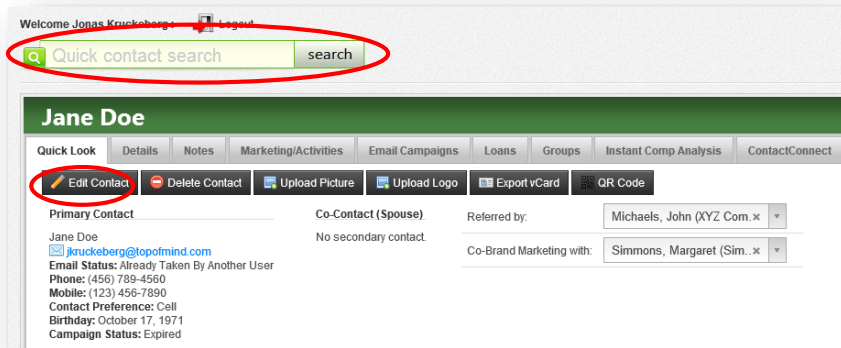


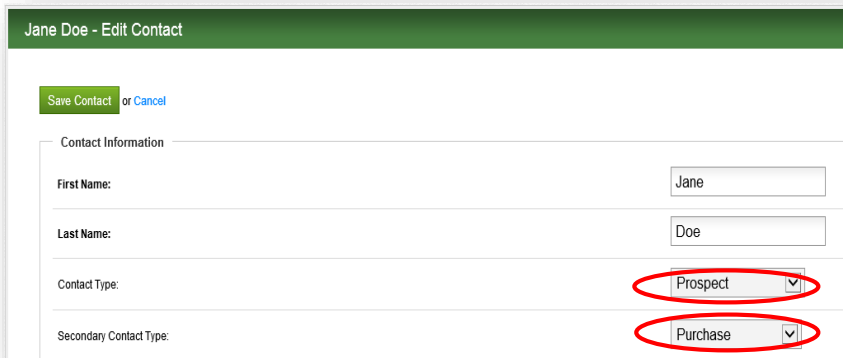


Using the Power of Database Segmentation

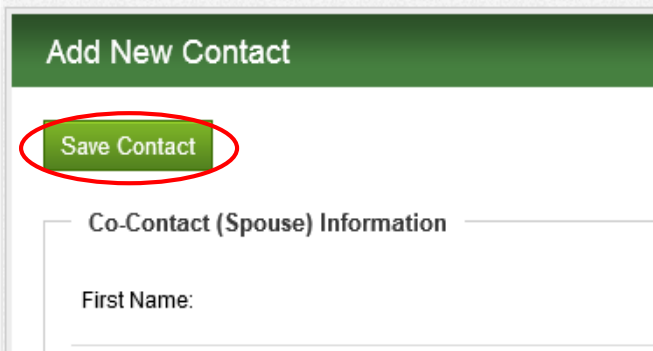
Step One: Check/Add Contact Type



Type your new contact's name into the **Quick Contact Search** bar to see the **Quick Look** tab. Click on **Edit Contact**.

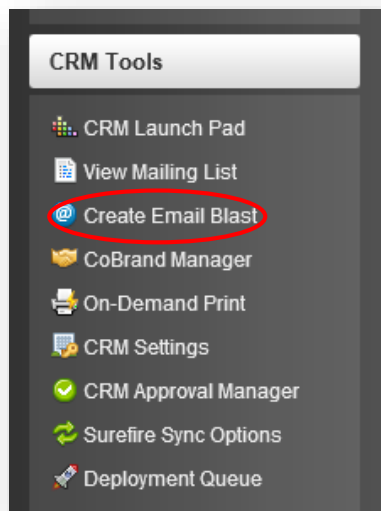


Verify that a **Contact Type** and **Secondary Contact Type** have been selected from the drop down menus. Here, we chose **Prospect** and **Purchase**.



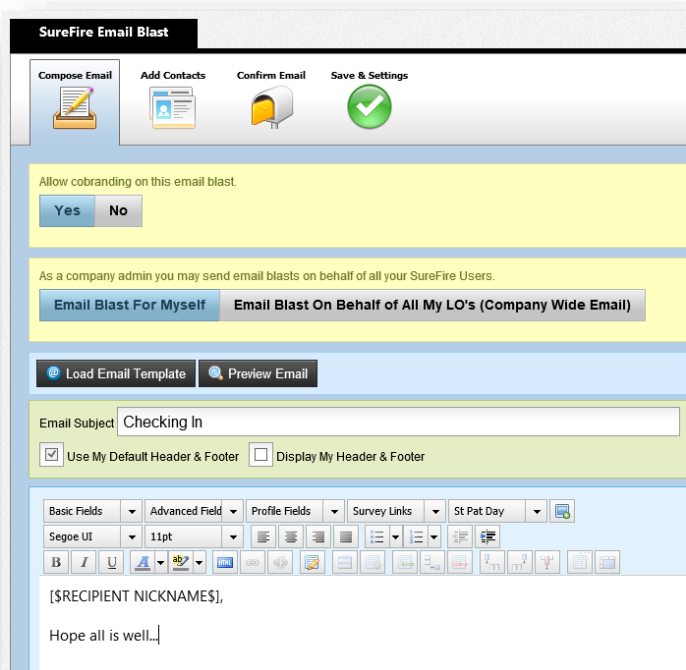
From the top left or bottom left, click **Save Contact**.

