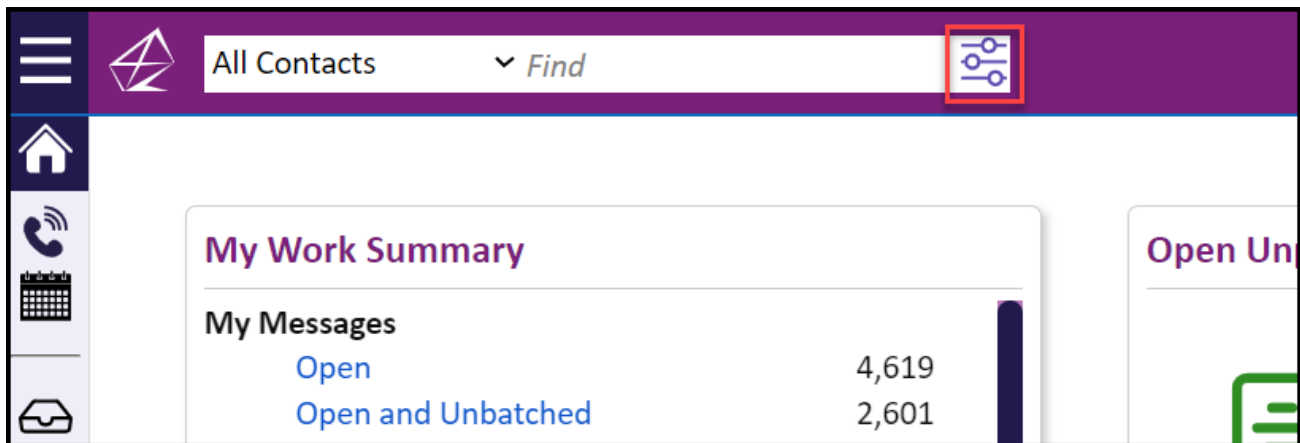# Using the IQ Audience Builder

Market: House, Senate

Description: These instructions teach users how to use the IQ Audience Builder to generate a list of contact records.

1. In the Contacts search bar, select the ⚙ button.

2. The Contact Characteristics window is displayed. Select the **Advanced** button.

3. The **Audience Builder** feature is displayed. Select the appropriate attributes to create the baseline of this audience. You may click the ⊖ to expand any of the categories.

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

> **Note:** A Best Practice under **Audience Characteristics** is to exclude contacts who are Members of Congress, deceased, or prefer not to be contacted. Under **Geography,** enter the congressional district in the **Include** column to avoid sending outreach to contacts outside of the appropriate district.

5. Expand the **Search Options** category.

Leidos proprietary 2025.
This information may not be used, reproduced, disclosed, or exported without the written approval of Leidos.

    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 **Count Only** to determine the number of contact records based on the criteria.

7. Click one of the following options:

    a. **Search**: Allows you to view the list of contact records based on the criteria.
    b. **Search and Add to Menu:** Allows you to search and view the list of contact records, as well as add this search to your Contacts menu so you can search it again in the future.
    c. **Count Only:** Allows you to just see a count of how many contacts this search would find.