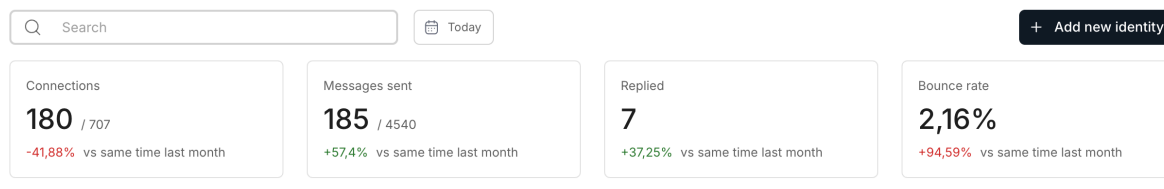# Identities Section

In the **Identities** section you will be able to configure the identities you will use in Genesy. An identity is the channel through which you will have contact with leads, and you can set up either a LinkedIn profile or an email or both.

The search bar allows you to quickly find an established identity.

The date filter will modify the information you see about the statistics of:

- **Connections** → A comparison between LinkedIn connection requests accepted vs totals sent.

- **Messages sent** → Total messages sent vs total possible messages to send in the selected period (default is 100 per day per identity).

- **Replied** → Number of emails that have received a response.

- **Bounce rate** → Percentage of emails that bounced.

By default, will always be displayed the current day's information.

To create an identity you must click on the 'Add new identity' button at the top right.