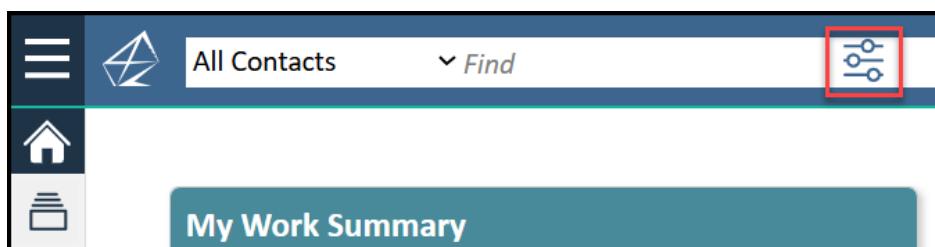


Using the IQ Audience Builder

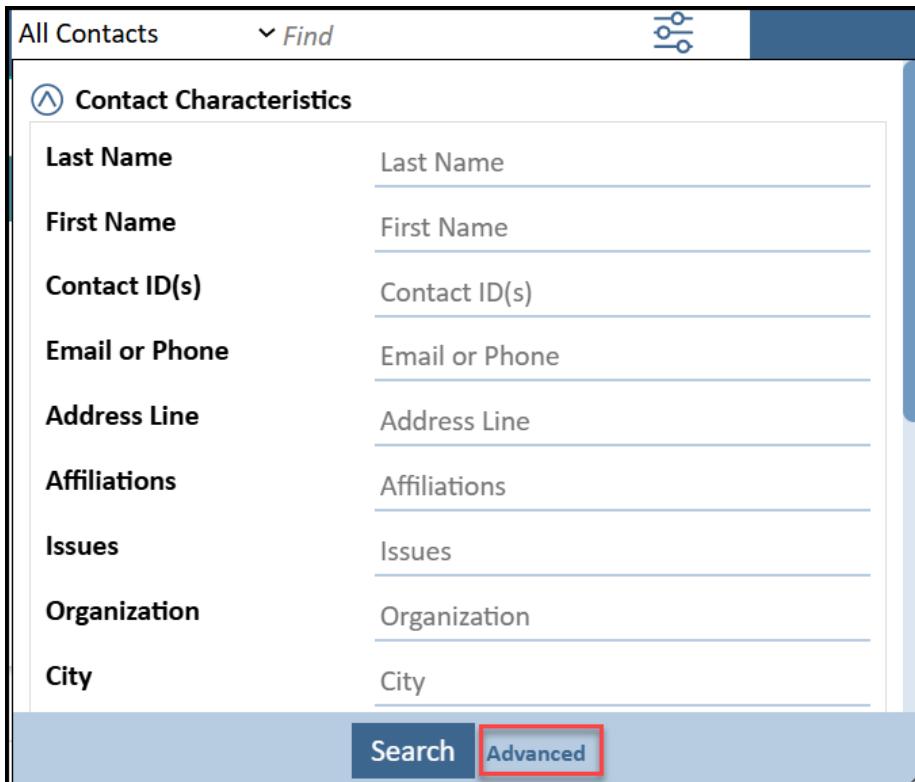
Market: House, Senate

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.

