

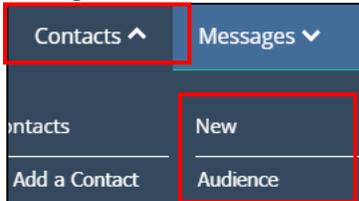
Using the IQ Audience Builder

Market: Federal/State/Local, House, Senate

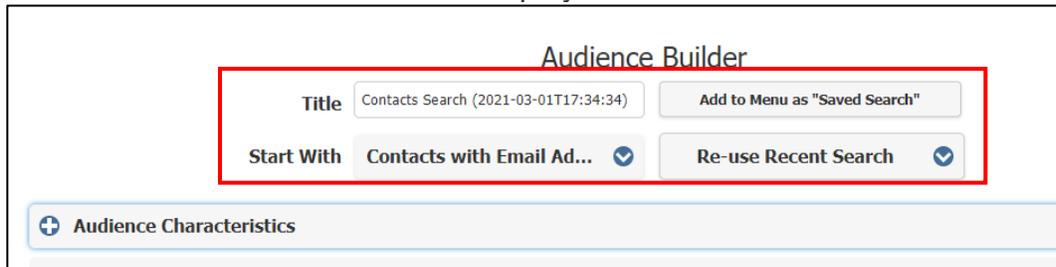
Description: The Audience Builder feature is used to create an audience list using contact records in IQ that is based on specific characteristics and attributes. As a result, a more targeted audience is created and can be used for specific outreach activities, correspondences, and reports.

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

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

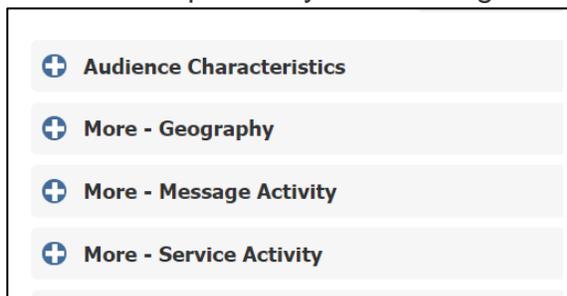


2. The **Audience Builder** feature is displayed.



- Title:** Modify the title, as needed.
- Start With:** Select the appropriate attributes to create the baseline of this audience.
- Add to Menu:** After defining search criteria, click this option to add this audience list as part of the Favorites Searches in IQ.
- Re-Use Recent Search:** Click this option to use recently created lists.

3. Click + to expand any of the categories.



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

Audience Characteristics

Affiliations

DECEASED - Deceased | or
 NO.MAIL - DO NOT CONTACT | or
 DNC - Do Not Call | or
 MOC.ALL - Member of Congress |

More - Geography

Apply To

Address Type

Congressional District

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 Rules** category.

Search Rules

Combine Entries With

Case Sensitive

Wildcard Character

Delimiter Character

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.

