



## Quick Start Guide To:

### Which Stages Can Be Filtered Using Logic-Based Filtering

**Please note:** Logic-based filtering of contacts between Drip Marketing stages is only available at the Gold and Platinum service levels.

All Drip Marketing Campaign Sequence Stages, except for the Platinum-level Review Stage, can be filtered using Swiftpage's logic-based filtering system. (The Review Stage does not involve any contacts, and therefore requires no filtering.) During the editing of these Drip Marketing Stages, you will find the filter options under the contact criteria, which look the same for each Stage.

The Call List Stage does have some limitations—it cannot be filtered by contacts who have not opened an email from a previous Email Stage, because the nature of the Call List itself requires that contacts open the email in order to be included on the contact. The Call List can also not be filtered by database criteria, because once again the Call List is dependent for its ranking on a contact's interaction with a previous email, not on any database criteria.

There are two types of logic-based filtering available in the Drip Marketing Campaign Sequence Stages. The first is filtering based on a previous Email Stage. In this type of filtering, you can choose to filter the current Stage based on any of three criteria: a filter based on whether the contact has opened the email but clicked on no links, whether the contact has opened an email and clicked on a link, or whether the contact has not opened the email at all. The second type of logic-based filtering is database criteria filtering. Database criteria filtering allows you to filter your contacts based on the values found in their database.