

# Email engagement report - how to setup search

This article applies to:

The email status search report will display a list of contacts based on their email status (i.e. bounce , opt-in , opt-out , etc.).

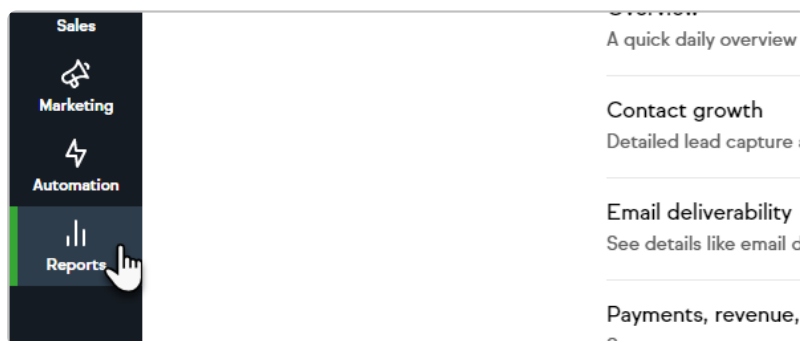
Each email address stored in Keap is assigned a status. These status are generally assigned automatically, but can also be managed manually with some limitations. You cannot double-opt in a person or single-opt in someone who has previously opted out (unsubscribed) of your email marketing. For more information, [click here](#)

This search is used to clean up your database or to follow up with contacts who have bad email addresses in your system. Search by multiple criteria, including email status, last sent date, tags , and more.

