How to Exclude Previous Marketing Effort Recipients from a Current Marketing Effort

*You will need to complete these steps before calculating your marketing effort.

1. Within your marketing effort, select the Exclusions tab and click Add next to Previous marketing effort exclusions.

2. Search for and select the name of the previous marketing effort. This will be the marketing effort whose recipients you want to exclude from receiving your current marketing effort.

(You can exclude multiple marketing efforts by repeating Steps 1 and 2.)
3. Click **Calculate segment counts** within your Tasks area and then click Start. (Make sure to check the box labeled **refresh all selections**.) This will compare the constituents in your current segments to the constituents who received the previous marketing effort and remove them.