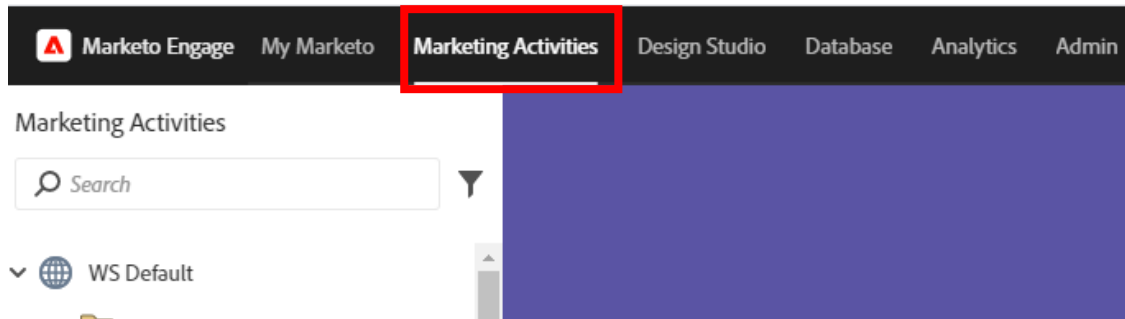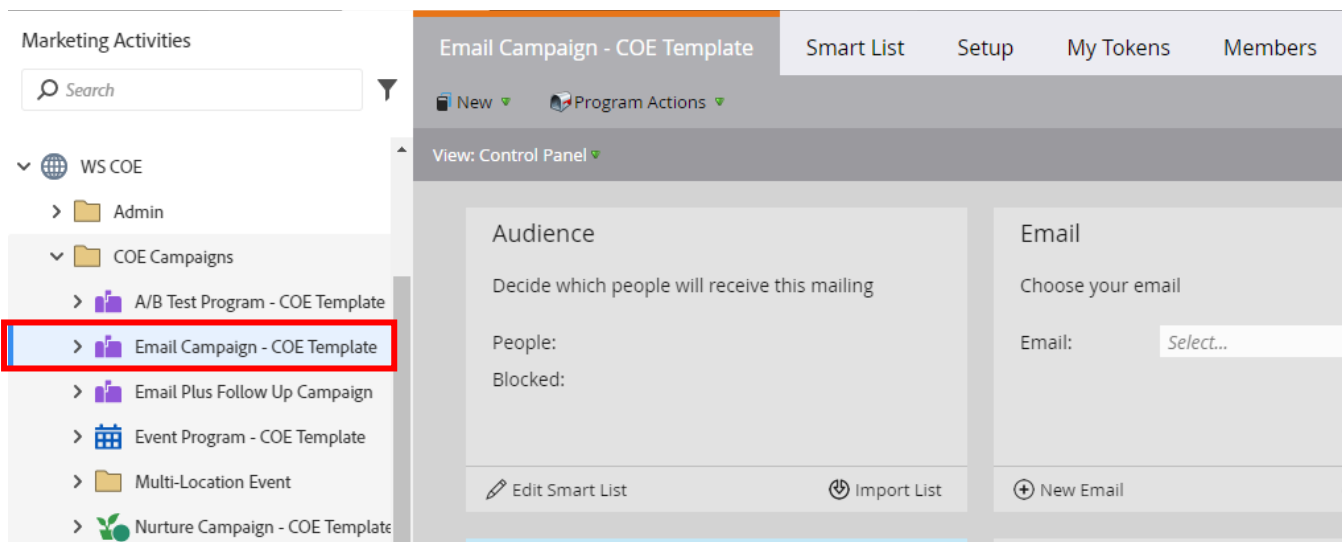**STATE STREET** GLOBAL ADVISORS

