Creating Follow-Up Mailing Lists

Last Modified on 10/01/2026 4:25 pm EDT

Applies To: New PoliteMail Legacy PoliteMail

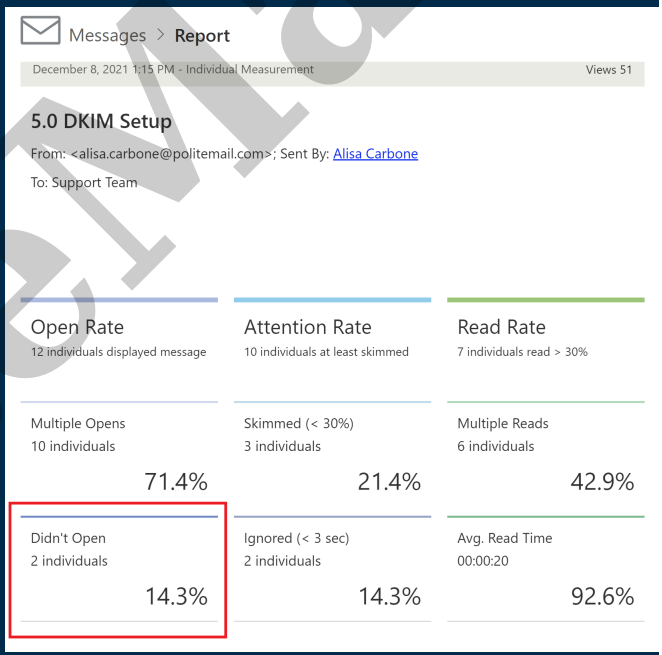
Version: 4.9+ 5.0+

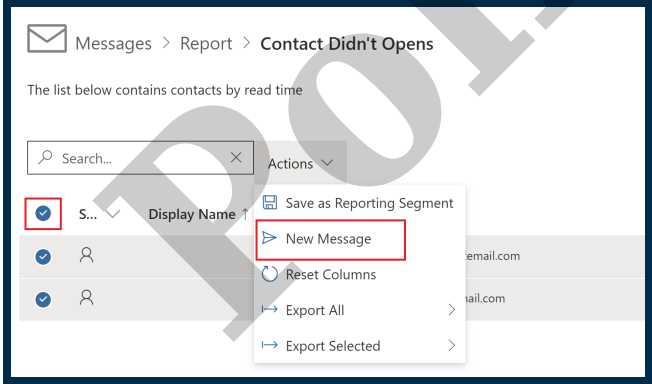
If using Individual Measurement Mode, you can create follow-up mailing lists. Select the **Results** button for the email that you want to create a follow-up list for.

Let's say you want to send a follow-up email to the recipients who didn't open the email.

1. Clicking anywhere on the 'Didn't Open' metric will generate a list of recipients who didn't open the message.
2. Select all contacts by ticking the **select all** box in the top column.
3. Select **Actions > New Message.**

This will generate a new email message with the selected individuals in the **To:** field as a mailing list. You may now send a follow up message to those individuals who did not open your message.





PoliteMail