

## Data Lists for Emails

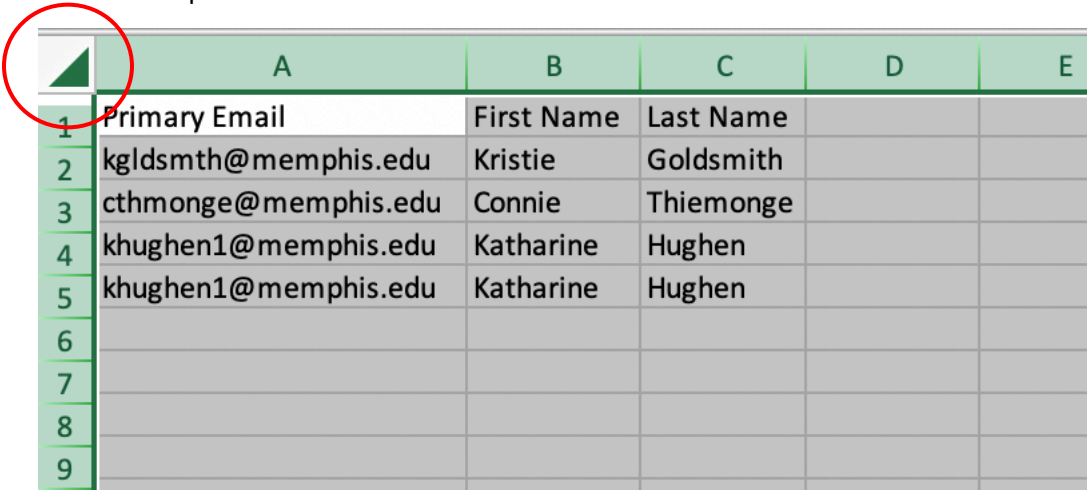
**Please provide all data lists in the following format:**

|   | A             | B          | C         |
|---|---------------|------------|-----------|
| 1 | Primary Email | First Name | Last Name |
| 2 |               |            |           |

- Your list must have the three headers in the order above and they must be in the same format. Make sure that you do not include any extra spaces after headers.
- If you have a list pulled and are provided with multiple columns of emails, you will need to merge them into one prior to saving them for the final email.
- The system will not allow any duplicate emails, so you will need to “de-dupe” your list prior to saving.
- The list needs to be clean, and every name needs to have a legitimate email address. If a name is missing an email address or the address isn’t complete, the name needs to be removed from the list.
- There is an option to create tokens in emails (such as putting their first name in the subject line or in the body of the email. Please let us know in your marketing request if this is something you would like to do and how.

# How to De-Dupe an Email List

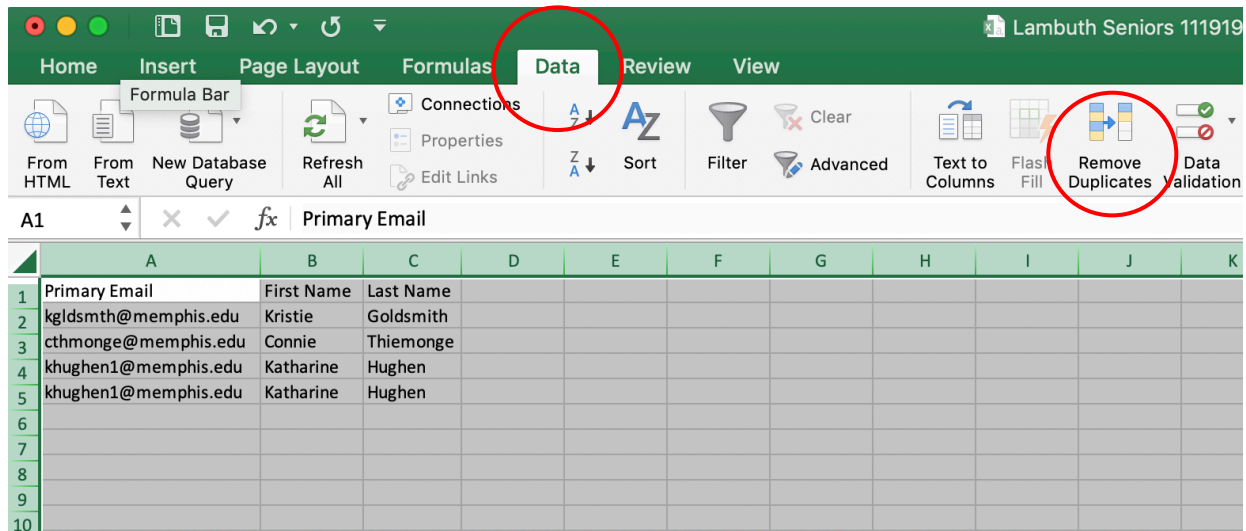
- Once you have cleaned up your data list, select the triangle in the left-hand corner of the spreadsheet:



