

Add a holdout group to an email campaign

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A holdout group measures the campaign's impact by comparing customers who receive the email with those who do not.

To learn more about holdout groups, see [Understand holdout groups](#) and [Holdout group best practices](#).

To add a holdout group to an SMS/MMS campaign, see [Add a holdout group to an SMS/MMS campaign](#).

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

In this article, you will learn how to add a holdout group to an email campaign.

Add a holdout group to an email campaign

1. Go to **Campaigns** and either create a new email campaign or select an existing one.
2. In **Custom Automated Settings**, select **Yes** for **Would you like to include a holdout group for this campaign?**
3. Enter the **holdout percentage**, **test metric** if applicable, and **description**.

 If you don't want to apply the test metric, leave the percent increase blank.

What is this campaign called?
Untitled Campaign

Is this campaign promotional or triggered?
 Promotional/Batch ?
 Triggered ?

What audience would you like to target?
Target any customers in ...
Exclude any customers in ...
Override channel frequency capping and send to your entire audience ?
 Yes
 No

Would you like to include a holdout group for this campaign? ?
 No
 Yes

When do you want to send your campaign?
If a triggered campaign is configured to send between the hours of 9 PM and 8 AM in the recipients' time zone (based on their area code), the campaign will be halted during this time frame and not sent.
 Hourly
Repeat every 1 hour
Start Date/Time 3/3/2026 Tuesday 10:15am America/Denver