

Engagement Days🔗

This article applies to:

[Pro](#)

[Max](#)

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 end users are not engaging with your business's emails, they will learn this behavior and over time, 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 and increasing your Email Sending Reputation. Resolution steps:

1. Read both the [Spam Trap](#) and [Invalid Hard Bounces](#) help articles.
2. We recommend removing any contacts from Broadcasts/Campaigns that have been unengaged for greater than 6.
3. Identify unengaged contacts in your list by:
 - Login to your application.
 - Navigate to **Reports > Email engagement tracker**
 - Sort by **Time Since Last Engagement**
 - Select all contacts that have a **Time Since Last Engagement** value of over 6 months
 - Go to **Action** dropdown and select Update Opt-In/Out Status
 - Select **Opt-Out** and **Process Action**.
 - Return to the Email engagement tracker Report
 - Select all contacts that have a **Time Since Last Engagement** value of 3-6 months
 - Go to Actions dropdown and **Apply a Tag** so these can be found easily later
 - Create a new tag, i.e., Bad Engagement, and select the **Apply Radio**

button and then **Save**

- Go to **Contacts > Contact Lists > Create A List > Add Filter; Other Fields - Tags**
 - Select **Includes Any** and enter the tag name just created
 - Enter a name for this list **Clean Up Engagement**
 - For each of these contacts, go into the **Contact Record** and remove any tags (**Other > Tags**) for upcoming broadcasts and if necessary remove them from any **Campaigns**.
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