At the start of each new calendar year, it's a good idea to audit your audiences to ensure they are all set up correctly. Something important to check for is if any of your audiences incorporate a year-specific source name.

Here is what that might look like:
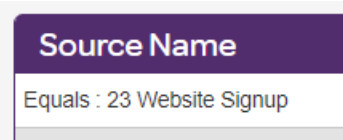
Let's say my Newsletter List audience incorporated this criteria above ^ of source name = 23 Website Signup. When we enter into 2024, there will be a new value of 24 Website Signup that will need to be added/updated to keep this audience current.

Note that the new year's value won't be available to select in the drop-down list under Source Name until a record comes through with that value. So in 99% of cases, this won't be until after January 1st or 2nd of the new year. (i.e. you can't make this update in late December).

In some cases, you might be able to use the Source Type instead (i.e. Source Type = Webforms), but this may pull more records that intended if you have multiple forms labelled with source type of Webforms.

Please reach out to your CSM or the Help Desk if you want to chat through how to correctly set up audience criteria, especially if you're using year-specific Source Name values.