes

▶ **Audience:** All IQ Users

▶ **Method of Training:** WebEx/remote

▶ **Market:** House, Senate

SUMMARY

This training focuses on activities and features associated with the Audience Builder in IQ.

BY THE END OF THIS COURSE, YOU WILL BE ABLE TO

▶ Utilize the Audience Builder tool to easily create audiences for Outreach

▶ Understand how best to use the Audience Builder categories to refine your Audience to exactly who you want to reach out to

▶ Save your Audiences for repeated use in future Outreach to save time