

If you want to do a "re-mail" (an email send that targets non-openers), you'll need to create two audiences:

1. The first audience should comprise the people who were **sent** the initial email.
 - This will be the audience you send the email to.
2. The second audience should comprise the **openers** of that email.
 - This will be your suppression audience.

As a reminder, you're targeting anyone who received "Email X" but did not open it. Here is what those two audiences will look like:

Audience 1 - anyone who was sent the email.

Spring Sale Email
Advanced Query

Contactability
1,336

Email Contacts
1,336 Subscribed
0 Unsubscribed

Email Name
Equals **Spring Sale Announcement!**
Raw Count: 1,336

AND

Email Send Date
Between : = '3/10/2023'
Raw Count: 1,336

Audience 2: Anyone who opened the email. (used as a suppression)

Suppression Audience
Spring Sale - Openers
Advanced Query

Contactability
255

Email Contacts
255 Subscribed
0 Unsubscribed

Email Name
Equals : Jans - Post Purchase - 1 Year | It's Been a Minute
Raw Count: 1,336

AND

Email Open Date
: = '3/10/2023'
Raw Count: 255

Next, go to the **Email** section. Create a duplicate version of your initial email, make any necessary tweaks, and then click "Send Now". On the sending steps page, you'll select your main audience and suppression audience, just like this:

✓ **Send To**
Who are you sending this email to?

AUDIENCE	SEED LIST	SUPPRESSION
Spring Sale - Sent To	Select...	Spring Sale - Opener

Continue Cancel

And that's it!

Still have questions? Reach out to the help desk or post your question in the [Community Forum](#).