

# Filters

## An introduction to filters

Filters allow you to segment your recipients based on a variety of conditions. The conditions can be based on:

- **Profile Filters:** data saved to the recipient's profile
- **Activity Filters:** actions that a recipient did or did not perform
- **Geolocation:** the approximate location of a recipient
- **Device Filters:** the device that a recipient has used in the past

## Profile

NEW PROFILE FILTER

Recipients / Filters / Profile

Profile Activity Geolocation Device Categories

Filters help you segment your recipients and can be useful both when sending a message and when viewing message statistics.

Locate an existing filter

RESET

SEARCH

> Email

> Miscellaneous

> Name

> Newsletter blog feed

> Profile

## When filters are used

Filters are used for many different purposes in your MailUp admin console.

- They are shown in the advanced **search** options when you are looking for specific recipients
- They are also shown at the time you **set up a mailing**, allowing you to narrow the list of recipients that will receive your message
- They can be used to create **Groups**. For example, you could move into a new group called "Male under 30 in NYC" every recipient that meets the filters "Male", "Under 30", and located in "New York" (assuming you saved that information in the recipients' database)
- They can also be used to send targeted **triggered messages**. For example, a "Thank You" note could be sent to customers that match the filter "Latest order date was 30 days ago" (the order date could be saved to the recipients' database by using an **ecommerce integration**)
- They are also shown at the time you set up a new **recurring automated campaign** via Email
- Finally, they can be used together with **dynamic content**, another advanced feature that allows you to dynamically change the content of a message when certain conditions are met



All in all, filters are one of the most powerful features in MailUp and can allow you to run sophisticated marketing campaigns.

On the filters summary page, through the actions menu, you can quickly:

- edit, create a copy or delete a filter,
- search recipients using the selected filter in the email (*Use in email search*) and in the SMS (*Use in SMS search*).

<b>City - LOS ANGELES</b> ID 41 - Copy of Recipient field "City" exactly matches "New York"	<ul style="list-style-type: none"><li>Edit</li><li>Create a copy</li><li>Use in email search</li><li>Use in SMS search</li><li>Delete</li></ul>
<b>City - NEW YORK</b> ID 40 - Recipient field "City" exactly matches "New York"	
<b>First name is blank</b> ID 36 - Recipient field "FirstName" is null or empty	

