Tag contacts unengaged up to 30 days for a re-engagement campaign 🔗

This article applies to:

[Max Classic](#)

As you collect engaged customers as contacts, so do you collect contacts that become unengaged with your business. If you haven't cleaned your email list in a long time, you can apply the processes: below to send a re-engagement campaign to contacts that have been unengaged with your business for 30 days.

> To avoid this process in the future, we recommend regular recurring efforts around [List Hygiene](#), which is critical to your email marketing success.

1. Navigate to **Marketing** and click **Reports.**

2. Click on **Email Status Search** to open the report.
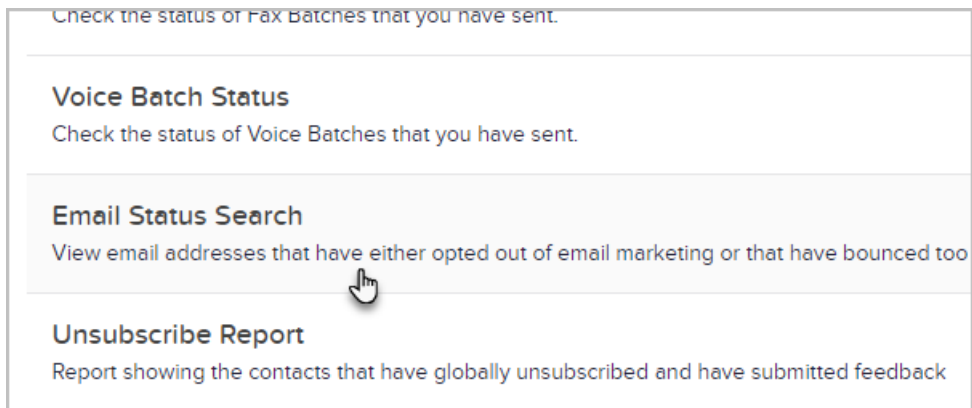
If your app brings you to a list of search results, click the **New Search** button.

3. In the **Email Status** drop-down, select the first four options (hold the Shift key down to select multiple options).

4. In the Last Engagement Date drop-down, select **More than 30 days**.

Search Criteria

Email Status: contains any

Unengaged Marketable
Unconfirmed
Confirmed (Legacy)
Confirmed
Unengaged NonMarketable
Non-marketable
Lockdown

Automatically opted out reason: Please select one

5. Set a Last Engagement Interval. Select a date 30 days back from today and for the second date, select today.

Last Sent Date	▦ - ▦
Last Sent Date Interval	Please select one
Last Sent Date Custom Interval	days ago and/or
Last Engagement Date	01-21-2020 ▦ - 07-21-2020 ▦
Last Engagement Date Interval	Please select one
Last Engagement Date Custom Interval	days ago and/or
Id	

6. Next, we will exclude new leads from our search. Click the **Misc Criteria** tab.

7. In this example, we will use a date range starting with the earliest date of our company going up to 4 months ago, so that any new leads captured within the past 4 months will not be included in our data.

   1. In the **Date Created** fields, select today's date and change the year to 2009.

   2. In the second date window, select a date 4 months in the past from today.

|	
Fax 2	starts with
Lead Source	contains any
	Type to search...
Data Exists	Select a field / Select one
Date Created	09-21-2020 ▦ - 01-21-2021 ▦
Date Created Interval	Please select one
Date Created Custom Interval	days ago and/or

