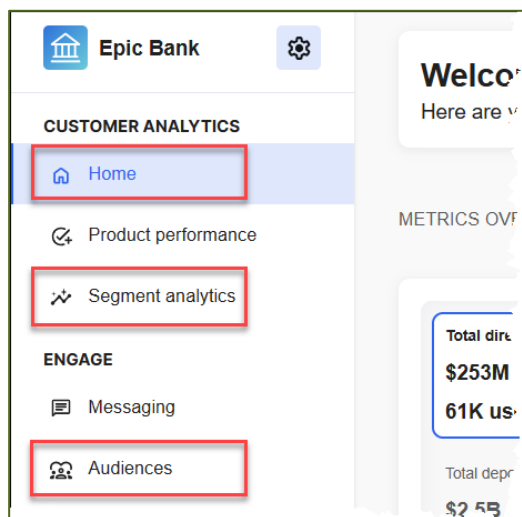


## Marketing Tool – Create Audiences

Create groups of users to target messages to. Data is available on users, accounts, transactions, and more.



### Home & Segment Analytics

- Create audiences using PFM data
- “Create Audience” button on the Home screen jumps you to “Segment Analytics”
- Any dashboard with a Create Audience button can be used
- Audiences created show up in Engage > Audiences
- Export to use in your other marketing tools

### Audiences

- Audiences created under Marketing Tool appear here
- Create an Audience using imported data
- Audiences can be exported to use in your own marketing platform

### Audience Examples, Using Data from Marketing Tool

**Example #1:** I want to display a banner to Millennials who have direct deposit with us, marketing our Certificates of Deposit.

**Example #2:** I want to create a campaign targeting users who have an external savings account at a competitor, and market our savings account to them.

**Example #3:** I want to create a balance transfer campaign targeted at our baby boomer credit card holders who have an external credit card but no internal card, and who have an affinity for health and fitness.

### *Import Audience from any File*

1. Create your file
  - See requirements on screenshot
  - The unique identifier must be the user ID for each user
2. Go to Marketing Tool > Audiences > Import Audience
3. Upload your file and select Confirm
  - Name the Audience
  - Upload file
  - Select **Create** and you're done

#### Import Audience

Import an audience by uploading a file. Please ensure your file meets the following criteria:

- Single column format with no headers.
- Only one unique identifier per line.
- 400,000 rows or fewer per file.

[Learn more](#) about importing audiences



Size Limit: 20 MB  
File types: .csv

[Drop a file or click to upload](#)

[Cancel](#) [Confirm](#)