

# Email statuses explained<sup>Ⓜ</sup>

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This article applies to:

[Pro](#)

[Max](#)

In Keap, each email address stored in the system is assigned a status that helps manage communication preferences and compliance with email marketing regulations. Keap typically assigns statuses automatically based on the actions of the email recipient. For example, if someone subscribes to your email list, their status might be set to "Unconfirmed". While statuses are primarily managed automatically, there are some manual controls available. However, there are limitations to what you can do manually, especially concerning opt-in and opt-out statuses. You cannot double-opt in a person or single-opt in someone who has previously opted out (unsubscribed) of your email marketing.

## **Confirmed (double opt-in)**

Confirming an email address is a manual process. Since it's your contact that is telling their email provider that they want to receive emails from you, a **Confirmation** email would be sent and your contact must click a link that confirms they want to receive marketing emails.

## **Unconfirmed (single opt-in)**

This status is automatically set when you import a list and indicate you have permission to send email marketing, when a contact signs up through one of your web forms, or you manually add a contact. The unconfirmed email status indicates that you have permission to send marketing messages to the email address. Send a **"Confirmation"** email for a double-opted in.

## **Invalid email**

The Invalid status indicates the email address is missing characteristics of a valid email address (e.g. an @ symbol, .com/.net/.org, etc.)

## **Unsubscribed (Opt-Out: Admin)**

This status indicates that it was manually opted-out by a user in your Keap account.

## **Non-marketable**

- The Non-Marketable email status is assigned during import or when a person is added manually, but you did not indicate that you have permission to send email marketing to them. This includes contacts that schedule an appointment via Keap but do **not** check the box to receive important emails from you.
- You can access the [Email Engagement Report](#) to manage to update the email status for a specific email address.
- Non-Marketable email addresses can receive individual emails, appointment reminders, and invoices and quotes, but cannot receive broadcasts or emails from an automation.

## **Bounced email**

- **Soft Bounce:** This status indicates that the recipient is not receiving your email due to a temporary issue with their email inbox or email provider. An example would be a full inbox that can no longer receive email messages. After multiple soft bounces the email will be automatically set to hard bounce. If the soft bounce issue is resolved, the status will update accordingly.
- **Hard bounce:** This status typically means that the email no longer exists or it soft bounced too many times. For more information on bounced email status, [click here](#)

### **Un-engaged Marketable (4+ months of non-engagement)**

This email status is automatically applied on a weekly basis to any email address that has not engaged with your marketing efforts in the last 4 months. The system checks email engagement status every week on Saturday. When the contact re-engages, their email status will revert to the previous state. Specifically, the status will be applied when within the last 4 months all of the following are true:

- The contact has not opened an email
- The contact has not clicked a link in an email
- Submitted a webform / landing page
- Contact's email status has existed in any "opt-in" status for at least 4 months

### **Un-engaged Non-Marketable (6+ months of non-engagement)**

After 6 months of no engagement, the status will automatically update from 'Unengaged Marketable' to 'Unengaged Non-Marketable' if the contact does not open an email or click a link. You will no longer be able to send marketing emails to these contacts once they reach this status.

### **List Unsubscribe**

This status indicates that the contact has unsubscribed from all your email marketing. This is like the unsubscribe link at the bottom of the email however, this unsubscribe option will appear at the top of the email and is generated by some email service providers to make it easier for their customers to opt out of unwanted emails. You can send individual emails to these email addresses but cannot send any broadcast or automation emails to them. You are not able to manually update an Opt-Out status. This is not considered a spam complaint.

### **Provide Feedback**

This status indicates that the recipient reported your email as SPAM directly to their ISP.

### **Reported SPAM**

This status indicates that the contact reported your email as SPAM, via the unsubscribe feedback form, after clicking the unsubscribe link at the bottom of the email. This method of reporting SPAM does not count against the threshold, as this is additional feedback from the recipient, after clicking the unsubscribe link at the bottom of the email.

## **Opt Out: System**

Reserved when Keap's automated email scanning service detects an email address entered into the application (either manually or from an import) as being non-deliverable. This may be flagged for different reasons: from an email address having invalid syntax (e.g. rich@@com) to being on an internal 'restricted' list. These restricted lists contain email addresses and domains that Keap cannot send. For example many organizations such as Wells Fargo do not allow any email to enter their network from Email Marketing platforms, so any address using the *wellsfargo.com* domain cannot be delivered and therefore is opted out automatically. A reason as to why the address is opted out is also provided. In the [Email Engagement Tracker report](#) this is in the *System Opt-Out* reason column.

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