

# Enable Person Restrictions for Smart Campaigns

## FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

There is a feature in Marketo to limit the *maximum* number of people that can qualify for a smart campaign. This avoids accidentally emailing your whole database.

## Admin Permissions Required

## Caution

This applies only to batch campaigns and email programs.

1. Click **Admin** and then **Smart Campaign**.

Notifications: 1 demo3 user Admin Community

Admin

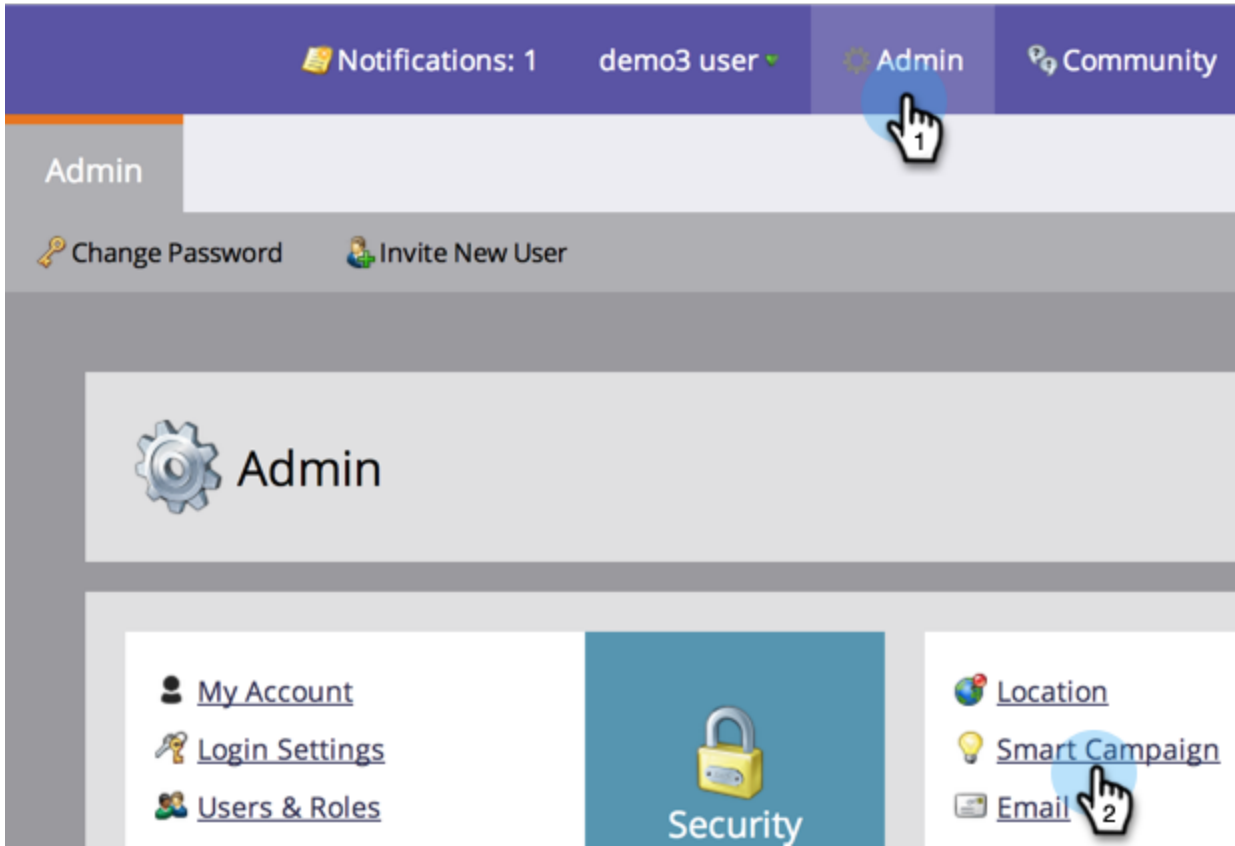
Change Password Invite New User

Admin

My Account  
Login Settings  
Users & Roles

Security

Location  
Smart Campaign  
Email



2. Click **Edit**.

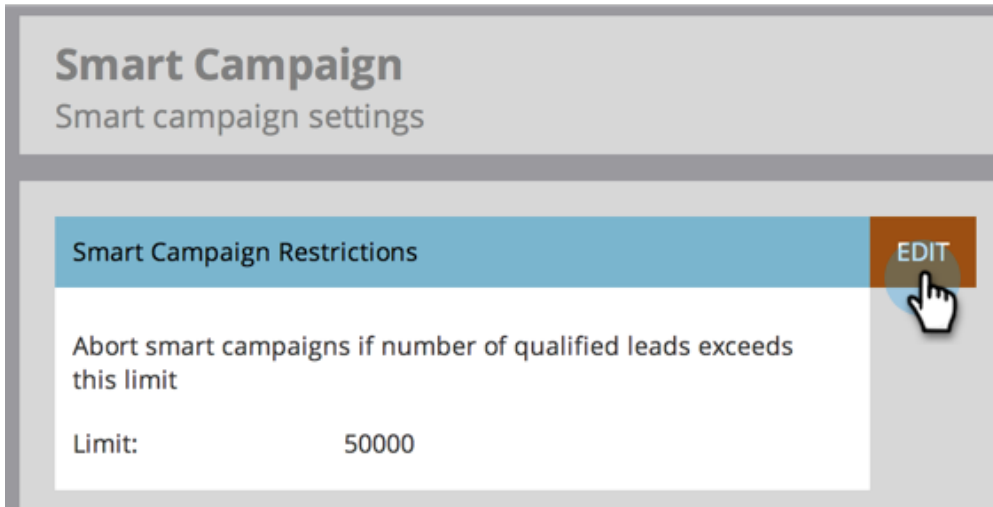
Smart Campaign  
Smart campaign settings

Smart Campaign Restrictions

Abort smart campaigns if number of qualified leads exceeds this limit

Limit: 50000

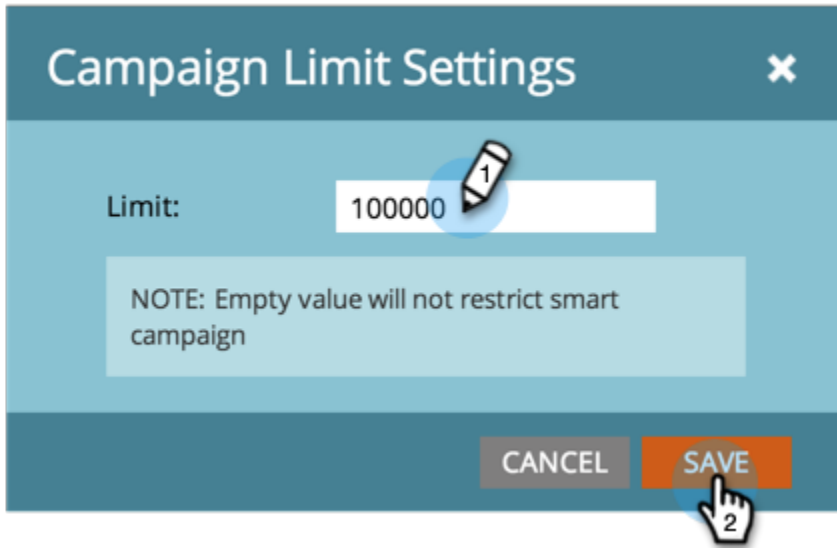
EDIT



## Caution

If the number of people that qualify to run through a smart campaign exceeds the limit set, then it will not run at all.

3. Enter a limit and then click **Save**.



The screenshot shows a dialog box titled "Campaign Limit Settings" with a close button (X) in the top right corner. Below the title bar, there is a label "Limit:" followed by a text input field containing the value "100000". A pencil icon with the number "1" is positioned over the input field. Below the input field is a light blue note box containing the text: "NOTE: Empty value will not restrict smart campaign". At the bottom of the dialog, there are two buttons: "CANCEL" and "SAVE". A hand cursor with the number "2" is pointing at the "SAVE" button.

## Tip

Disable this feature by making this field blank.

## Caution

This limit is applied to all the smart campaigns but can be overridden at campaign level. Learn how to [override person restrictions in a smart campaign](#).

Bingo! You just turned on the safety switch. Good idea, right?

## Related Articles

- [Override Person Restrictions in a Smart Campaign](#)