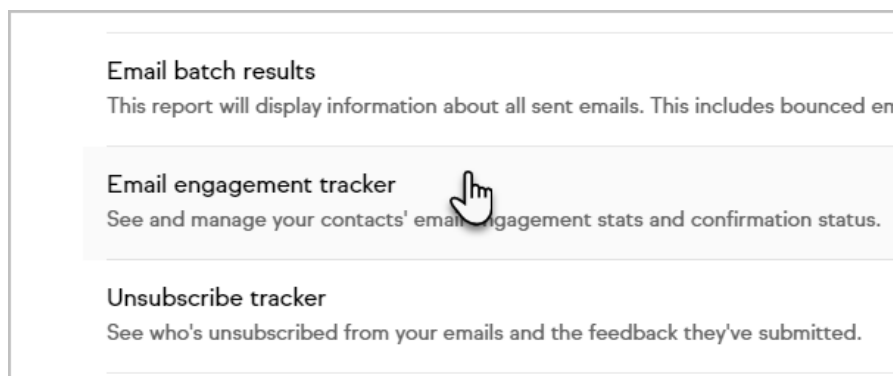
## Email engagement report

**Pro-tip!** Before you search setup your columns. This will ensure that you have the results your looking for.

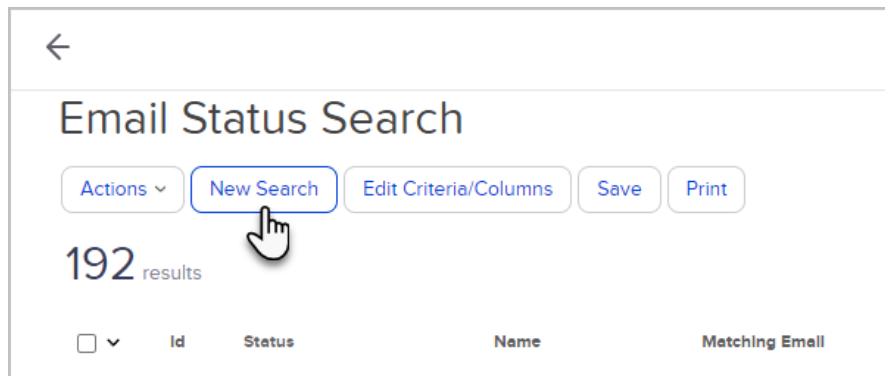
1. Go to **Reports** from the left menu



2. Click **Email engagement tracker**

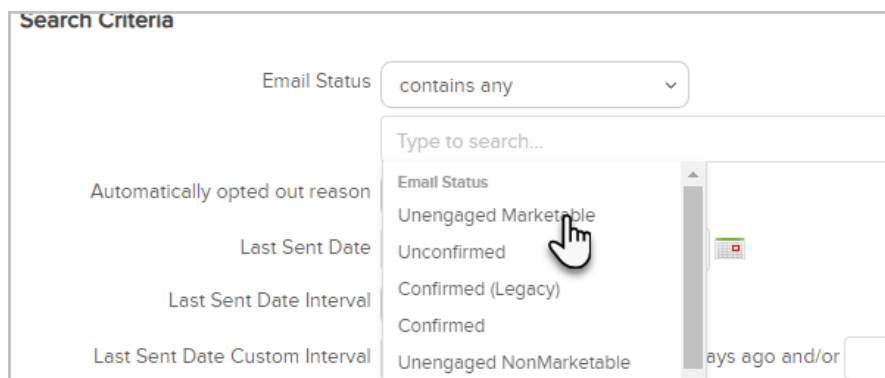


3. Click **New Search**

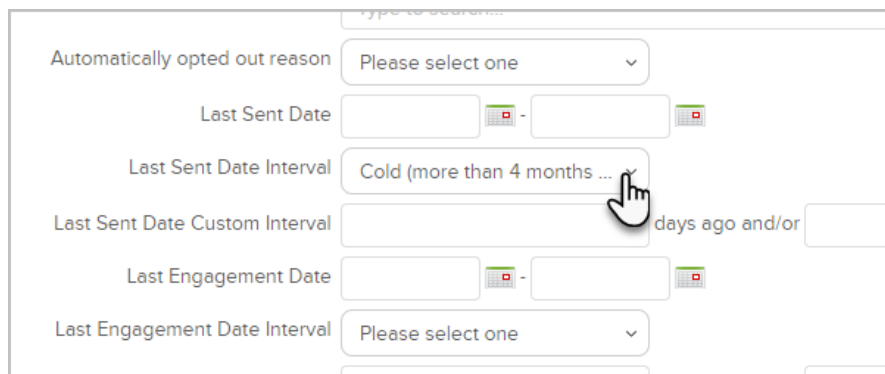


## Search Criteria - search tab

- Email Status



- Last date sent or engaged Choose among several options based on dates, intervals, or days in the past.



**Note:** Even though this is searching for engaged contacts, the status can still display **Unengaged Marketable** if they have reached the 4 month point and haven't engaged. These would be great contacts to send a follow up email. [Here is a pre-made automation that can help you do that](#)

- Id
- First Name
- Last Name
- Company
- Matching Email

## Search Criteria - general tab

←

### Email Status Search

Search   **General**   Address   Phone/Email   Custom Fields   Misc Criteria

Contact Type: contains any ▾

- Prospect
- Responder
- Customer

- Contact Type
- Title
- Suffix
- Job Title SSN
- Middle Name User Name Password Birthday
- Anniversary

## Search Criteria - address tab

### Email Status Search

Search   General   **Address**   Phone/Email   Custom Fields   Misc Criteria

Billing Address: starts with ▾

Billing City: starts with ▾

Billing State: starts with ▾

Billing Zip:  -

- Address
- Billing City
- Billing State
- Billing Zip
- Billing Zip+4
- Billing Country
- Shipping Address
- Shipping City
- Shipping State

- Shipping Zip
- Shipping Zip+4
- Shipping Country
- Street Address 1 (Optional)
- City (Optional)
- State (Optional)
- Postal Code (Optional) Zip
- Four (Optional)
- Country (Optional)

### Search Criteria - Phone tab

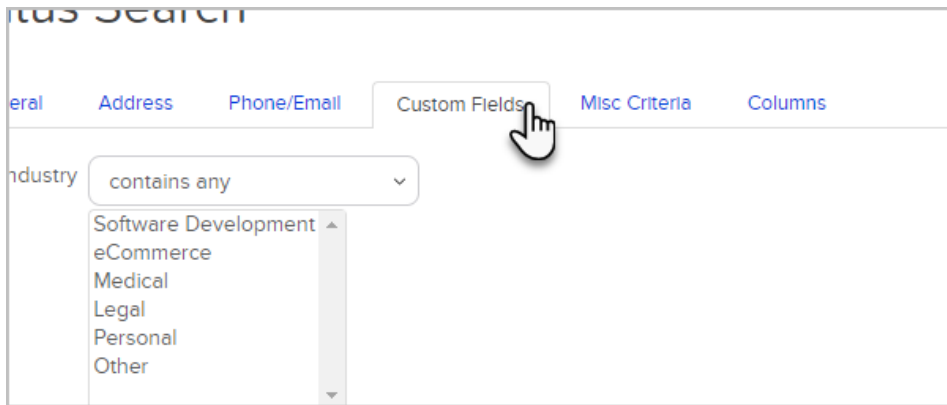
## Email Status Search

[Search](#) [General](#) [Address](#) [Phone/Email](#) [Custom Fields](#) [Misc Criteria](#)

