New audience filters for broadcasts

2023-11-29 - Syeda Khadija Phool - Release Notes

SendPad has now introduced new filters of **Segments, Tags,** and **Exclude** for exclusive audience selection in broadcasts, giving you more control and flexibility in filtering out only the desired contacts for your emails!

In the SendPad's new release, the following filters are added to the **Audience** page (Step 2) in the broadcast setup.

1. Segments

2. Tags

3. Exclude

Using these new filter options, you can define your audience for broadcasts more efficiently. This is to avoid the creation of multiple lists with redundant contacts. In essence, you no longer need to create a separate list of contacts to define the criteria for contact selection in your broadcast email. You can simply use these filters to specify which contacts from a list or multiple lists should be targeted.

You can now choose whether you want to send an email to the contacts of a **specific list, a particular segment, or the contacts with a special tag**. Moreover, you can also decide which contacts should be **excluded** based on their association with a list, segment, or tag.

How does it benefit you?

Having excessive filters makes it easier to define the targeted contacts based on specific criteria. You can now go two levels deeper to extract the targeted audience for your email campaigns. It also adds to your professionalism and credibility as the multiple filters will help you avoid spamming the irrelevant audience. Empowerment, flexibility, usability, and efficiency are natural to come to your work with these advancements!

Screenshot 1: Lists/Segments, Tags, Exclude

To define your broadcast audience, you have two main filters to select from. Previously you had only the **"Lists"** option.

 A quick note: Whatever main filter you select, the remaining fields will be configured accordingly.

1. Lists/Segments: You can include and exclude list(s) and segment(s).

2. Tags: You can include and exclude tag(s).

Screenshot 2: Lists/Segments selected as the main filter

Screenshot 3: Tags selected as the main filter



Screenshot 4: Exclude lists/segments against the selected Lists/Segments



Screenshot 5: Exclude tags against the selected Tags

