

Understanding Smart Lists

Smart lists allow you to find specific groups of people using simple filters. They are used all over Marketo, such as in [smart campaigns](#), [programs](#), [reports](#), [segmentations](#), [business models](#), [engagement programs](#), [dynamic content](#), and more.

Depending on your needs, smart lists can be created in two places within Marketo:

1. In the **Database**, where they're available for shared/global use (e.g., "All Unsubscribed People").
2. In **programs** as local assets, where they find a group of people who are relevant to that specific program (e.g., "Attended Tradeshow").

The main steps to creating a smart list are:

1. [Create a Smart List](#)
2. [Find and Add Filters to a Smart List](#)
3. [Define Smart List Filters](#)

Here's an example of what a smart list looks like.

Main Tab

Here you can [edit the smart list name](#) and see information about the smart list.

My Smart List People Smart List

New List Actions

My Smart List

People

- View members of this Smart List
- Find people

Smart List

- Define membership rules

Status	Used By
Summary	
Type:	Smart List
Created:	May 2, 2017 3:12 PM
Last Modified:	May 2, 2017 3:12 PM
Smart List (0)	
No rules	

People Tab

This is where you see your results; i.e., all the people who qualify for the filters you [added](#) and [defined](#) under the Smart List tab.

My Smart List		People	Smart List		
New	List Actions	Person Actions	Delete Person	Select All	
View: Default					
Id	Last	First	Job Title	Company	Email
3	Hartman	Carley			carley@xyzdomain...
5	Thompson	Earl	Manager		earlt@xyzdomain.c...
7	Kim	Victor	Manager		vkim@xyzdomain.c...
9	Donaldson	Scott	Manager		sdonaldson@xyzdo...
10	Rolfe	Lawrence	VP of Marketi...		lrolfe@xyzdomain...
2	Ginsberg	Frank			frank@xyzdomain...
4	Troy	Marsha	VP of Sales		mtroy@xyzdomain...
6	Wendel	Jenny			jenn@xyzdomain.c...
8	Florez	Amy	CEO		amy@xyzdomain.c...

Smart List Tab

You add and define the filters to see a specific group of people in the People tab.

My Smart List	People	Smart List
New	List Actions	
Use ALL filters Collapse All Expand All		
1 - State		
State: <input type="text" value="is"/> <input type="text" value="CA"/>		
2 - Person Score		
Person Score: <input type="text" value="greater than"/> <input type="text" value="10"/>		

OK, let's get started!

Related Articles

- [Use Built-in/System Smart Lists](#)
- [Create a Smart List](#)

