

Engagement Days

This article applies to:

[Max Classic](#)

The 'Engagement Days' metric measures the contacts that you have sent email marketing to in the last 30 days and the average amount of days since they have last engaged. Engagement is tracked when contacts open emails, click links in emails, when they submit a form, or when they purchase a product from an order form or shopping cart. It is an extremely important metric to monitor which helps maximize your email deliverability.

Providers, like Gmail, want to ensure their users only receive interesting and relevant content in their inbox. If they notice their users are not engaging with your business's emails, they'll learn this behavior overtime and begin to [send future emails to the junk folder](#). Even worse, if recipients are no longer interested but continue to receive your content, the likelihood of reporting spam will increase.

When you are not keeping your list clean based on recent engagement: You are likely emailing:

- [Spam traps](#) (email addresses created for the sole purpose of catching spam)
- [Invalid email addresses](#) (recipient addresses that do not exist)

However, when you only send emails to engaged recipients, you're telling providers that you are a trustworthy sender by practicing good list hygiene.

Resolution steps:

1. Read both the [Spam Trap](#) and [Invalid Hard Bounces](#)
2. Identify unengaged contacts in your list
 1. Login to your application.
 2. Navigate to **Marketing > Reports**
 3. Select the **Email Status Search** option
 4. For the Search Criteria set the following:
 - Select the **Search Tab** and then find the **Email Status** option. Set this as **contains any** and then choose **Unengaged Marketable**.
 - Select the **Last Engagement Date** fields.
 - Enter an interval with a **Start Date** (e.g., 1/1/2020) and an **End Date** 6 months prior to today's date.
 - Press the **Search** Button.

3. Apply a tag to the group so they can easily be found.
 4. For contacts in this group that have not engaged in the last 6 months, send them through a confirmation sequence.
 - Any contact that does not respond in 7 to 10 days should be opted-out.
 5. For contacts that have no engagement in 6+ months, these should be opted-out.
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