



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.

Entity Resource **Suggestions** Skip

Contact Home Email

Contact Work Email

Contact Other Email

Email
jdoe1@abc.com
jdoe2@abc.com
jdoe3@abc.com

Entity Resource Skip

Select a field to import to...

Contact Title

Edit Skip

Title
CEO
COO
President

Entity Resource **Suggestions** Skip

Contact Home Phone

Contact Home Fax Phone

Contact Mobile Phone

Contact Office Phone

Contact Office Fax Phone

Contact Other Phone

Contact Orders Fax Phone

Phone
555-555-5555
555-555-5555
555-555-5557

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

Entity Resource **Skip**

Select a field to import to...

Contact ID

Edit Skip

User Id

Entity Resource **Skip**

Select a field to import to...

Contact First Name

Edit Skip

First Name
John
Jane
Jennifer

Entity Resource **Skip**

Select a field to import to...

Contact Last Name

Edit Skip

Last Name
Doe
Doe
Doe

[Learn more about Creating and Managing Lists in Email Marketing](#)