A screenshot of a spreadsheet with columns A through E and rows 1 through 9. The top-left corner triangle (the intersection of row 1 and column A) is circled in red. The data in the spreadsheet is as follows:

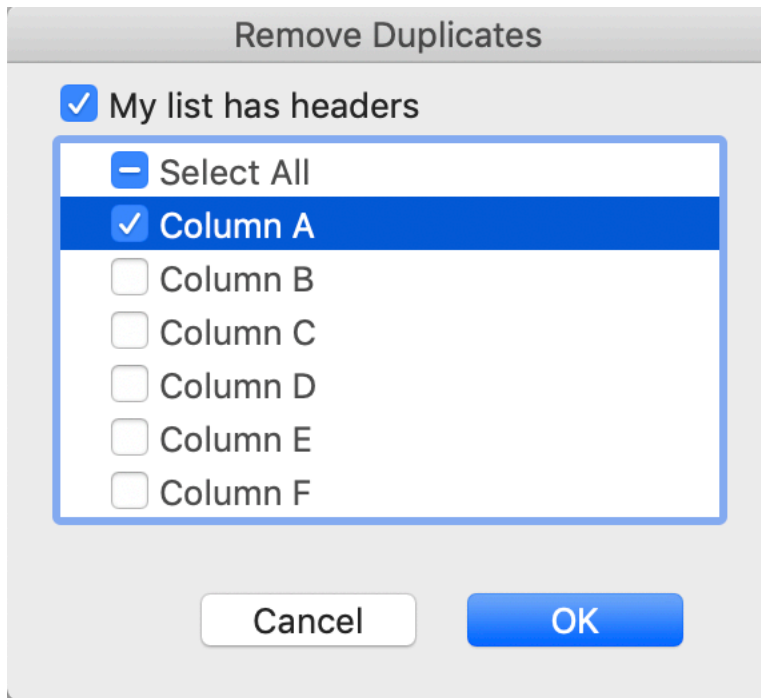
|   | A                    | B          | C         | D | E |
|---|----------------------|------------|-----------|---|---|
| 1 | Primary Email        | First Name | Last Name |   |   |
| 2 | kgldsmth@memphis.edu | Kristie    | Goldsmith |   |   |
| 3 | cthmonge@memphis.edu | Connie     | Thiemonge |   |   |
| 4 | khughen1@memphis.edu | Katharine  | Hughen    |   |   |
| 5 | khughen1@memphis.edu | Katharine  | Hughen    |   |   |
| 6 |                      |            |           |   |   |
| 7 |                      |            |           |   |   |
| 8 |                      |            |           |   |   |
| 9 |                      |            |           |   |   |

- In your toolbar, please select “Data” then “Remove Duplicates”:



A screenshot of the Microsoft Excel ribbon interface. The 'Data' tab is selected and circled in red. In the 'Data Tools' group on the right side of the ribbon, the 'Remove Duplicates' button is also circled in red. The spreadsheet below the ribbon shows the same data as the previous image, with columns A through K and rows 1 through 10. The formula bar shows 'Primary Email'.

- In the pop-up box, select only Column A:



- You will receive a notification letting you know the duplicate values have been removed.

