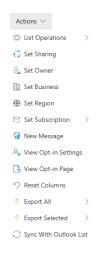# Two-Way Entra ID Syncronization

Last Modified on 09/02/2025 4:15 pm EDT

Applies To: ■ **PoliteMail Desktop**   ■ **PoliteMail Online**   ☐ PoliteMail M365

Version: ☐ 5.0   ☐ 5.1   ☐ 5.2   ■ **5.3+**

Lists in Entra ID are often not current, filled with former employees or not filled with the newest hires or transfers. That's why Syncronym was created by PoliteMail, enabling organizations to sync their PoliteMail lists with more accurate lists, such as a payroll system or HR Information System (HRIS). But wouldn't it be nice to have your PoliteMail lists update Entra ID as well?

With the latest version of PoliteMail, not only can you access your Entra ID lists in PoliteMail, but the lists you create in PoliteMail can synchronize back to Entra ID! With this feature, your lists are as accurate as possible across all systems.

Requirements

You need the Graph application for PoliteMail list expansion for the functionality to work. Be sure to set up the needed Graph permissions on the application side.

> Two-way Entra Sync requires a new license and is an add-on to PoliteMail.

Creating a New Entra ID List from PoliteMail

1. Create a list in PoliteMail. Initially, this list does not exist in Entra ID. If you already have a list that you want to create in Entra ID, skip to the next step.
2. Select your newly created list from the grid so the details panel opens on the right side of your screen.
3. Check the 'Create New Outlook List' box, and then click 'Save'.
4. After a minute or so, refresh your PoliteMail screen and you should see your Entra ID list in the 'Sync to Outlook List' field, which confirms for you the list has been created in Entra ID.

Synchronizing List Membership

When list is first created in Entra ID from PoliteMail following the steps above, the list is created, but the list does not have any members.

1. In PoliteMail, select the list and go under the Actions button and select Sync with Outlook List.

Depending on how many people are being synchronized, it may take several minutes for synchronization to complete. When completed, a List Synchronization Summary window will display, providing you with specifics on what exactly was synchronized.

Mailing List

Mailing List Name
Sample List

☐ Subscription

☑ Create New Outlook List

Sync to Outlook List

Business
Development

Region
Asia

Owner
Automated User

Description

☐ Shared

[Save] [Cancel]

Actions ∨
- List Operations >
- Set Sharing
- Set Owner
- Set Business
- Set Region
- Set Subscription >
- New Message
- View Opt-in Settings
- View Opt-in Page
- Reset Columns
- Export All >
- Export Selected >
- Sync With Outlook List

✓ Scott Newsletter List Sync Completed   6/26/2025, 11:03:13 AM

0 contacts added to PoliteMail list.   347 contacts added to Outlook list.
0 contacts removed from PoliteMail list.   4 contacts removed from Outlook list.
0 failures adding members to PoliteMail list.   0 failures adding members to Outlook list.
0 failures removing members from PoliteMail List. 0 failures removing members from Outlook List.

Sync FAQ

Can I connect to an Outlook / Entra ID Group when I import a .csv list?

Yes! When you click on the Import button to import a .csv or other list, an option has been added to the panel on the right to connect to an existing Outlook List.

If a recipient subscribes or unsubscribes to/from a List, will the Outlook / Entra ID list also be updated?

Yes!

Does synchronization take place automatically in the background, and if so, how often?

As part of the Syncronym service, you can set how often the synchronization will take place at **Settings > Server > Syncronym**.

What if an external email address replies or subscribes to the list?

External contacts can also reply to the message, even if their email address is not part of the company's domain. For example, a recipient could reply to a message using their personal Gmail account. The address will be marked as external, and all internal domain users in the list will still sync with your Outlook / Entra ID list. If you have access to Entra ID, these external email address will display as Guests.

What if I misspell a name when I create and sync a list?

If the domain is correct (companyname.com), the person will be added to the list. However, messages going there will be flagged as undeliverable by PoliteMail. You can always replace the recipient with the correct spelling in PoliteMail, and re-sync your list.