

Entity Lists – Building and Managing

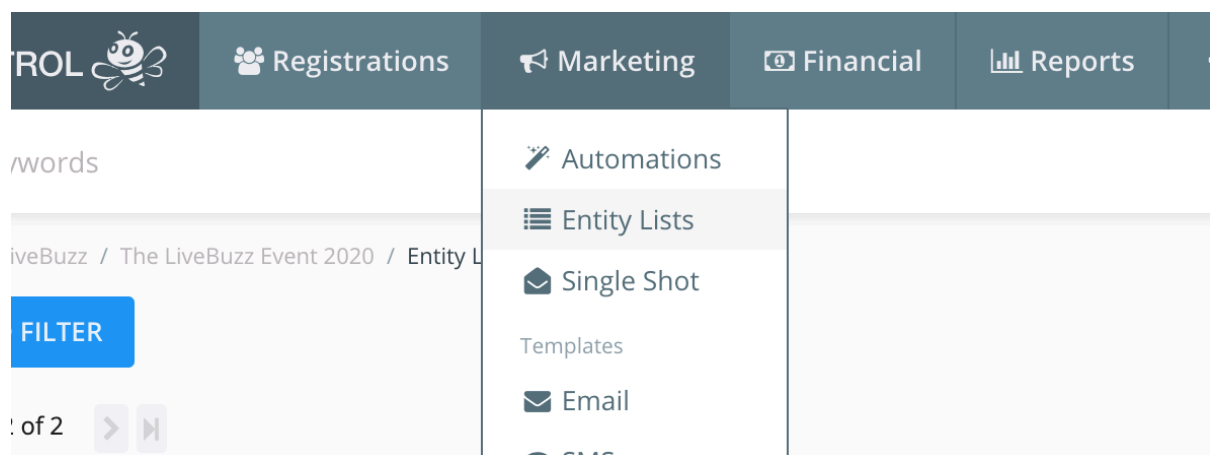


This guide is more in depth explanation of how Entity Lists are built and managed in LiveControl. For a higher level overview of how this fits in to your registration campaign, please view the guide [XXXXXXX](#)

In LiveControl we use Entity Lists to build lists or ‘pots’ of data. These lists can be **static** and never change or **dynamic** to allow customers to join and leave the lists.

We’ll include some examples of these later on.

To access Entity Lists. Go to Marketing -> Entity Lists:



You’ll see a list of Entity Lists that already exist. At this point, it is worth thinking if one of these lists suits your needs.

Entity Lists in LiveControl are re-usable for multiple purposes. “Active visitor badges” – a list containing visitor badges that have finished registering, can be used for reminder emails or seminar promotions etc.

The screenshot shows the 'Entity List' management page. It includes a search bar, a table of existing entity lists, and pagination controls. The table has columns for Entity List, Static, Members, and Status.

Entity List	Static	Members	Status
VIEW Active Visitor Badges	no	4194	completed
VIEW Pre Reg Non Attendees	no	4194	completed
VIEW Incomplete Registrations	no	261	completed

To create a new Entity List, click on **create** in the top right hand corner.

Under **Configuration** give your Entity List a name and decide if you want the list to be static or dynamic.

Remember, a static list will be all current customers that match the filters, turning this setting off, making the list dynamic will allow new customers to join the list as well as be removed if they no longer meet the criteria.

LiveControl / LiveBuzz / The LiveBuzz Event 2020 / Entity List / Create

Create a new entity list

Configuration

Static ☒

Identifier auto-generate ⋮

Filters

Target *

Customer

▼

⌵

ADD CUSTOMER FILTER

Adding customer filters to our Entity List is the real nitty gritty of this process. The filters available here will match any filters you have used previously and are used to from the **Customer List**. (For more information on the Customer List and applying filters to it – view this guide [XXXXXXXX](#))

Tip - You can create filters on the customer list to make sure you get them exactly how you need them, and then save them for use here on Entity Lists.

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Create a new entity list

Configuration

Name *

Active Speakers

Static ☐

Identifier auto-generate ⋮

Filters

Target *

Customer

▼

⌵

ADD CUSTOMER FILTER

✕

CLEAR

STATUS IS ACTIVE

▼

AND

BADGETYPE IS SPEAKER

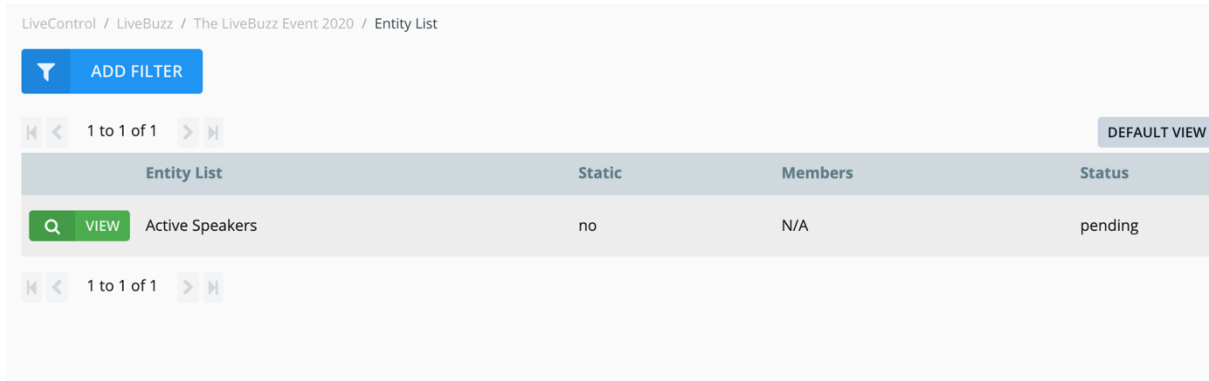
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SAVE FILTERS

Once you are happy with the configuration. Click on **Save Entity List** in the top right hand corner.

Your new Entity List will build the members in, this process will take a couple of minutes, give the page a quick reload to see how it is doing.



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 ADD FILTER			
1 to 1 of 1			
DEFAULT VIEW			
Entity List	Static	Members	Status
  Active Speakers	no	N/A	pending
1 to 1 of 1			

Once it has populated all its members you can use this Entity List for any SMS shots, Email Shots and Automations you have planned.

Please note, the number of members will not update automatically on this screen. LiveControl will always update the list before it uses it (for example, when you have an email shot scheduled.)

If you have any further queries on Entity Lists or just need a helping hand send an email to **help@livebuzz.co.uk**