

**Title: What is a subscriber?**

**Subtitle: Express Email Marketing**

Author: Jane83

Date: 2008/2/15

URL: <http://www.powerhoster.com/domainhosting/modules/article/view.article.php/c25/534>

Keywords: Express Email Marketing

Subscribers are customers, members, contacts or any individuals who gave you permission to send email messages to their email address. We use a series of demographic information to create a profile for each subscriber, which we determine from: Information the subscriber enters on the sign-up form for your mailing list. Subscriber updates on the subscription management pages. Information in the original record (customer database) imported into Express Email Marketing. The subscriber profile also contains public and private interest group categories that allow you to segment and organize subscribers by unique interest categories or private groups. You can build a subscriber list by entering subscriber information directly into Express Email Marketing or by importing an existing list or database. For more information, see [Adding Subscribers](#) and [Importing Existing Customer Lists](#). The List Database Manager supports a subscriber list of up to 150,000 email addresses