

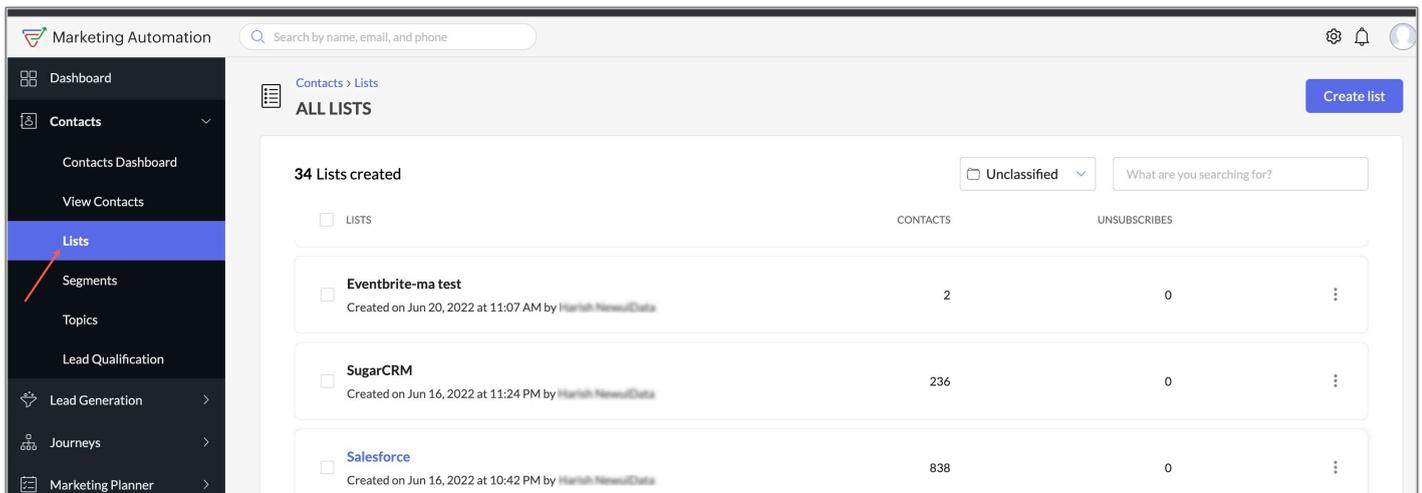
# Configure advanced settings

## Creating Criteria based lists

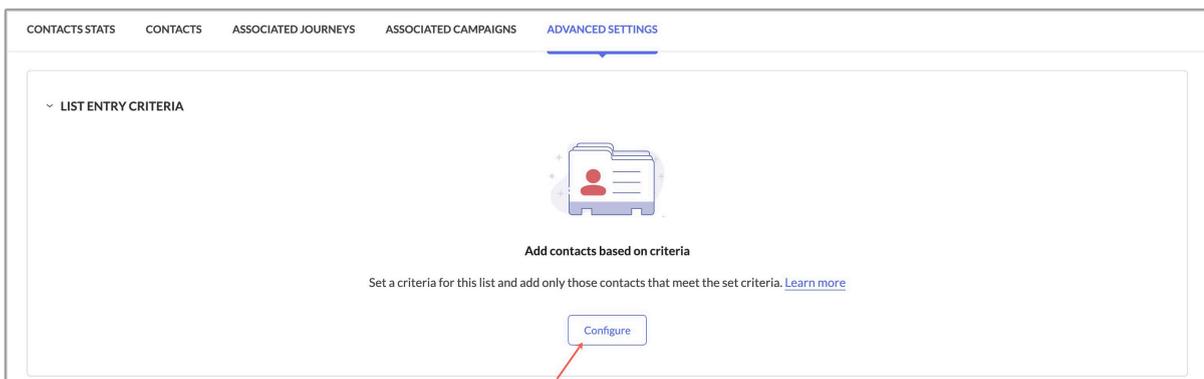
Marketing Automation allows you to create criteria based [lists](#) to aid in effective [contact](#) organization. You can create a list and define the conditions to be met for a contact to get added to the list. This way you can automatically create lists for different marketing activities.

### To define list creation criteria:

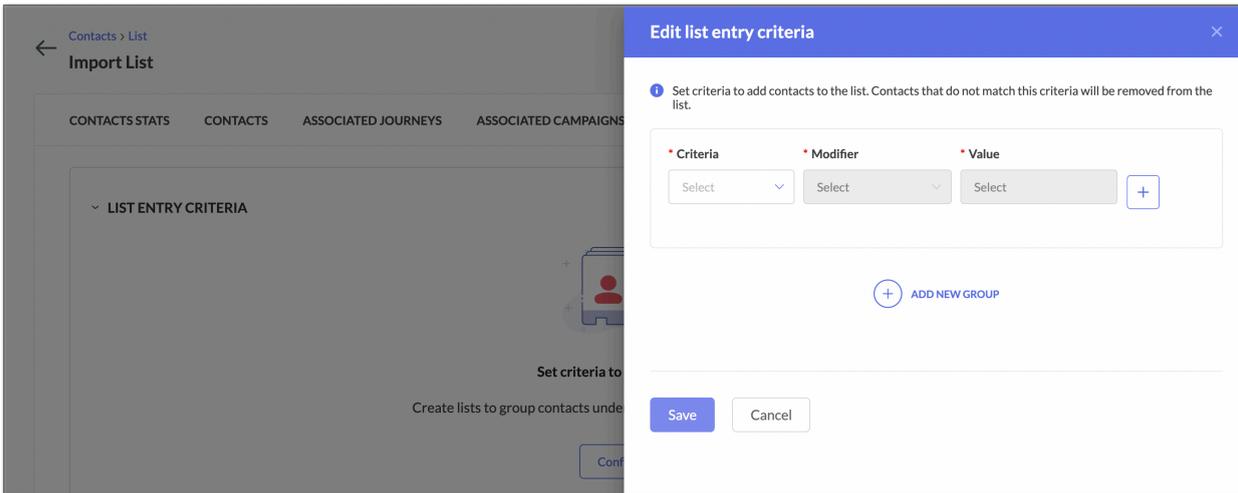
1. Select **Contacts** from *Navigation Toolbar* and choose **Lists**.
2. Click on the list for which you want to set an entry criteria.



