



ESP Quick Tip #70: Import an Email Marketing List

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To import a contact list, click on the Import File button. Select the format of the file you want to import. The file must contain a contact first name, contact last name, and email address.

Note: *If you are using a CSV format, make sure the first row contains a header for each column.*

The screenshot shows the 'Campaign List 2020' interface. At the top left is the 'esp' logo. Below it, the text 'Select a File Format' is displayed. There are five buttons arranged in a grid: 'CSV', 'IIF', 'vCard', 'Outlook', and 'Google'.

After you click on a file format, click on the Browse button to navigate to the file on your computer. Select the file, click on open, and then click on the Upload button.

The screenshot shows a dialog box titled 'Upload your Contacts from a single CSV file'. Below the title is the instruction: 'Please make sure each column in your CSV contains a heading.' There is a checked checkbox labeled 'Check file for conflicts before importing into CRM'. At the bottom, there is an 'Upload File' input field, a 'Browse' button with a blue arrow pointing to it, and an 'Upload' button.

Map the fields from the file using the available options for company and contact information. The system will sometimes assign an option for a field, but you may also have to map some fields.

The first screenshot shows a mapping interface with a dropdown menu containing 'Entity', 'Resource', 'Suggestions', and 'Skip'. Below it are three input fields: 'Contact Home Email', 'Contact Work Email', and 'Contact Other Email'. A table below has a header 'Email' and three rows with email addresses: 'jdoe1@abc.com', 'jdoe2@abc.com', and 'jdoe3@abc.com'.

The second screenshot shows a dropdown menu with 'Select a field to import to...'. Below it is a green box with the text 'Contact Title' and 'Edit Skip' buttons. A table below has a header 'Title' and three rows: 'CEO', 'COO', and 'President'.

The third screenshot shows a dropdown menu with 'Entity', 'Resource', 'Suggestions', and 'Skip'. Below it are seven input fields: 'Contact Home Phone', 'Contact Home Fax Phone', 'Contact Mobile Phone', 'Contact Office Phone', 'Contact Office Fax Phone', 'Contact Other Phone', and 'Contact Orders Fax Phone'. A table below has a header 'Phone' and three rows with phone numbers: '555-555-5555', '555-555-5555', and '555-555-5557'.

If there is a field in the uploaded file which you do not want to map, click on the Skip option.

The first screenshot shows a dropdown menu with 'Entity', 'Resource', and 'Skip'. Below it is a dropdown menu with 'Select a field to import to...'. A green box contains 'Contact ID' and 'Edit Skip' buttons. A table below has a header 'User Id' and three empty rows.

The second screenshot shows a dropdown menu with 'Entity', 'Resource', and 'Skip'. Below it is a dropdown menu with 'Select a field to import to...'. A green box contains 'Contact First Name' and 'Edit Skip' buttons. A table below has a header 'First Name' and three rows: 'John', 'Jane', and 'Jennifer'.

The third screenshot shows a dropdown menu with 'Entity', 'Resource', and 'Skip'. Below it is a dropdown menu with 'Select a field to import to...'. A green box contains 'Contact Last Name' and 'Edit Skip' buttons. A table below has a header 'Last Name' and three rows: 'Doe', 'Doe', and 'Doe'.

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