8. Click **Search** at the bottom of the page to view the results.

9. Next, create and apply a tag to these contacts so that we can include them in a re-engagement campaign later. Click the **Select All** checkbox at the top of the results.
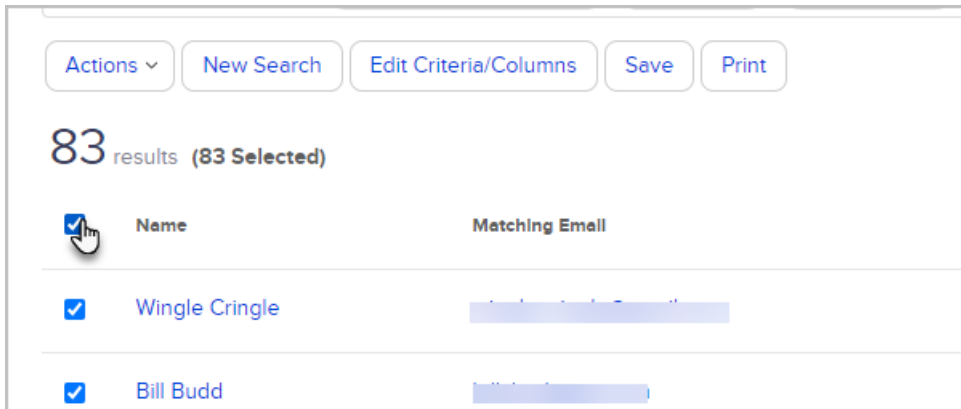
10. Click the **Actions** drop-down and select **Apply/Remove Tag**.
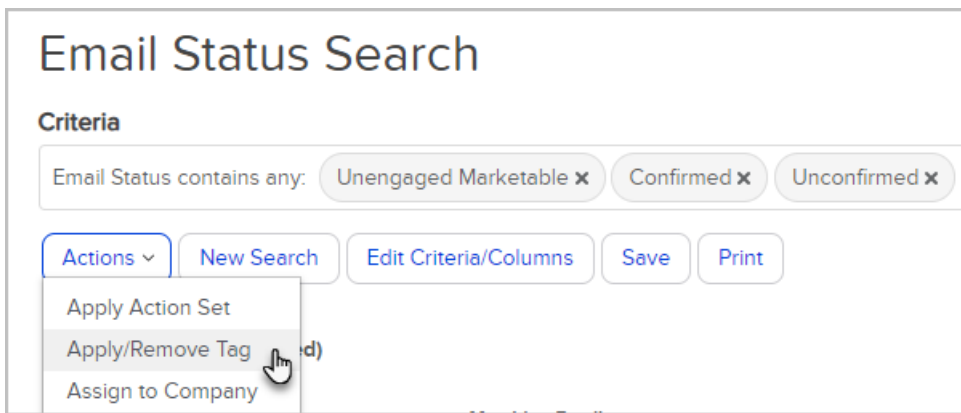
11. Make sure that you select the radio button next to Apply and select a tag or click **Create a new Tag**.
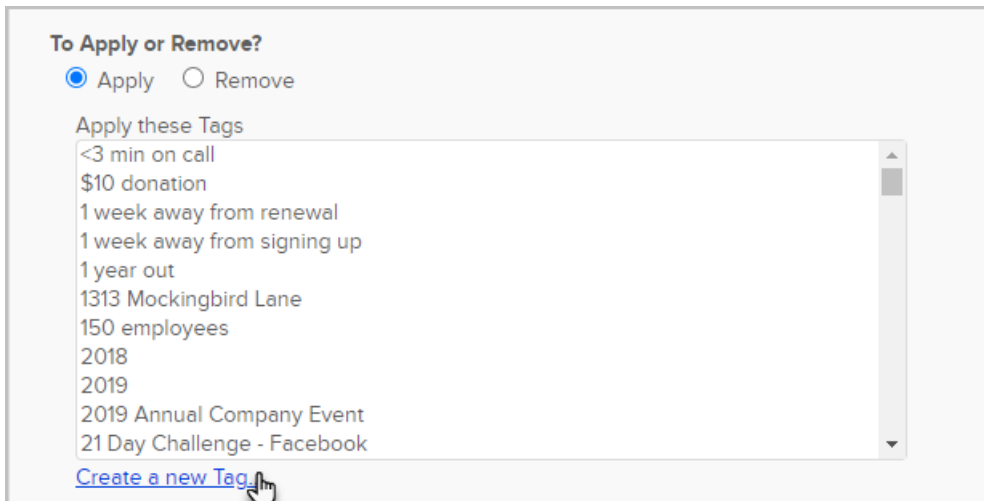
12. To create a new tag, enter a Tag Name and click **Create this Tag**.

13. Click **Save.**

14. Click **Process Action.**

The article Send re-engagement emails to unengaged contacts is the next step in the re-engagement campaign process.