

# Manage contacts sample

A Contact List Sample is a subgroup of participants from your contact list to which you can send surveys. You can sample randomly, or you can select participants that meet certain conditions.

Using a Contact List Sample gives you the freedom to target specific segments of your audience at a time, allowing you to run pilot distributions, space your data collection over time, reach out to individuals who haven't responded to a survey invitation and more.

Click on these following links to find answers for:

- [Creating a new sample](#)
- [Sample conditions](#)
- [Sample options](#)