

How to Import or Export a Contact List



Introduction

Whether you are moving from another email tool or backing up your CRM, systeme.io lets you **import** and **export** contacts as **CSV** files from the CRM tab. This guide covers Excel conversion, delimiter choice, column mapping, optional tags and campaigns, export by email, and consent rules—based on [How to import or export a contact list](#).

Requirements: a systeme.io account and a contact list in CSV format (for imports).

Prepare Your File (Excel → CSV)

If your list is in Excel:

1. Open the workbook in Excel
2. Click **File** → **Save As**
3. Choose format **CSV** (Comma delimited) or your region's CSV type
4. Pick the separator you will declare in systeme.io (often **comma**)

5. Click **Save**

Your file must include at least an **email** column. Add first name, last name, tags, or custom fields as needed. For large migrations, read [Migration of your contact list to systeme.io: what you need to know before getting started \(advanced tips\)](#) and [Essential steps to import contacts successfully](#).

Consent and Deliverability Rules

Import **only** contacts who agreed to receive your emails. Bought or scraped lists are forbidden and hurt deliverability ([How to improve your email deliverability](#)).

After switching ESP, warm up sending volume ([How to migrate without hurting your email deliverability?](#)).

Import a Contact List

1. Go to **CRM** → **Contacts**
2. Click **Import contacts**
3. Under **Select CSV delimiter**, choose **comma**, **semicolon**, or **pipe**—must match your file
4. Click the upload area and select your CSV
5. Optionally choose a **tag** to assign every contact in this batch ([How to create a tag](#))
6. Optionally subscribe contacts to a **campaign** from the dropdown—see [How to subscribe contacts to a campaign when importing a contact list](#) (only for consented contacts; campaign resume requires extra column mapping)
7. Click **Next** and complete the wizard

Map Columns to Contact Fields

A popup lets you match each CSV column to systeme.io fields:

- Map one column to **Email** (required)
- Map **First name**, **Last name**, phone, language, custom fields, etc.
- Skip or ignore columns you do not need

If you subscribe to a campaign mid-import, you may also map **last sent email number** and **last sent email date** columns to resume sequences at the correct step ([How to subscribe contacts to a campaign when importing a contact list](#)).

Confirm mapping, finish import, then filter contacts by your import tag to verify counts.

After Import

- Filter by tag to review the new batch
- Fix duplicates or bad rows manually or via [How to delete multiple contacts](#)
- Add more tags with [How to automatically and manually add tags to your contacts](#)
- Single contact? Use [How to add a contact manually](#)

Respect your plan **contact limit** ([pricing](#)).

Export a Contact List

1. Open **CRM** → **Contacts**
2. Select contacts (checkboxes) or select **all** on the current view
3. Click **More actions**
4. Choose **Export**

systeme.io generates a **CSV** and sends a download link to the **email address on your systeme.io account**.

Security: for privacy, the export file is available for only **3 days**—download and store it promptly (password-protected backup recommended).

Use exports before major list changes, when leaving the platform, or to audit tags and fields in Excel.

Practical Tips

- Create an import-YYYY-MM-DD tag before each bulk import
- Match delimiter to how Excel saved the file (EU files often use semicolon)
- Do not subscribe cold imports to live campaigns on day one
- Export quarterly for disaster recovery
- Programmatic sync? See [How to use systeme.io's public API](#)

Frequently Asked Questions

Excel without converting?

No—save as CSV first.

Where does export go?

To your **account email**; link expires in **3 days**.

Import unsubscribed contacts?

Possible with correct status—they will not receive mail. See [Essential steps to import contacts successfully](#).

Wrong mapping?

Delete the bad batch (by import tag) and re-import with corrected mapping.

Related Resources

- [How to import or export a contact list](#)
- [How to subscribe contacts to a campaign when importing a contact list](#)
- [Migration of your contact list to systeme.io: what you need to know before getting started \(advanced tips\)](#)
- [How to create a tag](#)

Manage your audience on [systeme.io](#) —import with clean CSVs, export for backup, segment with tags.

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