Create a Smart List

Smart lists allow you to find specific groups of people using simple filters. Here's how to create one.

1. Go to **Marketing Activities**.

2. Select the program you want to create the smart list in.
3. Under **New**, click **New Local Asset**.
4. Select **Smart List**.
5. Enter a **Name** and click **Create**.
Ta-da, great job! Now let's add and define some filters.

Related Articles

- Find and Add Filters to a Smart List