



## 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.

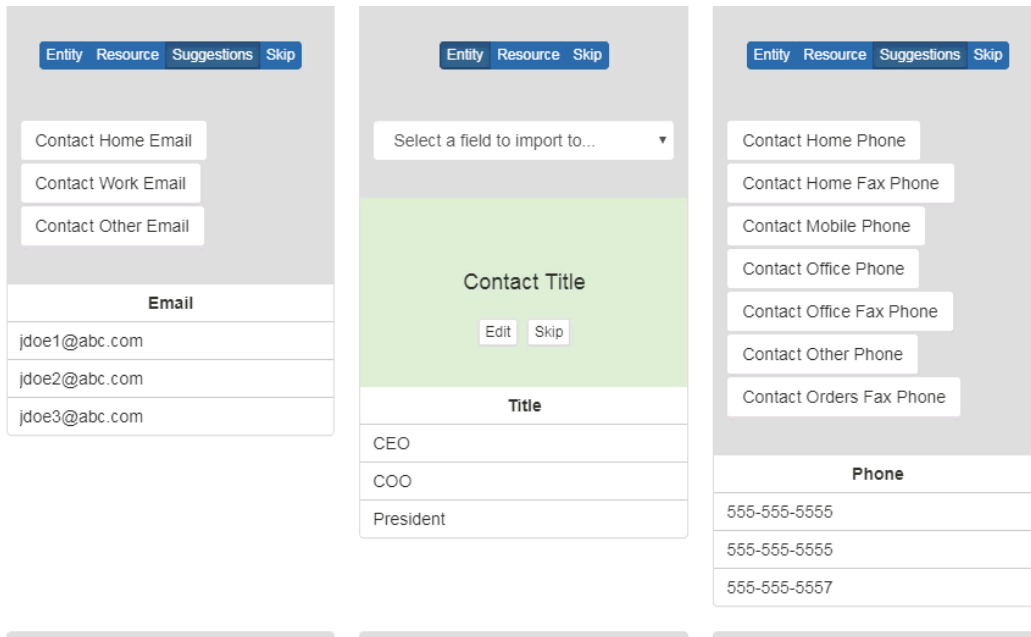
**Note:** *If you are using a CSV format, make sure the first row contains a header for each column.*

The screenshot shows the 'Campaign List 2020' interface. Under the heading 'Select a File Format', there are five buttons: CSV, IIF, vCard, Outlook, and Google.

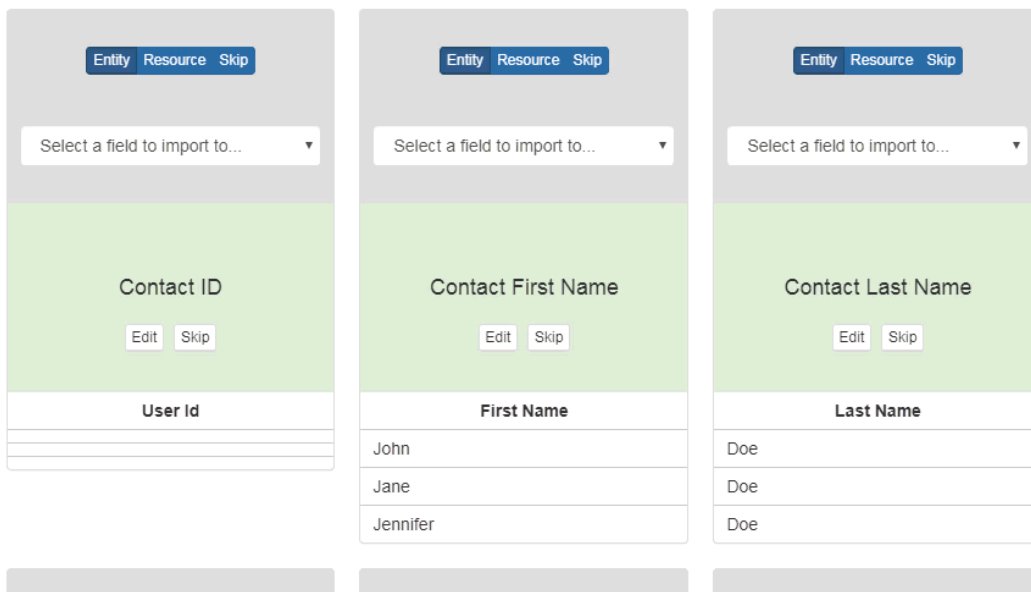
After you click on a file format, click on the Browse button to navigate to the file on your computer. Select the file, click on open, and then click on the Upload button.

The screenshot shows the 'Upload your Contacts from a single CSV file' dialog. It includes the instruction 'Please make sure each column in your CSV contains a heading.' and a checked checkbox 'Check file for conflicts before importing into CRM'. At the bottom, there is an 'Upload File' input field, a 'Browse' button (highlighted with a blue arrow), 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.



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



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