## COMMERCIAL INCLUSION CRITERIA

All Contacts All Contacts

Meets eComm Contact Criteria = True

This is applied to EVERY commercial audience report. Deceased = False

Do Not Contact = False

Email Opt-Out= False

FERPA = N

Category Opt-In = True

This is specific to the particular communication you are sending.

Examples: UCCS Events, CU Boulder Today, etc.

Category Opt-In = True

Audience Criteria

This is specific to the audience request.

Examples: CU Boulder Alumni, CU Denver Faculty,
people who attended my event, etc.

Audience Criteria

My Desired Audience My Desired Audience

## TRANSACTIONAL INCLUSION CRITERIA

## **All Contacts**

Deceased= False

This is applied to transactional commercial audience reports.

Audience Criteria

This is specific to the audience request.

Examples: Employees or Students
required to respond

My Desired Audience

Audiences that meet transactional requirements tend to be small and very targetted.