

# How to Upload Records as Stakeholders, Test Accounts and Seeds

Throughout CONNECT, you will see references to three different records types: Stakeholders, Test Accounts and Seeds.

In this article, the process for uploading these records and the recommended uses for each are discussed.

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## 1. Begin uploading the list of records you would like to assign as one of the record types

- If you need instructions on how to upload a list file, [click here.](#)

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## 2. During the list upload process, click on "Additional options" to reveal the record type options

**Record types:**

- ☐ **Test accounts:** Records that are used for testing purposes
- ☐ **Stakeholders:** People who are involved in the development and/or approval process prior to final deployments
- ☐ **Seed list:** People who are included in deployments without having their activity tracked (opens, clicks, etc.)

Upload records to DataMart [Cancel](#)

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## 3. Test Accounts

- Test Accounts are defined in CONNECT as email addresses used solely for testing purposes.
- They might be Gmail or Hotmail accounts that would be used to see how a campaign is rendering in different email clients.
- They can also be individuals who want to be included in all testing deployments such as the Campaign Manager.

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## 4. Stakeholders

- Stakeholders are defined in CONNECT as individuals who follow a campaign from start to finish and wish to be included in the process.
- You can add stakeholders to any testing that is being performed on a campaign and you can include them in the final deployment
- For a company, Stakeholders might be department leaders or managers. For an agency, Stakeholders might be account managers or key client contacts.
- You may include Stakeholders at any time, so it is important to only choose to add them to a deployment/test when you are ready for them to see the campaign

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## 5. Seed Lists

- Seed lists are similar to stakeholders, however this separation is provided as Seed lists can only be used in final deployment and are added in with the regular customers.

- Seed lists tend to include executives and other individuals who wish to see final deployment as the customer sees it.
  - **Note:** Records flagged as a Seed List will not be included in the final metrics.
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