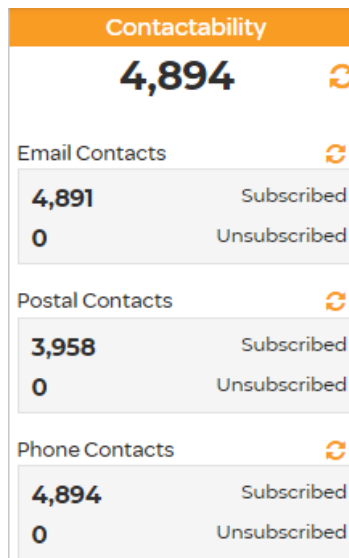


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What is the contactability panel?

The Contactability Panel allows you to count how many people or contacts (unique email addresses, phone numbers or addresses) are included in your audience.




At the bottom of the panel you can toggle between 'Contacts' and 'People'. These are slightly different, but most people will find it sufficient to use the default selection and refresh the top (total) count and the email contacts count. To learn more about contacts versus people, scroll toward the bottom.

Overall Count



The number at the top of the Contactability panel will *always* display the total count of people in the audience or campaign. To refresh the overall count of the campaign, click the refresh button to the right of the overall count.


Email Contacts

Email Contacts 	
4,891	Subscribed
0	Unsubscribed

The number of email contacts is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique email addresses** that are **contactable** via email. The count showing to the left of "Unsubscribed" is the count of **unique email addresses** that are **not contactable** via email.


"Subscribed" and "Unsubscribed" counts are not limited to explicit email permissions for the individual. Individuals who are *implicitly* contactable and not contactable are counted here as well.

Postal Contacts

Postal Contacts 	
3,958	Subscribed
0	Unsubscribed


The number of postal contacts is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique postal addresses** that are **contactable** via postal mail. The count showing to the left of "Unsubscribed" is the count of **unique postal addresses** that are **not contactable** via postal mail.

Phone Contacts

Phone Contacts 	
4,894	Subscribed
0	Unsubscribed

The number of phone contacts is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique phone numbers** that are **contactable** via a phone call. The count showing to the left of "Unsubscribed" is the count of **unique phone numbers** that are **not contactable** via a phone call.

SMS Contacts

SMS Contacts 	
0	Subscribed
4,894	Unsubscribed

The number of SMS contacts is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique mobile phone numbers** that are **contactable** via an SMS message. The count showing to the left of "Unsubscribed" is the count of **unique mobile phone numbers** that are **not contactable** via an SMS message.

Contacts vs People

Contacts People

By switching the "Contacts" toggle at the bottom of the panel to "People", the panel will change from counting email addresses, phone numbers, or postal addresses to counting people *with* email addresses, phone numbers, or postal addresses. Looking at counts by **people** is less frequently used, however some marketers do like to understand their audience counts by unique people rather than by "contacts". [The below information is more advanced.](#)

In Audience Builder, this choice **will not** affect what is sent to the provider you select (email providers will receive a list of distinct email addresses, phone lists will be a distinct list of phone numbers, etc.).

In Campaign Manager, this switch also affects how your audiences are compared and sent to your selected provider. Select "People" if you want to compare the audiences on the individual level (ex: Is this *person* included in both of these audiences?). Select "Contacts" if you want to compare the audiences on the email address, phone number, or postal address level (ex: Is this *email address* in both of these audiences?).

People with Email

People with Email	
4,894	Subscribed
0	Unsubscribed


The number of people with email is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique people** that are **contactable** via email. The count showing to the left of "Unsubscribed" is the count of **unique people** that are **not contactable** via email. These counts do not take into consideration if two people share one email address.

People with Postal

People with Postal	
3,973	Subscribed
0	Unsubscribed


The number of people with postal is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique people** that are **contactable** via postal mail. The count showing to the left of "Unsubscribed" is the count of **unique people** that are **not contactable** via postal mail.

People with Phone

People with Phone 	
4,894	Subscribed
0	Unsubscribed

The number of people with phone is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique people** that are **contactable** via a phone call. The count showing to the left of "Unsubscribed" is the count of **unique people** that are **not contactable** via a phone call.

People with SMS

People with SMS 	
0	Subscribed
4,894	Unsubscribed

The number of people with SMS is split into "Subscribed" and "Unsubscribed". The count showing to the left of "Subscribed" is the count of **unique people** that are **contactable** via an SMS message. The count showing to the left of "Unsubscribed" is the count of **unique people** that are **not contactable** via an SMS message.

If you have further questions, we'd love to hear from you. Please reach out to our help desk for assistance.