



RANDOM PATRON LISTS

SELECT A LIST FROM MAIL LIST SEARCH WINDOW OR OPEN A LIST

Mail List # # in List
 Mail List Name

Mail List Criteria for _sophia test list 2

Labels Zip Code Count **Random** Set Solicitor Duplicate

Build secondary mail lists that contain patrons from this mail list that are randomly selected for marketing surveys or lottery based onsales. The original mail list is never changed.

Create Randomized Mail Lists from _sophia test list 2
 You are about to create one or more new mail lists containing the same patrons as the original mail list.
 Patrons will be randomly selected according to one of the two options below:

1 Randomly Distribute ALL Patrons into New Lists
 If you opt to create a number of lists, then ALL 20 patrons in the original list will end up in one of the new lists - randomly. This could be used for lottery based onsales using preaccess codes, for example.
 Number of Lists

2 Randomly Select a Percentage of Patrons for ONE List
 Alternatively, you can create one more list based on a percentage of the 20 patrons that are selected randomly from the original list. This limits the number of patrons in the new list and might be used for randomized surveys.
 Percentage in List

Explain Cancel Create

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 Percentage in List

Explain Cancel Create

| Mail List Name | Count | Mail List Description |
|---|-------|--|
| _sophia test list 2 10.00% of 20 (random) | 2 | Mail list 1 of 1 created from "_sophia test list 2" (#23972) |
| _sophia test list 2 | 20 | obvious... |

| Mail List Name | Count | Mail List Description |
|------------------------------------|-------|---|
| sophia test list 2 2 of 2 (random) | 15 | Mail list 2 of 2 created from " _sophia test list 2" (#23972) |
| sophia test list 2 1 of 2 (random) | 5 | Mail list 1 of 2 created from " _sophia test list 2" (#23972) |
| sophia test list 2 | 20 | obvious... |

- SAMPLE-SIZE SURVEYS
- SPECIAL PROMOTIONS OR LOTTERY SALES
- HMMM – GET CREATIVE !

Want to Share a TM Tip or Cool Feature? E-Mail Sophia:
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