


Understand import types

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 This article describes a new feature which is currently in early access and not available for general use at this time. This will be available in a future release.

If you are interested in being an early access client, reach out to your Customer Success Manager.

You can import lists to quickly build audiences consisting of:

- Customers who have signed up for giveaways or sweepstakes
- Seed lists
- Suppressions
- In-store or loyalty program sign-up
- Any other list for more targeted campaigns.

This article outlines all of the import types available, and each import type includes a CSV you can download with an example file.

To learn how to create an import, see [Create an import job](#).

Email list

If an email address is already identified, its [eligibility status](#) will not change.

If the email address has not been identified, it will become known.

You can download an [example email file](#)  or create your own.

SMS list

If a phone number is already identified, its [eligibility status](#) will not change.

If a phone number has not been identified, it will become known.

You can download an [example SMS file](#)  or create your own.

All phone numbers must be in E.164 format.
