Configure campaign frequency capping

09/03/2025 12:22 pm EDT

A frequency cap restricts the number of times a customer is sent an email or text message within a given timeframe. There are two methods to do suppression criteria:

- **Campaign Suppression**: Restricts the current campaign against a list of campaigns within the specified timeframe.
- **Campaign Type Suppression**: Restricts the current campaign against a campaign type (such as all promotional, transactional, or triggered) within the specified timeframe. The customer may still receive emails or text messages from another campaign type.

When creating email frequency caps, you have the option to allow Auto-Prioritizer to run and ignore this setting, or override and honor your own frequency cap. Learn more about Auto-Prioritizer here.

Frequency caps created here are supplemental to any other previously configured frequency caps, such as channel frequency caps.

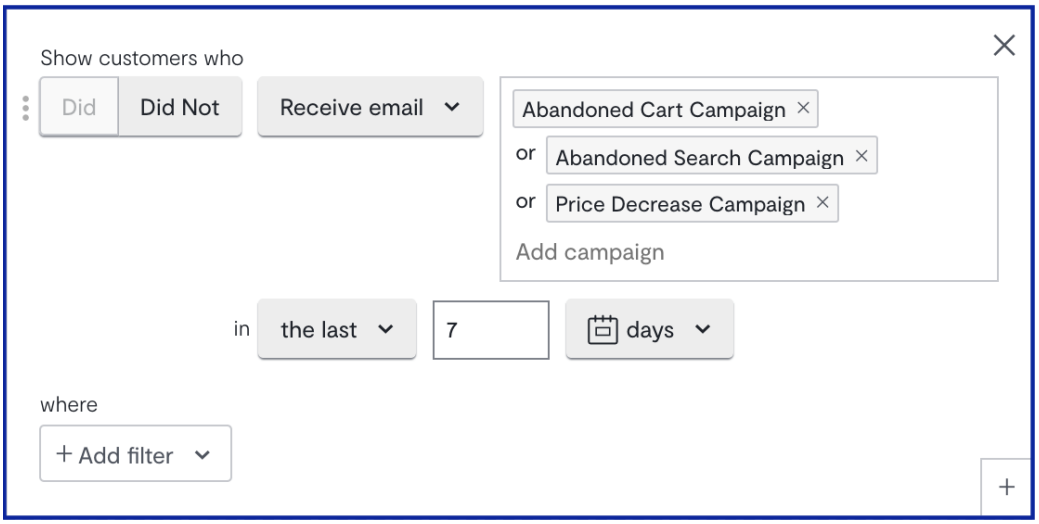
Add a frequency cap

1. Navigate to **Audiences** > **All Audiences**.
2. Click **Create New Audience**.
3. Select the **audience type**.
4. Click **Customer Behaviors**.
5. Click **+ Add customer behavior**.
6. Select **Receive email** from the drop-down.
7. Select **did not** from the modifier drop-down. This excludes customers who received emails within the specified timeframe.

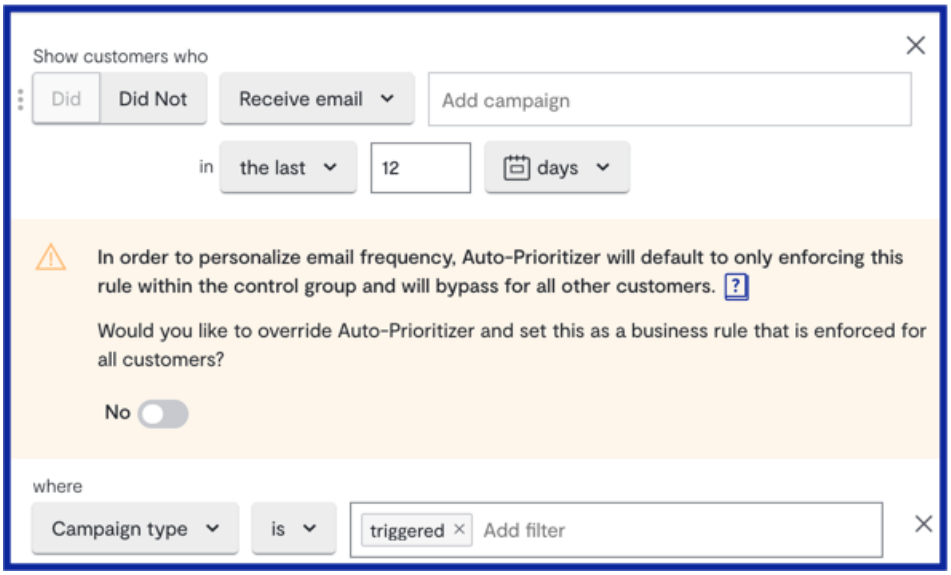
Next, either add specific campaigns, or add the campaign type to the filter.

