
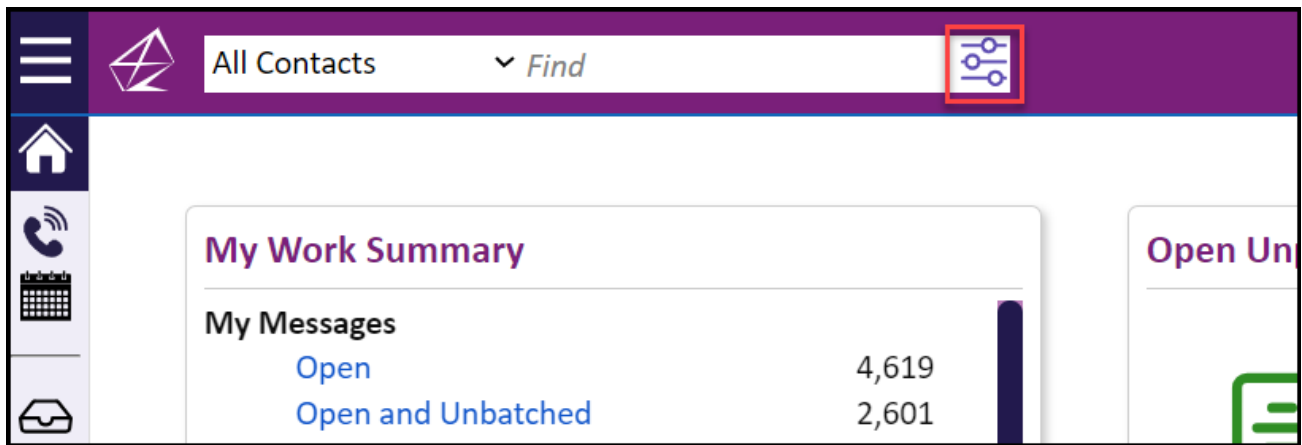


## Using the IQ Audience Builder

**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.

All Contacts
Find

Contact Characteristics

Last Name
First Name
Contact ID(s)
Email or Phone
Affiliations
Issues
City
State
County

Search
Advanced

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.

Start Search With
All Contacts

Audience Characteristics

Affiliations
Issues
City
State
County
ZIP Code
Age

Include
Exclude

Apply To
All
Only Household Head
Not Household Head

More - Geography
More - Message Activity
More - Service Activity
More - Name and Individual Information
More - Leadership Connect
Search Options

Search
Count Only

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

	Include	Exclude
Affiliations		<input checked="" type="checkbox"/> DECEASED - Deceased <input checked="" type="checkbox"/> EMAIL.OPTOUT - UN-Subscribed to Newsletter <input checked="" type="checkbox"/> MOC.ALL - Member of Congress
Issues		
City		
State		

**More - Geography**

**Apply To**  
☒ All Addresses
 ☐ Primary Addresses
 ☐ Preferred Only

**Address Type**  
☒ Either
 ☐ Home Only
 ☐ 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**  
☒ And
 ☐ Or

**Case Sensitive**  
☐ Yes
 ☒ 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 **Search** to view the list of contact records based on the criteria.

