

# How Do I Create & Import an Email Contact List?

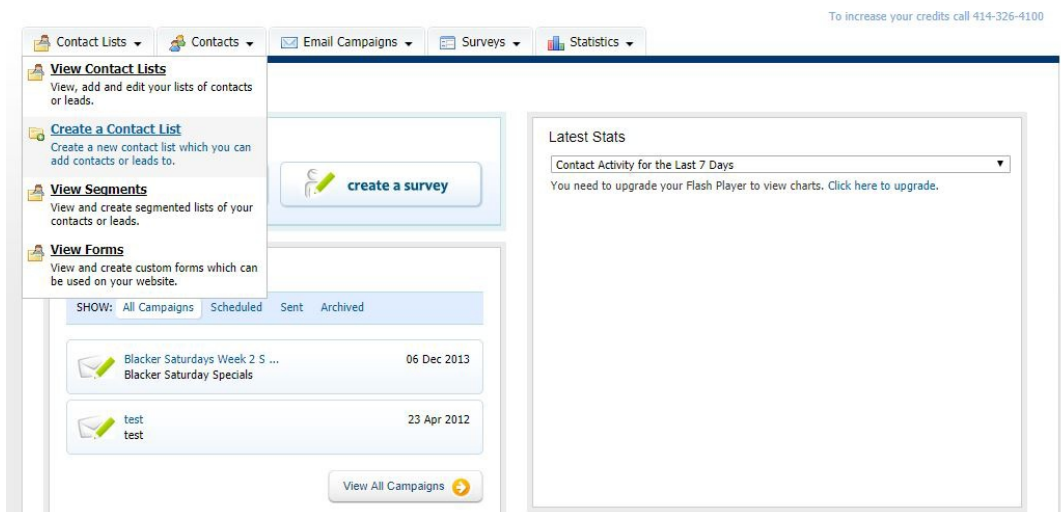
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This article walks through how to create a custom Email Contact List in eMarketing and how to import email addresses into a contact list.

## Creating a Custom Email Contact List

By default, there will always be at least one contact list in our eMarketing system available to you, which syncs with your Dealer Management System (it is usually called *Dealer System* or *Dealer News and Events*). You can, however, create a customer contact list if you only want to email a special list.

The first thing you will want to do is create a custom contact list. To do this, navigate to the "Marketing Tools" page of the Intranet and launch eMarketing. Once there, you will want to click the "Contact Lists" tab and select "Create a Contact List."



On this page, enter the name of the contact list and click "save."

## Run Direct Mail List

If you do not already have a file listing all your email contacts, you might be able to get the information you wanted from the Direct Mail list, for example, if you are trying to create a contact list of all your reward members.

The screenshot shows the 'Mail List Builder' window within the 'Marketing Tools' section. At the top, there are navigation tabs for 'Rider Rewards', 'HyperDrive CRM', 'Contact Central', 'Marketing Tools', 'Text Marketing', and 'Live Call Center'. Below these, the 'Marketing Tools' header is visible with a sub-header 'All tools related to marketing are in this section.' and buttons for 'Email', 'Events', 'Direct Mail', 'Social Network', 'Keypad Manager', and 'Kiosk'. The main content area is titled 'Mail List Builder' and contains several sections:
 

- Search:** A text box with a search icon and instructions: 'Search for multiple items separated by a comma wherever you see this icon. For example if you wish to build a list based off multiple zip codes enter: 53154, 53172'.
- Choose Customer Type:** Two radio buttons: 'Reward Members' (checked) and 'Non-Reward Members'.
- Contact Required To Have The Following Criteria:** A section with checkboxes for 'First Name', 'Last Name', 'Address', 'City', 'State', 'Zip', and 'Email' (checked). An 'Enable Criteria' checkbox is also checked and highlighted with a red box.
- Customer Sales Summary Criteria:** Two input fields: 'Must Spend At Least: \$0' and 'Must Spend Not More Than: \$1,000,000'.
- Location Criteria:** A 'Zip Code' input field and an 'Enable Criteria' checkbox.
- Right Panel:** 'Select Which Store to Query' with 'Apol's H-D - Raymond' selected and 'Apol's H-D - Alexandria' unselected. Below it, 'Choose Customer Database' is set to 'Mail List'.
- Bottom:** A 'Send' button highlighted with a red box. A warning message states: 'Send Mail List Report To Your Email. Depending on the size of your mail list, it could take up to 45 minutes to receive this report. (If this email address is not on file, you will not receive the report.)'
- Footer:** Statistics showing 'Emails Collected: 2,356 People' and 'Cell Phone Collected: 3,059 People'.

To run this report, you will want to click on the gray "Direct Mail" tab of the "Marketing Tools" page, and click "Create Mail List." In this situation, you will want to check the first "Enable Criteria" box and check "Email" to filter your *Reward Members* list to only show customers who have email addresses on file.

Make sure to select which store(s) you want included on the right side and then click "Send" at the bottom. This will send a copy of the file to your email address on file and will also prompt for a download once its finished.