Example

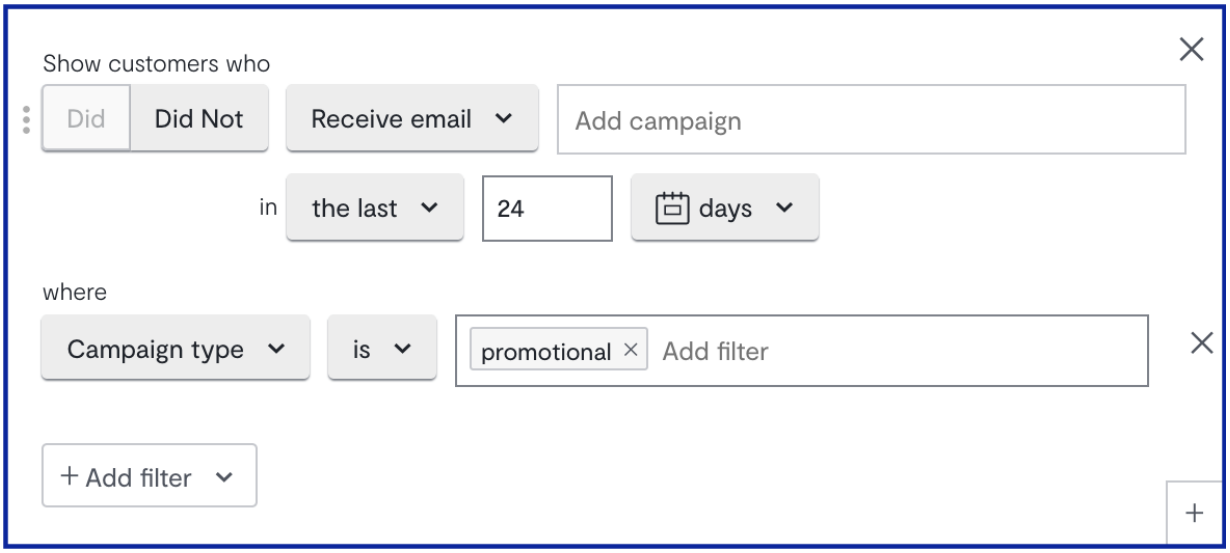
Example 1 (without Auto-Prioritizer): Add multiple campaigns to suppress against particular campaigns.



Example 2 (with Auto-Prioritizer): Add a triggered filter to suppress against all other triggered campaigns.



Example 3: Add a promotional filter to suppress against all other promotional/batch campaigns

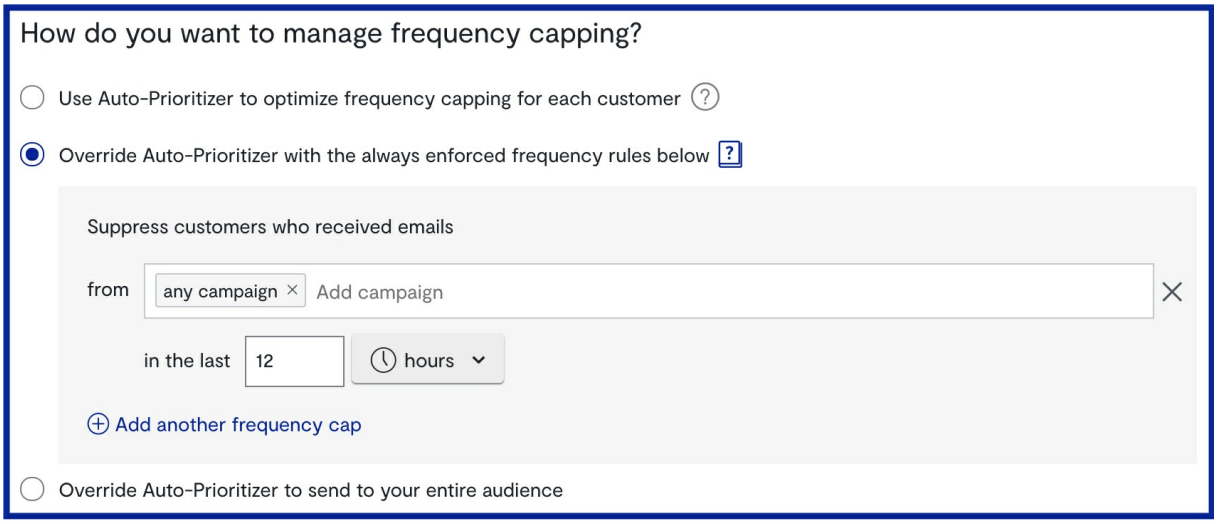


Add a frequency cap to a triggered campaign

1. Navigate to{ {snippet.campaigns}} > **Communicate** > **Automated Campaigns**.

2. Click **Create New Campaign**.
3. Select the **Email Channel**.
4. Click **Next**.
5. Select a **Triggered Campaign**. For example, Abandoned Cart.
6. Click **Create Campaign**.
7. Navigate to the **frequency capping section**.
8. Select to use **Auto-Prioritizer to optimize frequency capping**, **Override Auto-Prioritizer with the configured frequency rules**, or **Override Auto-Prioritizer to send to your entire audience** .

- **User Auto-Prioritizer to optimize frequency capping for each customer** : Channel frequency caps are not honored when using Auto-Prioritizer. Auto-Prioritizer will run and optimize the campaign send.
- **Override Auto-Prioritizer with the always enforced frequency rules below** : Configure any additional campaign-level frequency cap rules here.
- **Override Auto-Prioritizer to send to your entire audience** : Override the Auto-Prioritizer functionality and deliver this send to the **entire audience**.



Add a frequency cap to an SMS campaign

Channel frequency caps can be overridden when creating an SMS campaign. This option is available for both triggered and promotional/batch campaigns.

1. Navigate to{ {snippet.campaigns}} > **Communicate** > **Automated Campaigns**.
2. Click **Create New Campaign**.
3. Select the **SMS Channel**.
4. Click **Next**.
5. Select a **Triggered Campaign** or a **Custom Campaign**.

6. Click Next.
7. Select a **trigger type**, if applicable.
8. Then, **Create Campaign**.
9. Navigate to the **audience section**.
10. Select to override **channel frequency capping and send to your entire audience**. This option allows the campaign to ignore any frequency caps that were configured on the channel-level and send to every who's applicable for the campaign.

