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Bringing an existing e-mail list into your contacts: what to import and what to leave out

E-mail

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MozOut International
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Bringing an existing e-mail list into your contacts: what to import and what to leave out

E-mail Created on **November 13, 2026** 2 min read



The short answer: you import the contacts into the SMS Center, **including those with only an e-mail address**, sort them into groups and send the campaign to the right group. The work that matters comes first: **deciding who goes in**. A list imported without choosing brings dead addresses and people who never asked for anything, and that is what sends campaigns to spam.

What to import and what to leave out

Import	Leave out
Customers who signed up for the newsletter, online or at the counter	Bought, rented or scraped lists, from websites or social media
Customers who bought and agreed to hear about news	Contacts from business cards or trade fairs without clear permission
People who asked to be told about an event or product	Addresses that already bounced as non-existent
Contacts with a record of when and how they agreed	Anyone who already asked to leave, in another tool or by e-mail

Preparing the file

1. **Export the list** from wherever it lives today (WordPress, a spreadsheet, another newsletter service), with each person's name and e-mail.

2. **Remove duplicates and obviously broken addresses**, such as those without «@» or ending in «.con».

3 **Remove people who left.** If the old tool keeps an unsubscribe list, those people must not come back in through the back door.

4 **Import into a group** whose name tells you the source, for example «Website newsletter». The SMS Center imports CSV, with a header in Portuguese or English, or with the columns in the order name, company, phone, e-mail and notes.

! **An old list that has not received anything for a long time is a risk.**
Many addresses no longer exist and some have turned into spam traps. Start with a small reconfirmation campaign and see **how to keep the list healthy**.

First campaign after an import:
Say who you are and why the person is receiving it. People who do not remember you click spam; people reminded in one sentence stay.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns →
- Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign →
- When a recipient marks your campaign as spam: why it weighs so much and how to avoid it →
- Building an e-mail list legally: consent, sign-up forms and unsubscribing →

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