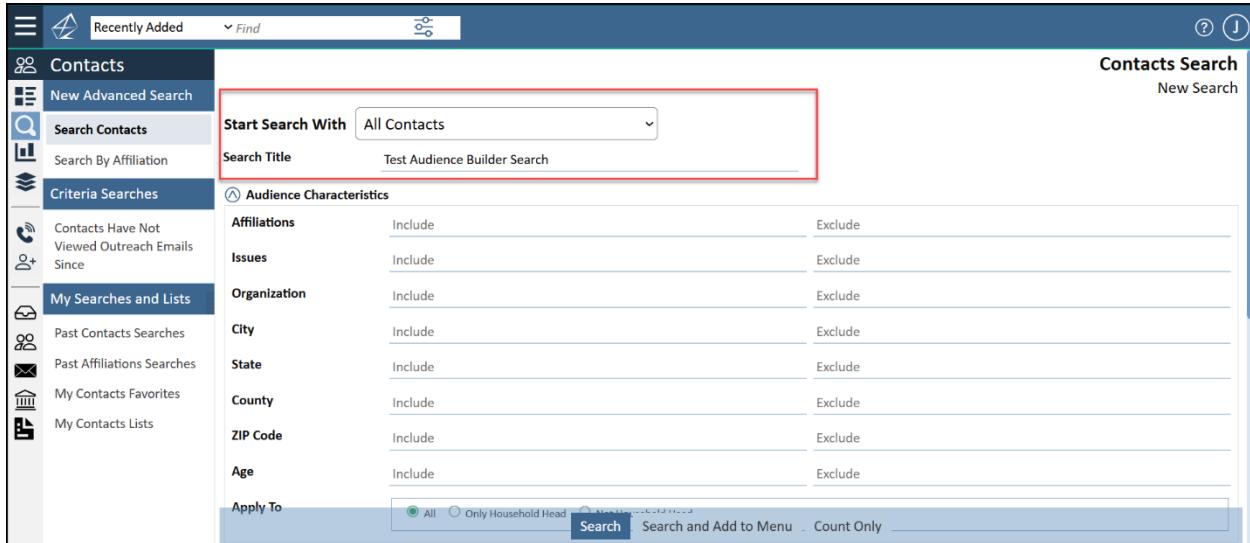


Contact Characteristics

Last Name	Last Name
First Name	First Name
Contact ID(s)	Contact ID(s)
Email or Phone	Email or Phone
Address Line	Address Line
Affiliations	Affiliations
Issues	Issues
Organization	Organization
City	City

Search **Advanced**

3. The **Audience Builder** feature is displayed. Select the appropriate “Start Search With” option from the dropdown, then name you’re search next to “Search Title” so it’s easier to find when you save it later. You may click the  to expand any of the categories.



Start Search With All Contacts

Search Title Test Audience Builder Search

Audience Characteristics

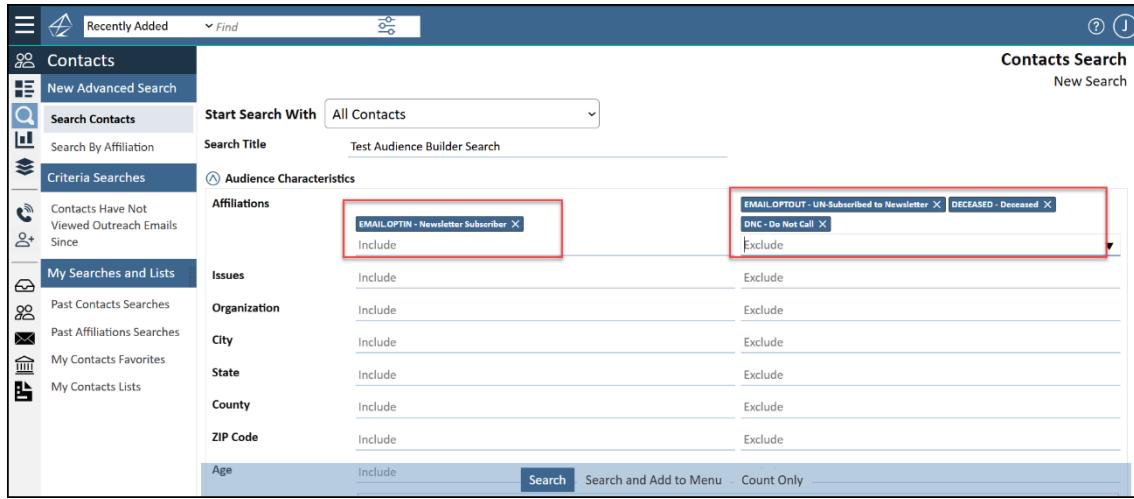
Affiliations	Include	Exclude
Issues	Include	Exclude
Organization	Include	Exclude
City	Include	Exclude
State	Include	Exclude
County	Include	Exclude
ZIP Code	Include	Exclude
Age	Include	Exclude

Apply To

All Only Household Head

Search Search and Add to Menu Count Only

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



Affiliations

EMAIL.OPTIN - Newsletter Subscriber	Include
-------------------------------------	---------

Issues

EMAIL.OPTOUT - UN-Subscribed to Newsletter	Exclude
--	---------

Organization

DNC - Do Not Call	Exclude
-------------------	---------

City

DECEASED - Deceased	Exclude
---------------------	---------

State

DECEASED - Deceased	Exclude
---------------------	---------

County

DECEASED - Deceased	Exclude
---------------------	---------

ZIP Code

DECEASED - Deceased	Exclude
---------------------	---------

Age

DECEASED - Deceased	Exclude
---------------------	---------

 More - Geography

Apply To	<input checked="" type="radio"/> All Addresses <input type="radio"/> Primary Addresses <input type="radio"/> Preferred Only
Address Type	<input checked="" type="radio"/> Either <input type="radio"/> Home Only <input type="radio"/> Business Only
Congressional District	VA11

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.

 Search Options

Combine Entries With	<input checked="" type="radio"/> And <input type="radio"/> Or
Case Sensitive	<input type="radio"/> Yes <input checked="" type="radio"/> No
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 **Count Only** to determine the number of contact records based on the criteria.

7. Click one of the following options:

- Search:** Allows you to view the list of contact records based on the criteria.
- 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.
- Count Only:** Allows you to just see a count of how many contacts this search would find.

[Search](#)[Search and Add to Menu](#)[Count Only](#)

Note: After you have conducted your search, you can click on the search icon, go to **Past Contact Searches** to find and share these previous searches with other users in your office. Just click to **edit** the search and choose to **Share with Other Users**.