Phone 1	starts with	▼	<input type="text"/>
Phone 2	starts with	▼	<input type="text"/>
Phone 3	starts with	▼	<input type="text"/>
Email 2	starts with	▼	<input type="text"/>

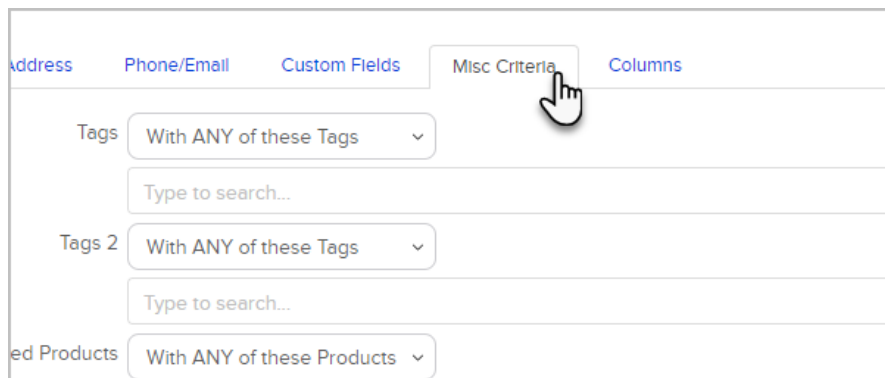
- Phone 1
- Phone 2
- Phone 3
- Email 2
- Email 3
- Fax 1

### Search Criteria - custom fields



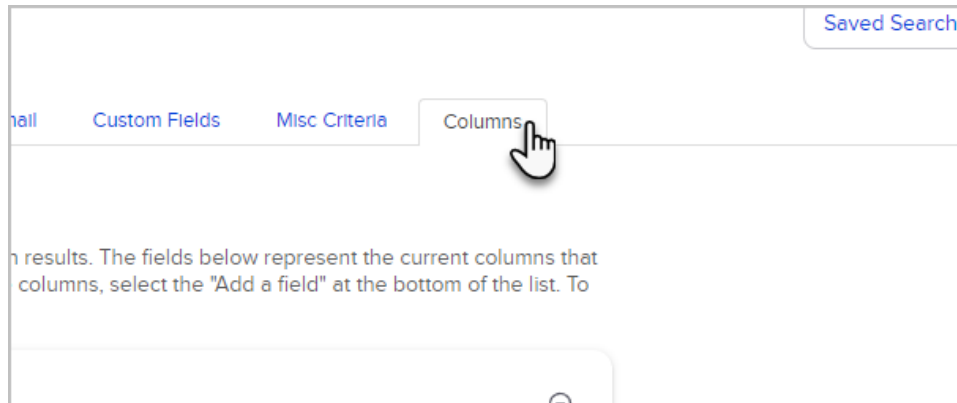
The search options depend on the fields you have configured.

### Search Criteria - Misc Criteria



- Tags
- Tags 2
- Purchased Products
- Purchased Products 2
- Spouse Name
- Website
- Assistant Name
- Assistant Phone
- Fax 2
- Lead Source
- Data Exists
- Date Created
- Last Updated
- Owner
- Last Web Form Submission Date
- Last Web Form Submitted

## Search Criteria - Columns



Add the fields you want to appear in your report and click to drag them into the desired order

### Customize Columns

This allows you to edit the presentation of the search results. The fields below represent the current columns that will be displayed in your search results. To add more columns, select the "Add a field" at the bottom of the list. To re-order the columns, simply drag and drop.

- ⋮ Status (column 2) ⊖
- ⋮ Name (column 3) ⊖
- ⋮ Id (column 1) ⊖
- ⋮ Matching Email (column 4) ⊖
- ⋮ Contact Email (column 5) ⊖
- ⋮ Manage Status (column 6) ⊖
- ⋮ Time Since Last Engagement (column 7) ⊖

[+ Add a field](#)

### Sort Order

Sort By:  Then By:

[Search](#) [Reset Filters](#)