Building Blocks/Preferences Guide

Marketing team can add contacts to their distribution list based on Salesforce Building Block/Preferences field by simply dragging "Building Block/Preferences" field into a smart list or a smart campaign.
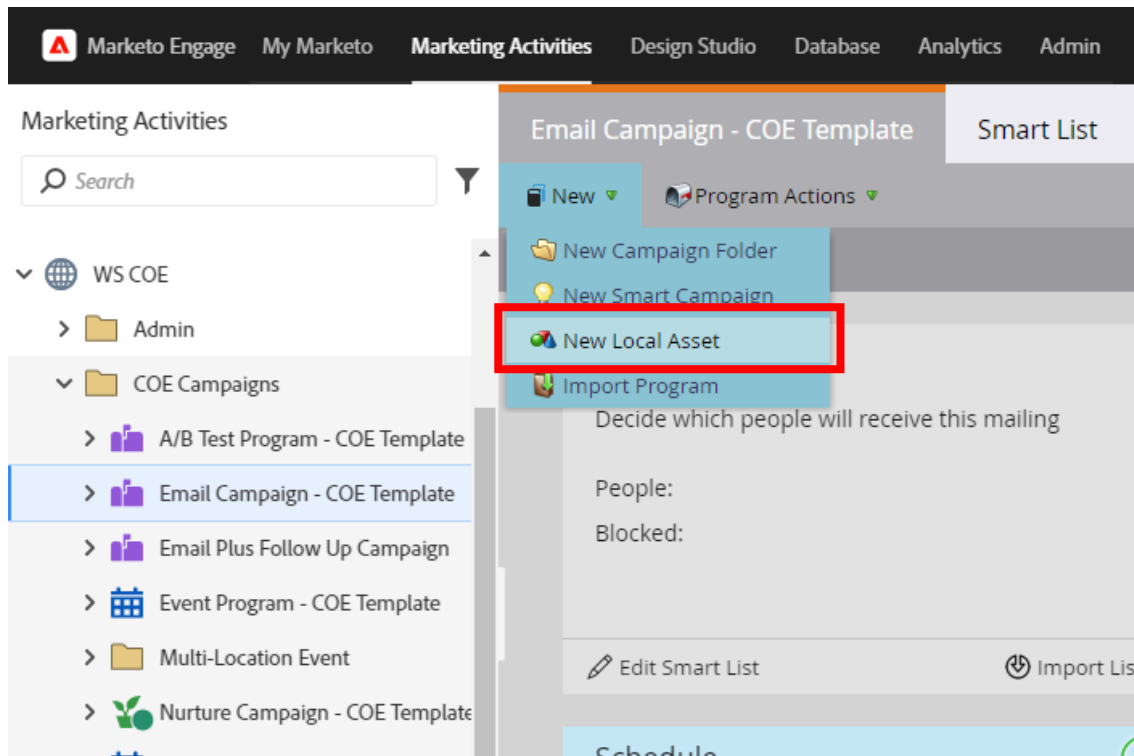
1. Click on **Marketing Activities** from the top menu bar.

2. Select your Marketo program under **Marketing Activities**.

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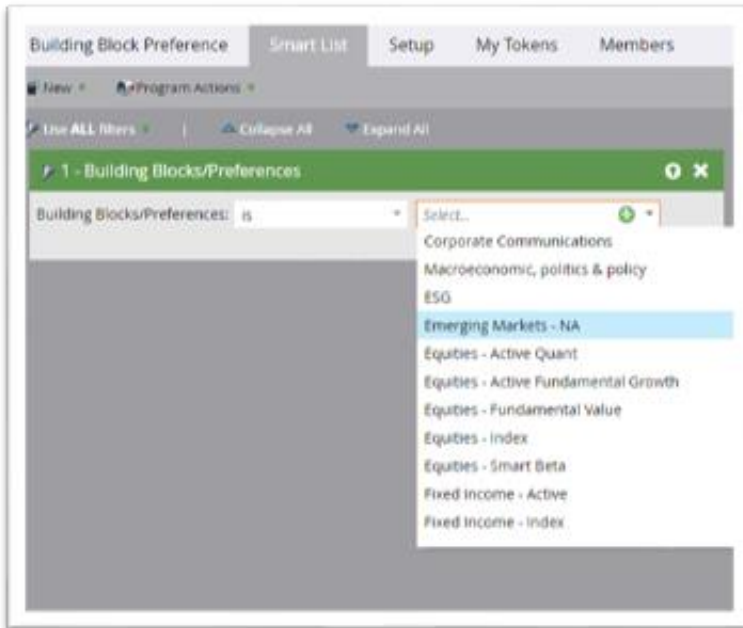3. Right click on Program or click **'New'** drop down and select **New Local Asset**.

4. Select **Smart List** from the list of local assets. Type the name of the smart list following the asset naming convention and click create.

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5. Go to **Smart List** tab on top right, drag and drop **Building Blocks/Preferences** filter.

Choose the building block value from the right drop down menu (Eg; Corporate Communications, ESG, and Emerging Markets – NA, etc.)

Note: Since building block is a Multi Select Picklist field in Salesforce, you need to choose **'contains'** instead of **'is'** from the left drop down to capture all contacts on your distribution list.

If you would like to choose multiple values, click the **green + icon** and add multiple building block values from the drop down.