Before sending your marketing emails, you need to make sure that you have added their recipients.

> ⚠️ **License limitations for email recipients**
>
> Kentico websites have a maximum limit on the number of marketable recipients for each email feed. The limit depends on the License Edition under which the site is running:
>
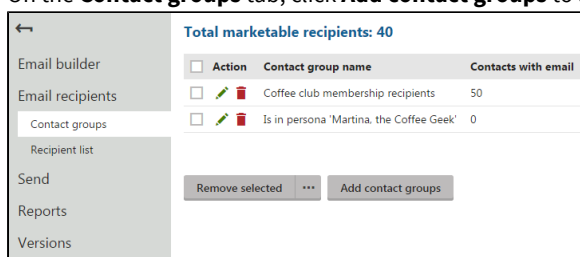> - **Kentico CMS Base**: 500
> - **Kentico CMS Ultimate**: 5000
> - **Kentico EMS**: unlimited
>
> If an email feed exceeds the recipient limit, sending of marketing emails within this feed is not possible.

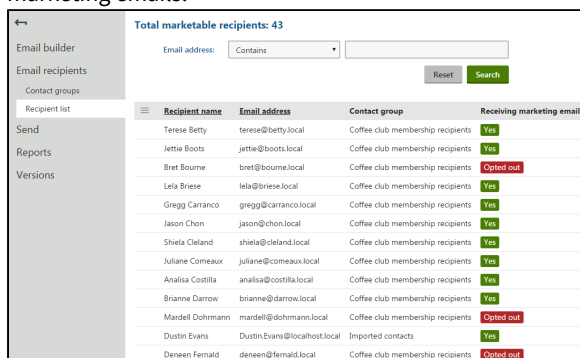## Adding recipients to email campaigns

After you have created an email campaign, and also prepared the content of its marketing emails, you can add recipients to marketing emails.

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✏️) an email campaign.
3. On the **Emails** tab, **edit** (✏️) the marketing email for which you want to add recipients.
4. Switch to the **Email recipients** tab.
5. On the **Contact groups** tab, click **Add contact groups** to add contact groups as recipients.

6. Select the contact groups and click **Select**.
7. (Optional) Switch to the **Recipient list** tab to see whether contacts from the added contact groups are receiving your marketing emails.

You can add different contact groups as recipients for each marketing email of your email campaigns.
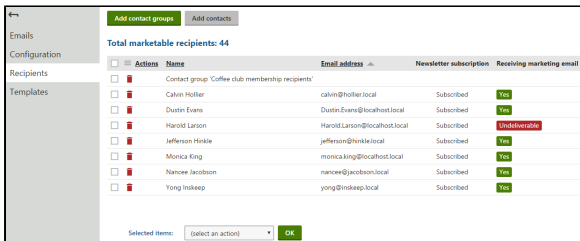
> ℹ️ **Marketable recipients**
>
> Marketable recipients are contacts that are receiving your marketing emails and have the **Yes** status. Contacts that unsubscribed from all marketing emails have the **Opted out** status. Contacts that reached the maximum number of bounces and do not receive any marketing emails have the **Undeliverable** status.

Adding recipients to newsletters

After you have created a [newsletter](#), you can add its recipients.

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✏) a newsletter.
3. Switch to the **Recipients** tab.
4. Click **Add contact groups**.
5. Select a contact group and click **Select**.
6. (Optional) Click **Add contacts**.
7. (Optional) Select contacts and click **Select.**

You can use the **Add contact groups** and **Add contacts** buttons to select [contact groups](#) and [contacts](#) as recipients of your newsletters.

Sending marketing emails

After you have prepared the [content of marketing emails](#) and added their recipients, you can proceed to send the newsletter and email campaigns.

To send individual marketing emails:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✏) an email campaign or a newsletter.
3. On the **Emails** tab, **edit** (✏) the marketing email which you want to send.
4. Switch to the **Send** tab.
5. Choose when the system sends out the email:

   - Click **Save schedule** to send out the email on the specified date and time.
   - Click **Send now** to send out the email immediately to all recipients.

You can view a list of sent emails on the newsletter's or email campaign's **Emails** tab.

Resending marketing emails
If you want to resend a marketing email, you need to clone it first.

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✏) an email campaign or a newsletter.
3. On the **Emails** tab, click **Other actions** (⋯) next to the email you need to clone.
4. Select **Clone**.
5. (Optional) Change the cloned email's name in the **New object display name** field.
6. Click **Clone**.

Now that you have cloned the marketing email, you can manage it on the email campaign's or newsletter's **Emails** tab.