Step Two: Using Database Segmentation

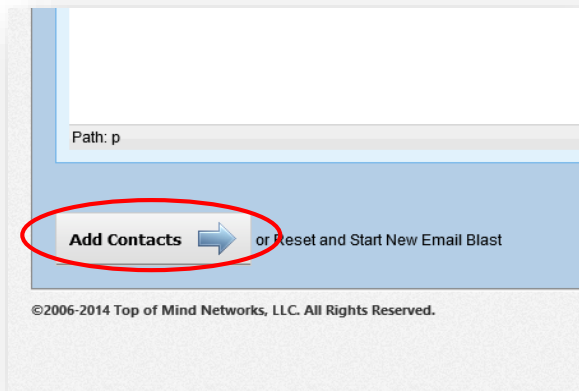


Use database segmentation to communicate with selected contact types through an email blast.

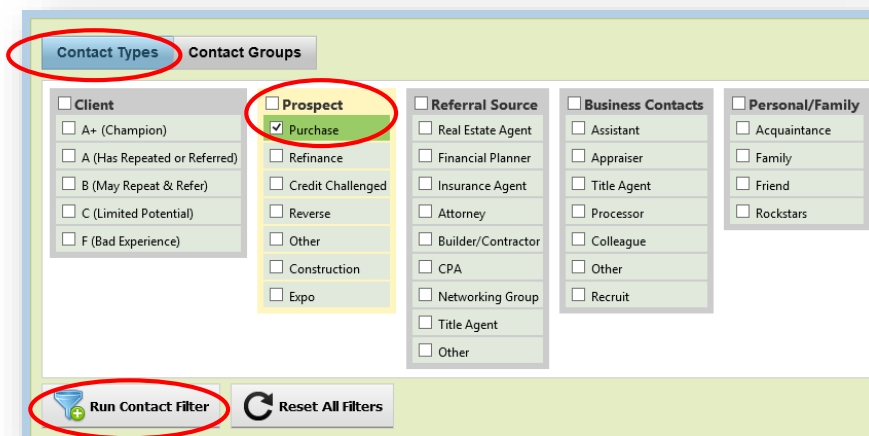
From the right sidebar menu, select **Create Email Blast**.

The "SureFire Email Blast" configuration window. At the top, there are four buttons: "Compose Email", "Add Contacts", "Confirm Email", and "Save & Settings". Below these is a yellow section with the text "Allow cobranding on this email blast." and "Yes" and "No" buttons. Another yellow section contains the text "As a company admin you may send email blasts on behalf of all your SureFire Users." and two buttons: "Email Blast For Myself" and "Email Blast On Behalf of All My LO's (Company Wide Email)". Below that are "Load Email Template" and "Preview Email" buttons. The "Email Subject" field contains "Checking In". There are checkboxes for "Use My Default Header & Footer" (checked) and "Display My Header & Footer". A toolbar with various icons is visible. The email body contains the placeholder "[RECIPIENT NICKNAMES]," and the text "Hope all is well...".

Complete the information for your email blast by either loading a template or writing a message. For a refresher on sending email blasts, see [Setting Up an Email Blast in Surefire](#).



Scroll to the bottom left of the screen and click **Add Contacts**.



From the **Contact Types** tab, select **Purchase** under the **Prospect** category. Click **Run Contact Filter**.

| Contact Name | Email Address | Matching Filter | |
|-------------------|---------------------------|-------------------|--|
| Blanwood, Tiffany | jtruckeberg@topofmind.com | Prospect Purchase | |
| Borrower, Maggie | jonasloans@gmail.com | Prospect Purchase | |
| Burke, Carol | cburke@topofmind.com | Prospect Purchase | |
| Cinco, Sai | jonasloans@gmail.com | Prospect Purchase | |
| Delay, Jimmy | jtruckeberg@topofmind.com | Prospect Purchase | |
| Doe, Jane | jtruckeberg@topofmind.com | Prospect Purchase | |

Scroll down to see a list of all purchase prospects receiving the email. You can click **Exclude** to remove individuals from the list if needed.

It's that simple!

