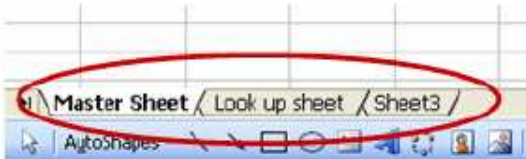


# how to: Create a vLookup

This is a step by step guide on how to completing a vLookup in Excel

## Method:

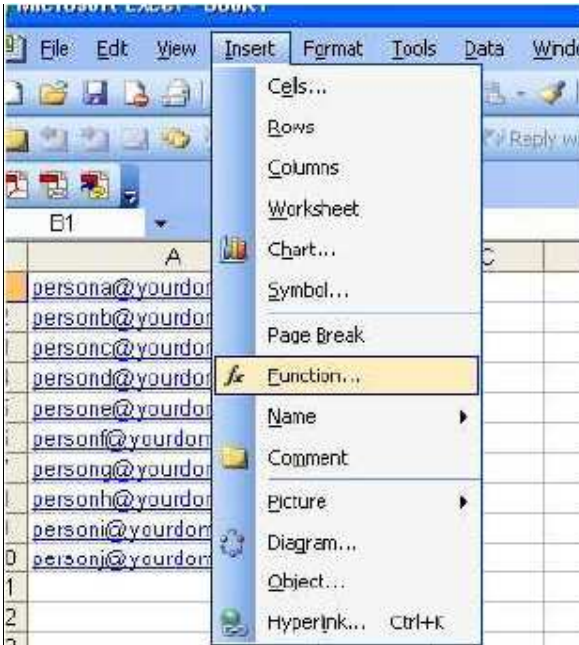
1. Start by arranging your groups into an excel; spreadsheet. Label sheet 1 as "Master Sheet" (EG Total subscribers sent to) and sheet 2 as "Look Up Sheet" (EG Total subscribers opened). As below:



2. Add you data to the sheet. Paste your mast database into the "Master Sheet", then paste the data you want to lookup in to the "Look Up Sheet"
3. In your "Master Sheet" click on the top cell in the column next to your data as show below:

	A	B
1	persona@yourdomain.com	
2	personb@yourdomain.com	
3	personc@yourdomain.com	
4	persond@yourdomian.com	
5	persone@yourdomian.com	
6	personf@yourdomian.com	
7	persong@yourdomian.com	
8	personh@yourdomian.com	
9	personi@yourdomian.com	
10	personj@yourdomian.com	
11		

