

# Automated List Management

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Maintaining good list hygiene is essential for strong email deliverability. Automated List Management helps by automatically assigning engagement-based statuses to your contacts.

## Engagement Statuses

### Unengaged Marketable

- Contacts have not engaged (opened, clicked, or submitted a form) for the set number of months.
- They can still receive your marketing emails.
- Default threshold: **4 months** (hard-coded).
- Once they re-engage, their status automatically updates back to its previous state.

Note: Continuing to send to contacts who haven't engaged in 4+ months can increase risks of spam complaints or bounces if their email addresses become inactive.

### Unengaged Non-Marketable

- Contacts are **not eligible** to receive your marketing emails.
- They can only be reactivated if they re-engage (open, click, or submit a form).
- Recommended threshold: **6 months** (adjustable between 1–24 months).
- Must be equal to or greater than the Unengaged Marketable threshold.

## How to Set Up Automated List Management

1. In the app, go to **Marketing > Settings**.
2. Click **Automated List Management**.
3. Set the **Unengaged Marketable threshold** (we recommend 3 months).
4. Toggle **Enable Unengaged Non-Marketable Status** to **ON**.
5. Set the **Unengaged Non-Marketable threshold** (we recommend 6 months).
6. Click **Save Email Address Status Limits**.

Note: The tool updates once per week (Saturday mornings). Any new changes to statuses will take effect the

following Saturday.

#### Pro-Tip!

If you later toggle this from on to off, it does not retroactively change the status of email addresses that were set by this feature in the past.

You can also disable this functionality by toggling the switch to the **OFF** position.

## Looking for extra help?

If you'd like professional guidance with your email practices or recommended tools to improve your email practices and deliverability, check out these trusted partners:

- Email Deliverability specialist training, consulting and software
    - [EmailSmart](#)
  - List Cleaning
    - [SpamClean](#)
    - [Klean13](#)
    - [ListDefender](#)
  - Form Security
    - [Spamkill](#)
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