

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

Last Modified on 07/08/2025 2:23 pm MST

This article applies to:

[Max Classic](#)

As you grow your list of engaged customers, it's natural to also accumulate contacts who become unengaged over time. If you haven't cleaned your email list recently, now is a great time to do so. Use the steps below to send a re-engagement campaign to contacts who haven't interacted with your emails in the past 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.

Voice Batch Status	Check the status of Voice Batches
Email Status Search	View email addresses that have either marketing or that have bounced to
Unsubscribe Report	Report showing the contacts that have unsubscribed and have submitted feedback

3. If your app brings you to a list of search results, click the **New Search** button.
4. In the **Email Status** drop-down, select the first four options.

Search Criteria

Email Status

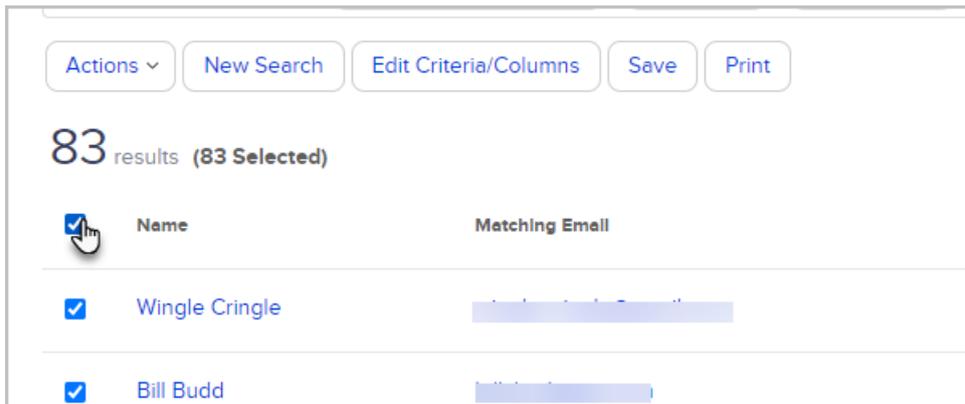
Type to search...

5. In the Last Engagement Date drop-down, select **More than 30 days**.
6. Set a **Last Engagement Interval**. Select a date 30 days back from today and for the second date, select today.

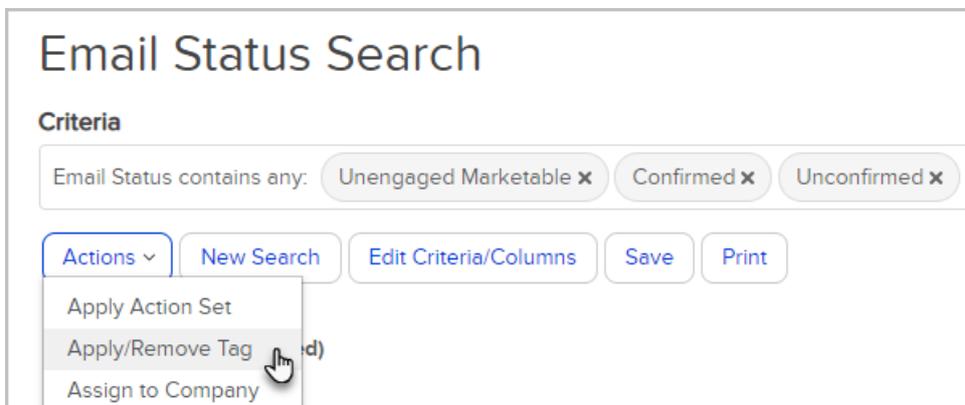
Last Sent Date	<input type="text"/>	-	<input type="text"/>
Last Sent Date Interval	<input type="text" value="Please select one"/>		
Last Sent Date Custom Interval	<input type="text"/>	days ago and/or	<input type="text"/>
Last Engagement Date	<input type="text" value="01-21-2020"/>	-	<input type="text" value="07-21-2020"/>
Last Engagement Date Interval	<input type="text" value="Please select one"/>		
Last Engagement Date Custom Interval	<input type="text"/>	days ago and/or	<input type="text"/>
Id	<input type="text"/>		

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

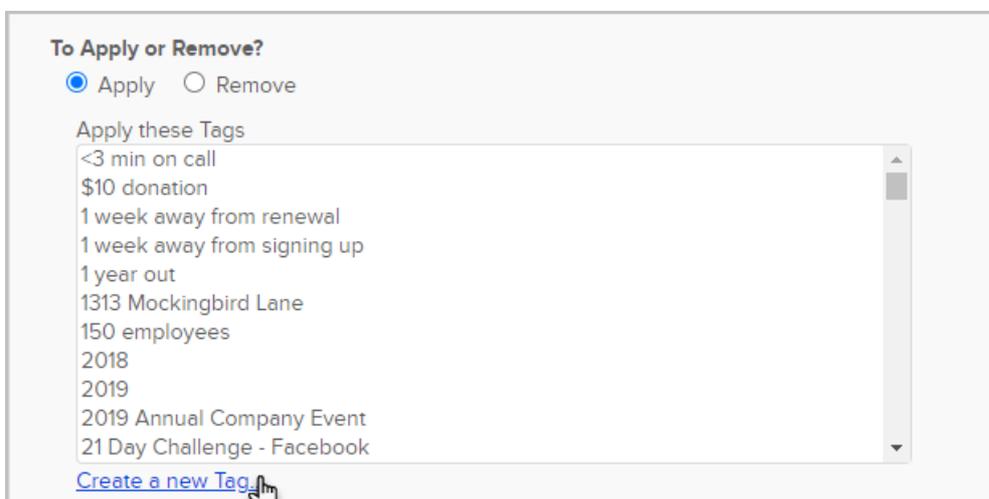
8. In this example, we will use a date range starting with the earliest date of our company going up to 4 months ago, so that any new leads captured within the past 4 months will not be included in our data.
  1. In the **Date Created** fields, select today's date and change the year to 2009.
  2. In the second date window, select a date 4 months in the past from today.
9. Click **Search** at the bottom of the page to view the results.
10. 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.



11. Click the **Actions** drop-down and select **Apply/Remove Tag**.



12. Make sure that you select the radio button next to **Apply** and select a tag or click **Create a new Tag**.



13. To create a new tag, enter a Tag Name and click **Create this Tag**.

21 Day Challenge - Facebook

**Create a new Tag**

Tag Name: Unengaged contacts from past

Category: Please select one

(Other)

Create this Tag or Cancel

Only run this action when certain rules are met

14. Click **Save**.

15. Click **Process Action**.

The article [Send re-engagement emails to unengaged contacts](#) is the next step in the re-engagement campaign process.

---