

# Creating Follow-Up Mailing Lists

Last Modified on 08/22/2022 11:31 am EDT

Applies To:  PoliteMail Desktop  PoliteMail Online  PoliteMail O365

Version:  4.94  4.97  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.

Messages > Report

December 8, 2021 1:15 PM - Individual Measurement Views 51

**5.0 DKIM Setup**  
From: <alisa.carbone@politemail.com>; Sent By: [Alisa Carbone](#)  
To: Support Team

<b>Open Rate</b> 12 individuals displayed message	<b>Attention Rate</b> 10 individuals at least skimmed	<b>Read Rate</b> 7 individuals read > 30%
<b>Multiple Opens</b> 10 individuals	<b>Skipped (&lt; 30%)</b> 3 individuals	<b>Multiple Reads</b> 6 individuals
<b>71.4%</b>	<b>21.4%</b>	<b>42.9%</b>
<b>Didn't Open</b> 2 individuals	<b>Ignored (&lt; 3 sec)</b> 2 individuals	<b>Avg. Read Time</b> 00:00:20
<b>14.3%</b>	<b>14.3%</b>	<b>92.6%</b>

Messages > Report > **Contact Didn't Opens**

The list below contains contacts by read time

Search... X Actions

<input checked="" type="checkbox"/>	S...	Display Name ↑	
<input checked="" type="checkbox"/>			email.com
<input checked="" type="checkbox"/>			ail.com

Save as Reporting Segment  
New Message  
Reset Columns  
Export All >  
Export Selected >