3. Navigate to **Advanced Settings** and click **Configure**.

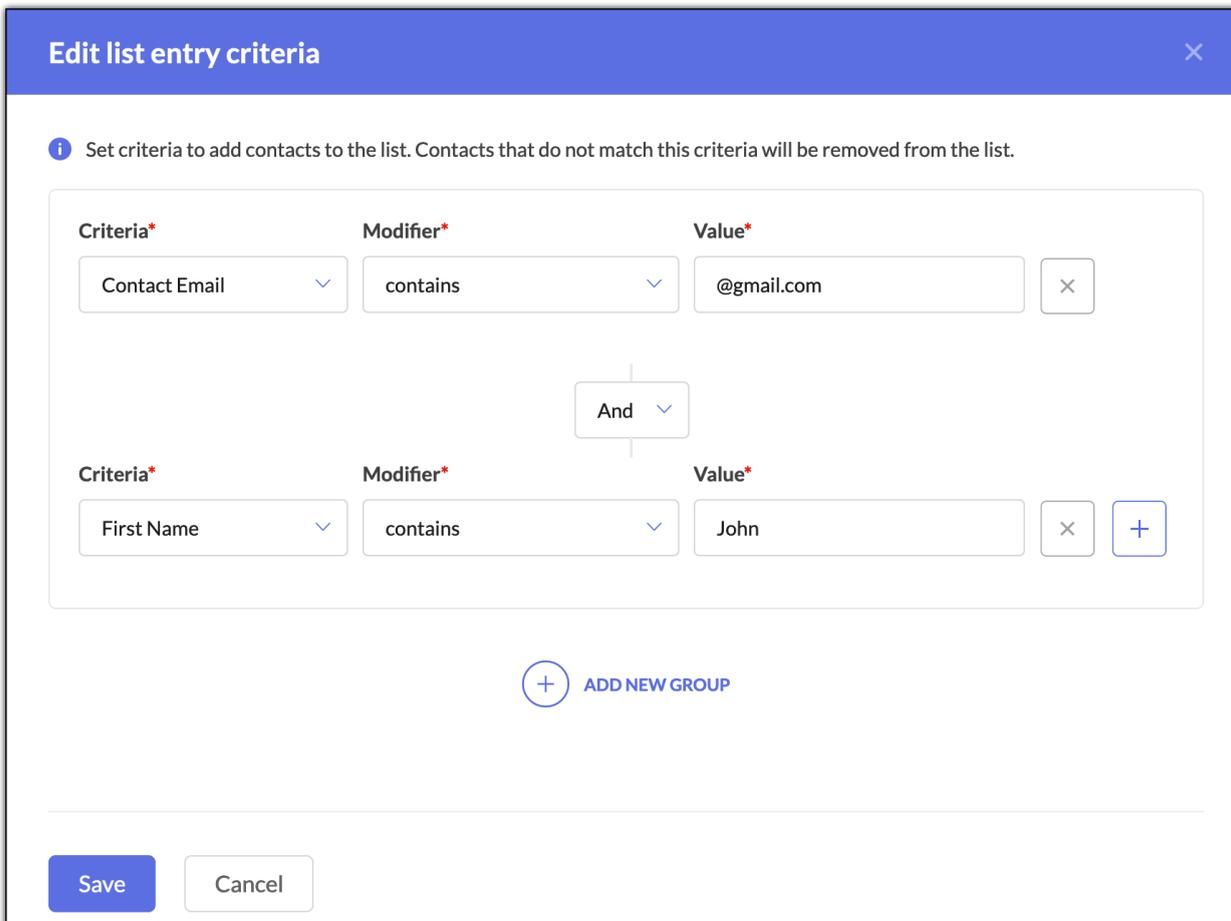


#### 4. **Configure** the list entry criteria as per your needs.



**Note:** You can combine more than one criterion to refine the entry condition.

For example, if you want to add Contacts to a list whose email addresses are from Gmail and their First Name contains John, you can set up the criteria as shown below. This option is not dynamic, it will not automatically add new contacts to the list or remove contacts from the list based on criteria after the list has been created.



## **Example use cases:**

- A list of contacts from a particular location.
- A list of contacts who have submitted a survey.
- A list of contacts who have achieved a goal.
- A list of contacts who have completed a journey.
- A list of contacts born on a certain month and from a certain place.

## **List Key:**

List Key is a unique key used to identify to which list contacts need to be imported using APIs. The [Subscribe API](#) makes use of list key as a parameter.

### **To find the list key:**

1. Select **Contacts** from *Navigation Toolbar*. Choose **Lists** from the sub menu.
2. Click on the list for which you want to set an entry criteria.
3. Navigate to **Advanced Settings** tab at the top and click **List Key**.
4. Click Copy icon in the list key section. The key will be copied to your clipboard.

