

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

Last Modified on 01/29/2025 1:29 pm MST

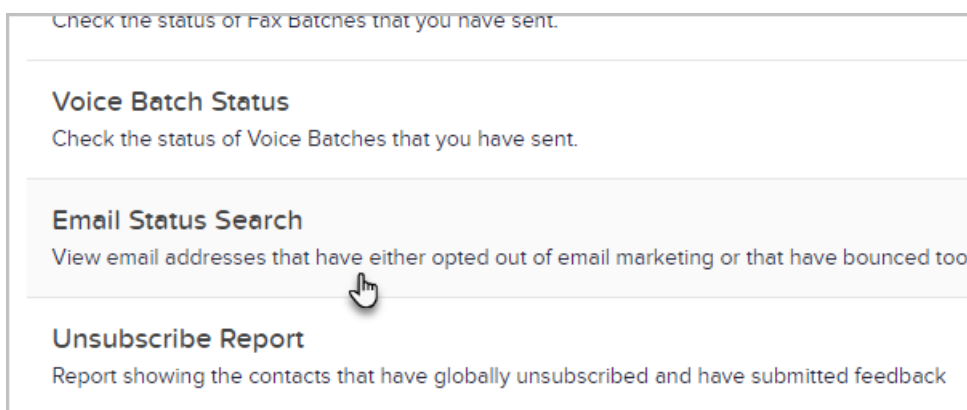
This article applies to:

[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.

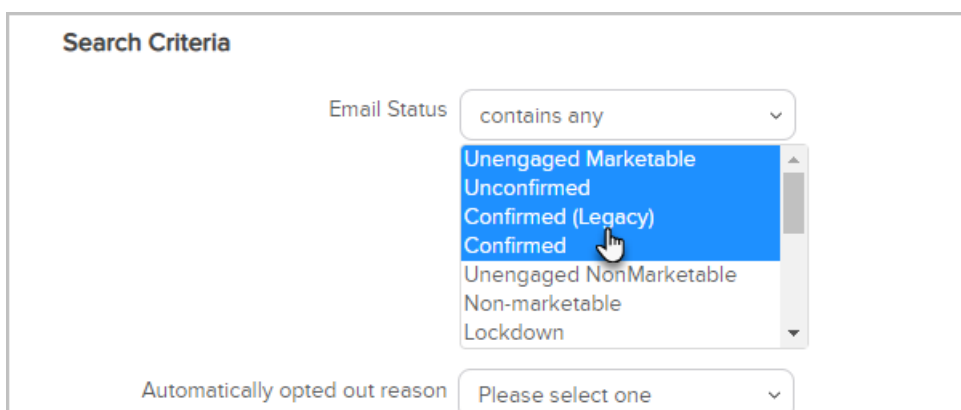
To avoid this process in the future, we recommend regular recurring efforts around [List Hygiene](#), which is critical to your email marketing success.

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

today.

A screenshot of a search criteria form. It contains several fields: 'Last Sent Date' with two date pickers, 'Last Sent Date Interval' with a dropdown menu showing 'Please select one', 'Last Sent Date Custom Interval' with a text input field followed by 'days ago and/or', 'Last Engagement Date' with two date pickers showing '01-21-2020' and '07-21-2020', 'Last Engagement Date Interval' with a dropdown menu showing 'Please select one', 'Last Engagement Date Custom Interval' with a text input field followed by 'days ago and/or', and 'Id' with a text input field.

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.

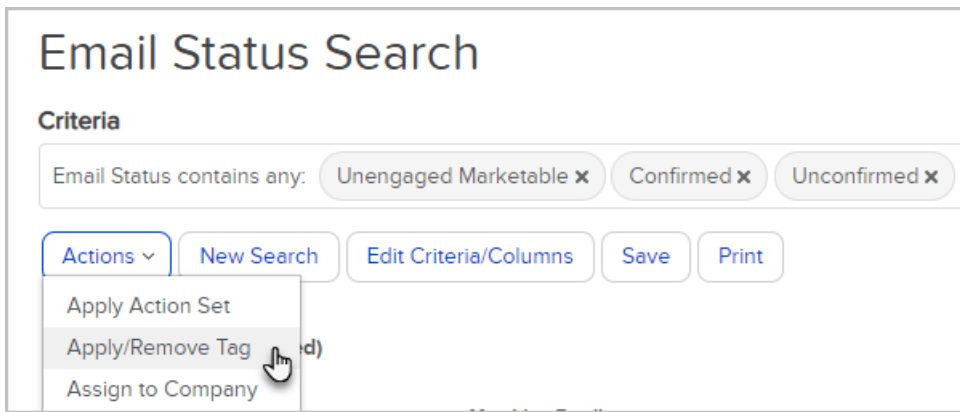
A screenshot of a search criteria form. It contains several fields: 'Lead Source' with a dropdown menu showing 'contains any', 'Data Exists' with a dropdown menu showing 'Select a field' and a 'Select one' button, 'Date Created' with two date pickers showing '09-21-2020' and '01-21-2021', 'Date Created Interval' with a dropdown menu showing 'Please select one', and 'Date Created Custom Interval' with a text input field followed by 'days ago and/or'.

