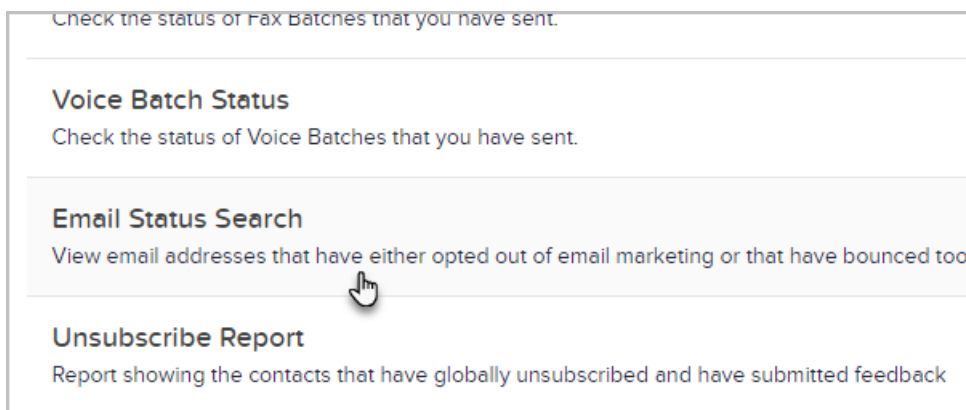


Tag contacts unengaged 6-12 months for a re-engagement campaign 🗝

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 (more than 6 months), you can apply the processes: [Remove contacts unengaged more than 1 year](#) and the process below to send a re-engagement campaign to contacts that have been unengaged with your business for 6-12 months.

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 6 Months**.

Search Criteria

Email Status ▾

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

Automatically opted out reason ▾

- Set a Last Engagement Interval. Select a date 1 year back from today and for the second date, select a date 6 months back from today.

Last Sent Date -

Last Sent Date Interval ▾

Last Sent Date Custom Interval days ago and/or

Last Engagement Date -

Last Engagement Date Interval ▾

Last Engagement Date Custom Interval days ago and/or

Id

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

- 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.

- In the **Date Created** fields, select today's date and change the year to 2009.
- In the second date window, select a date 4 months in the past from today.

Lead Source ▾

Type to search...

Data Exists ▾

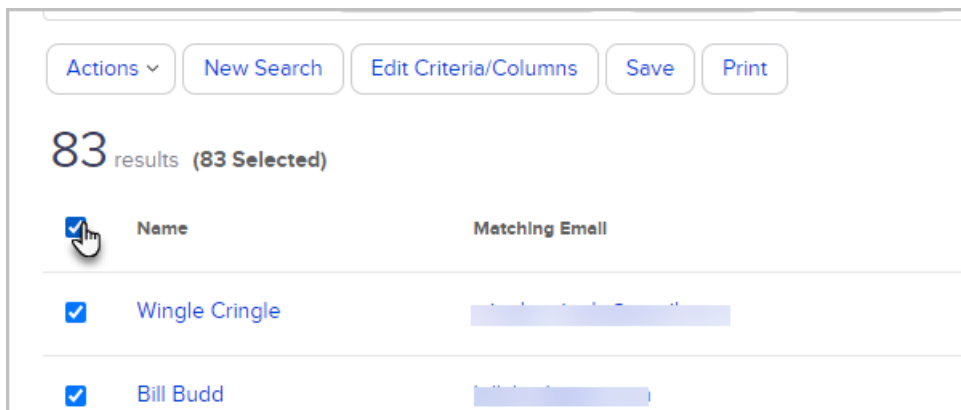
Date Created -

Date Created Interval ▾

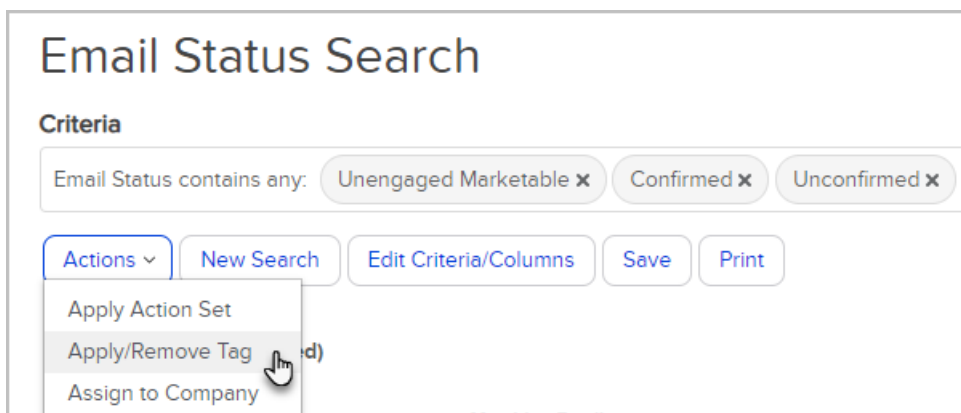
Date Created Custom Interval days ago and/or

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

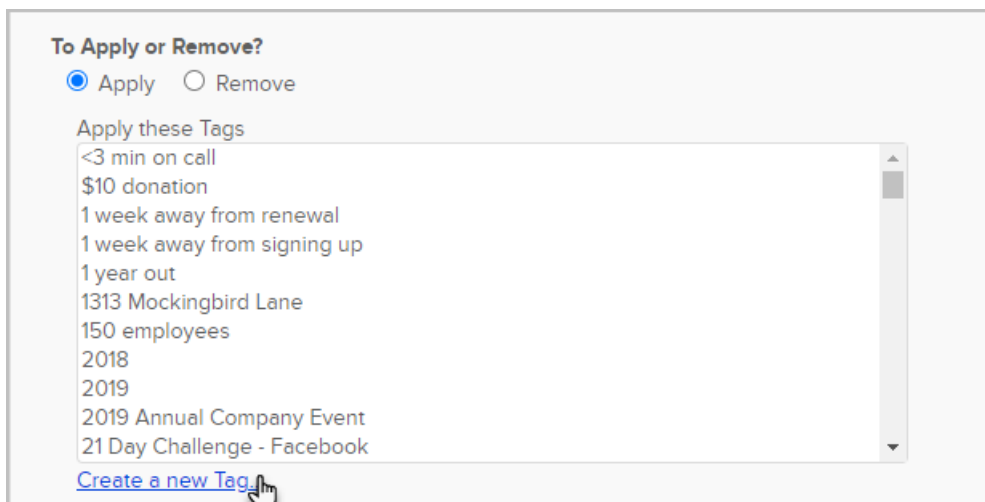
9. Next, create and apply a tag to these contacts so that we can include them in a re-engagement campaign later. Click the **Select All** checkbox at the top of the results.



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**.

21 Day Challenge - Facebook

Create a new Tag

Tag Name:

Category: ▼

(Other)

or

Only run this action when certain rules are met

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.
