



Workshop: Audience Builder



▶ **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 intended Audience
- ▶ Save your Audiences for repeated use in future Outreach