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

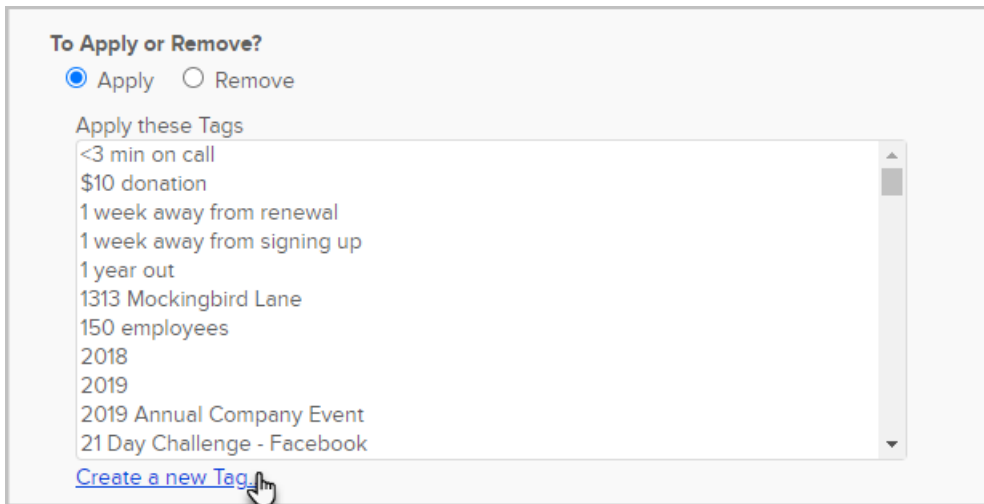
9. Next, create and apply a tag to these contacts so that we can include them in a re-engagement campaign later. Click the **Select All** checkbox at the top of the results.

A screenshot of search results. At the top, there are buttons for 'Actions', 'New Search', 'Edit Criteria/Columns', 'Save', and 'Print'. Below the buttons, it says '83 results (83 Selected)'. There is a table with two columns: 'Name' and 'Matching Email'. The first row shows a checked checkbox, 'Wingle Cringle', and a redacted email address. The second row shows a checked checkbox, 'Bill Budd', and a redacted email address.

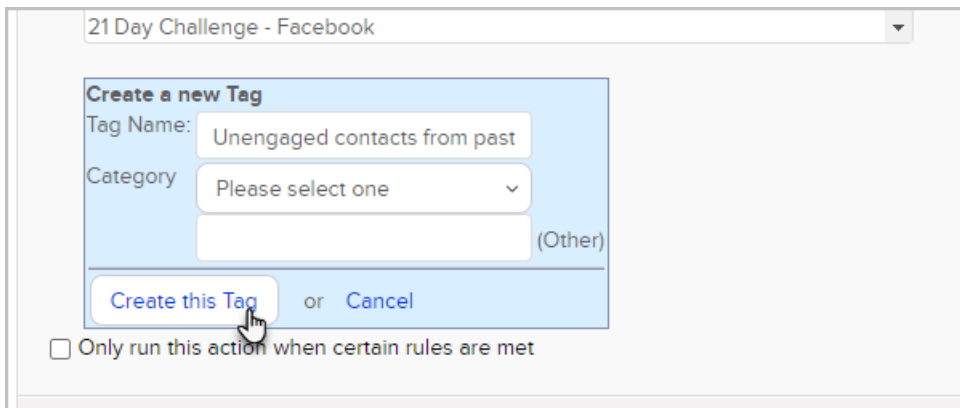
10. Click the **Actions** drop-down and select **Apply/Remove Tag**.



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.