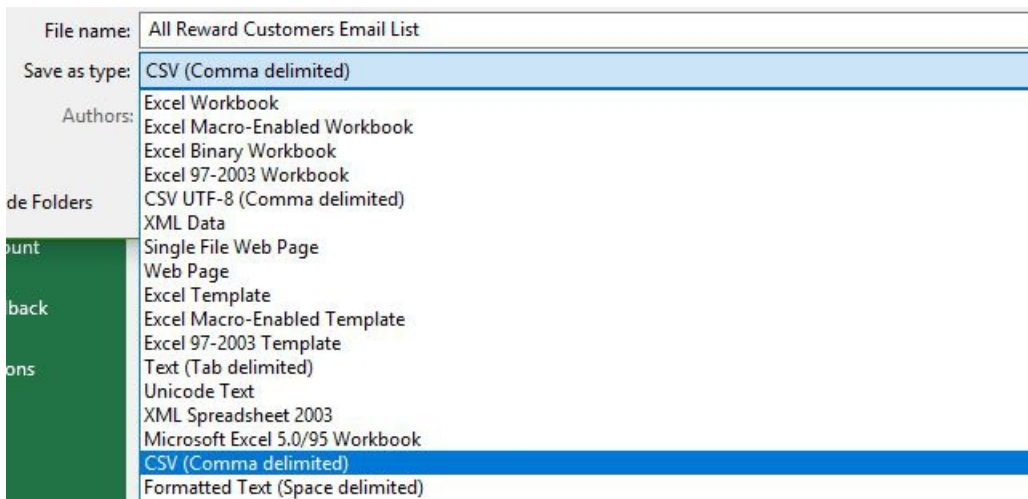
## Formatting Email List for Import

Whether you are using the Direct Mail list or your own file, you will want to make sure it is properly formatted for importing into eMarketing. The only data you really need is the email address, but you may also want to include your customer's first and last names; each of these will need to be saved in their own columns in Excel.

If you want to include any additional information, here is a template of all the categories in our system that you can import: [Email\\_Import\\_Template.csv](#)

*NOTE: We highly recommend including headers in this file; it will make importing the columns into the correct fields far easier.*

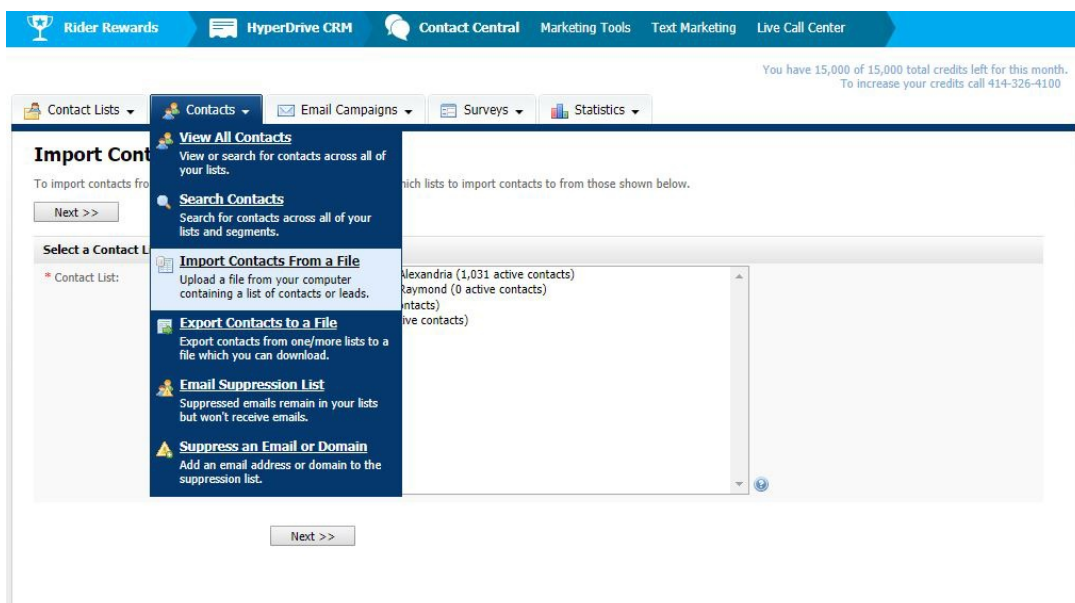
Remove any columns that you don't want imported and save the file as a CSV.



NOTE: Keep in mind we have a 2M limit for these imports, so if you have a sizable list, you may need to break it up into separate files.

## Importing Email List File into Contact List

To import your email list into the contact list you previously created, you will need to return to the eMarketing page, click on the "Contacts" tab and then select "Import Contacts from a File."



Select the contact list you are importing contacts into and click "Next."

If you have headers included in your CSV file (which we highly recommend), make sure you check the "Yes, this file contains headers" box on this next page. You can then click "Choose File" to select your CSV file from your computer.

Next, you will want to "Map" the different columns in your file to their corresponding field. This may sometimes fill in automatically if our system can identify the header, otherwise you can click on the drop-down to select the field you want that column of information to link to.

*NOTE: Having the headers will really help you out here!*

Once you have everything mapped as you would like, click next, and then click "Start Importing." This can take a few minutes depending on the size of your file. Our system will let you know how many contacts are added, how many duplicates were found (they are automatically removed during this scrub process), and if there are any lines containing "bad data;" this typically refers to contacts with missing or invalid email addresses.

Then that's it! You have imported your email contacts into your new, custom contact list.

If you have any trouble trying to create or import a custom email contact list, please let us know. We would be more than happy to help. You can reach out support staff at 414-326-4100 or at [support@morethanrewards.com](mailto:support@morethanrewards.com).