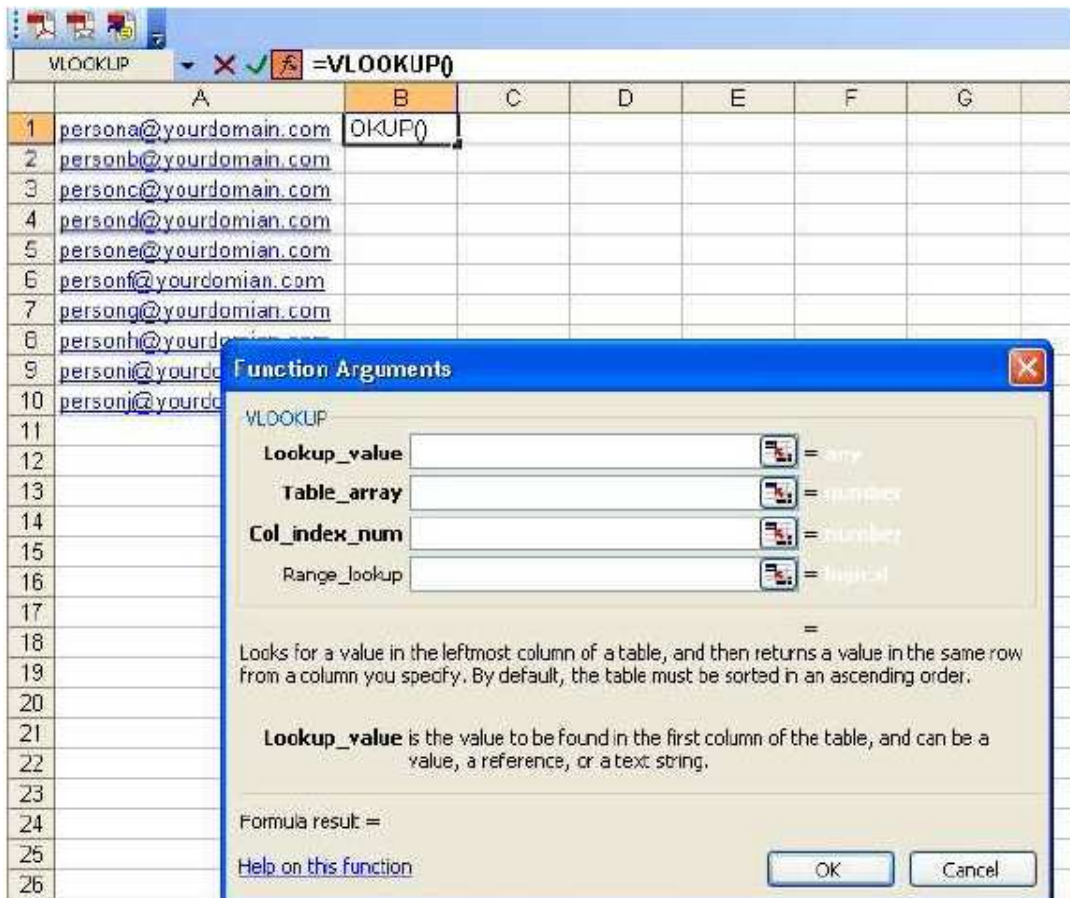
- Click on Insert, followed by Function:



- Click on VLOOKUP (you may need to change the category option to ALL) and then click on OK



6. You will then see this box:



- The **Lookup\_value** is the cell you want to look up. For example if you're using email address and the email address data is in column A, you lookup value will be cell A1

You can select this by clicking the cell

- **Table\_array** is the database you are looking in

In this example we would highlight the entire database in the "Look Up Sheet"

- **Col\_index\_num** is the number of the column in which the data is in you "Master Sheet"

In this example it is 1

- The **Range\_lookup** is always 0

7. Once you have completed the V-Lookup, click OK

8. You'll return to your "Master Sheet" and the first cell with populate with the information you are looking for.

In the SUM= bar at the top you will see something similar to the following:

```
=VLOOKUP(A1,'Look up Sheet'!A1:A10,1,0)
```

9. You need to 'fix' the function so you'll be able to drag the Lookup formula down through all of your data. To do this add a \$ symbol before and after each column letter so it looks like this:

```
=VLOOKUP(A1,'Look up Sheet'!$A$1:$A$10,1,0)
```

10. Next, drag your V-lookup down through your database. Your column will look something like this:

	A	B	C	D
1	persona@yourdomain.com	persona@yourdomain.com		
2	personb@yourdomain.com	personb@yourdomain.com		
3	personc@yourdomain.com	personc@yourdomain.com		
4	persond@yourdomain.com	#N/A		
5	persone@yourdomain.com	persone@yourdomain.com		
6	personf@yourdomain.com	personf@yourdomain.com		
7	persong@yourdomain.com	#N/A		
8	personh@yourdomain.com	#N/A		
9	personi@yourdomain.com	personi@yourdomain.com		
10	personj@yourdomain.com	personj@yourdomain.com		
11				
12				

**Please note:** The #N/A's are data the V-lookup could not find in the "Look Up Sheet" EG. Subscribers that did not open your email campaign.

**If you need any more assistance, please do not hesitate to contact one of your customer service team on 0845 612 5544**