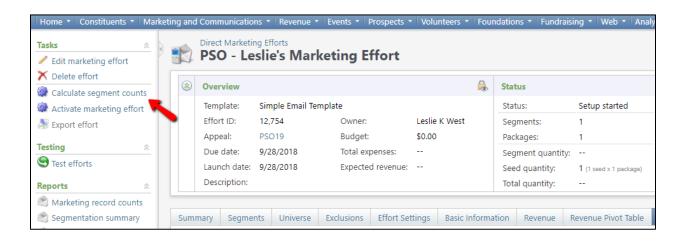
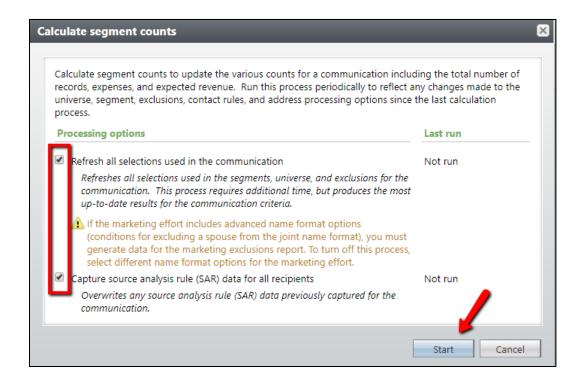
How to Calculate a Marketing Effort

Step 1. Within your marketing effort, click on **Calculate Segment Counts** at the top-left corner of the page.

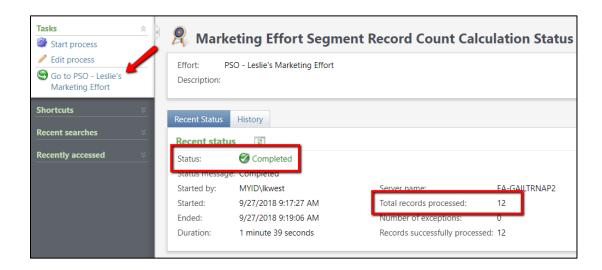


Step 2. When the new window appears, make sure both processing options boxes are checked. Then click *start*.



After the process is complete you will see the number of counted records. This is the number of constituents that your communication will send to. If this number seems incorrect, please contact askit@uga.edu for additional assistance.

Step 3. Return to your main marketing effort page by clicking the green "**Go to**" link in the top-left corner of the page.



<u>Important Note:</u> If you change anything about your marketing effort (ex. adding/removing segments, adding/removing exclusions, adding seeds) you will need to re-calculate. This process can be done multiple times if needed.

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