Create a filter

1. In Gmail, go to Settings, then Filters and Blocked Addresses. At the bottom of that window, select Create a New Filter. (OR you can select a message, then click More, Filter messages like these)

2. Choose a Field and fill in your search criteria (FROM address, a word in the SUBJECT, etc.) and click Create filter with this search (bottom right).

When a message arrives that matches this search:
- Skip the inbox (Archive it)
- Mark as read
- Star it
- Apply the label: [Choose label...]
- Forward it to: [Choose an address...]
- Delete it
- Never send it to Spam
- Send canned response: [Choose canned response...]
- Always mark it as important
- Never mark it as important
- Categorize as: [Choose category...]

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Also apply filter to matching messages.
3. Select the action you would like (add a label, star it, etc.), then Create filter. (If the search process has found messages that meet the criteria, you should check the box next to "Also apply filter to matching messages".)