

# Email engagement report - manage status, tag open, and view reported spam

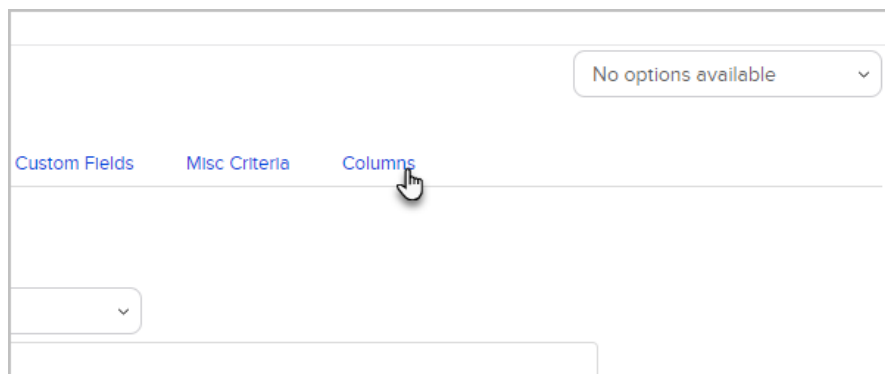
This article applies to:

The email status search report will display a list of contacts based on their email status (i.e. bounce, opt-in, opt-out, etc.). Here are the most used search criteria and an example of the results.

## Manage the marketability status of contacts

Manage the marketability status of your contact by opting in, validating, sending a confirmation email, or unsubscribing them manually.

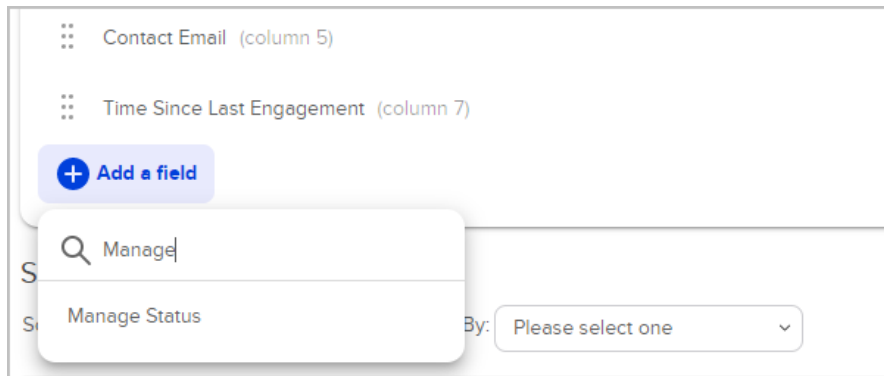
1. Go to **Reports** in the left menu
2. Click **Email engagement tracker**
3. Go to **Columns**



4. Click **Add a field**

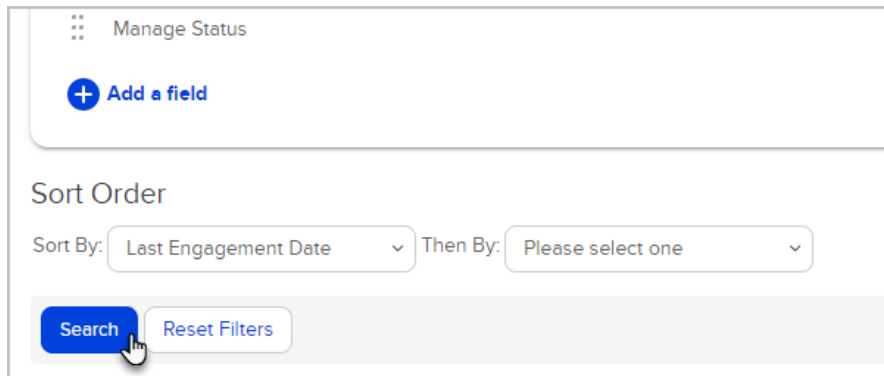


5. Search for **Manage Status**



6. Add any other fields or search criteria

7. Click **Search**



8. Click **Edit** located under the **Manage Status** column

No options available ▾

50 ▾ per page

Matching Email	Contact Email	Time Since Last Engagement	Manage Status
<a href="mailto:anayapearson@mailinator.com">anayapearson@mailinator.com</a>	Primary	No engagement	<a href="#">Edit</a>
<a href="mailto:isabellaaguiar@mailinator.com">isabellaaguiar@mailinator.com</a>	Primary	No engagement	<a href="#">Edit</a>

9. From the **Current status** tab, you can:

- Indicate that you have permission to market to this address - If the contacts were imported and/or manually added without indicating permission, you can indicate it was given here.

**Indicate that you have permission to market to this address** ▾

**Permission to market**

I have [Permission](#) to market to this address.

To help prevent false spam reports, please tell us how you received permission to market to this address:

**Example:** They called in requesting information

- **Mark this address as valid** - When an email address sends back a hard bounce error you can validate it. For more information regarding email bounce, [click here](#)

**Current Status: Hard Bounce**

This person's email address has hard bounced.

You will be able to send individual emails, but broadcast and Follow-Up Sequence emails will not be delivered.

**You can:**  
**Mark this address as valid** ▼

**Validate this email address**

[Validate Email](#)

- **Send confirmation email** - If you have permission to market to an address, you can send a confirmation email including a link the contact can click to confirm their email address.

You may send marketing emails to this address.

**You can:**  
**Send confirmation email** ▼

**Email Confirmation**

Want to preview or edit your email before sending? Visit the Email Confirmation template in the [Branding Center](#).

[Send Email](#)

**Manually opt-out this address** ▶

- **Manually opt-out this address** - select **Default Opt-Out** from the drop-down list. This contact will no longer receive marketing emails from your automations and broadcasts. You can still send them one-off emails.

**You can:**  
**Send confirmation email** ▶  
**Manually opt-out this address** ▼

**Manually Opt-out**

Pick an opt-out configuration:

[Default Opt-Out](#) ▼ [Submit](#) or [Cancel](#)

## Tag contacts who have opened an email

"Tagging opens" is the process of identifying and tagging contacts that have engaged by opening your email.

1. Go to **Reports** from the left menu
2. Click **Email engagement tracker**
3. Add the marketable email statuses (**Unconfirmed**, **Confirmed (Legacy)**, and **Confirmed**) to your search criteria and ensure the Email Status option is set to "contacts any"

**Search Criteria**

Email Status

Unconfirmed X Confirmed (Legacy) X Confirmed X

Type to search...

Automatically opted out reason

Last Sent Date

Last Sent Date Interval

- Email Status
- Unengaged Marketable
- Unconfirmed
- Confirmed (Legacy)

4. Click the Misc Criteria tab and scroll down to the bottom

Address Phone/Email Custom Fields **Misc Criteria** Columns

Email Status

Unconfirmed X Confirmed (Legacy) X Confirmed X

Type to search...

5. In the **Last Open Date** field, select a date range to search (as a best practice, we recommend a 120 day window)

Last Open Date  -

Last Open Date Interval

Last Open Date Custom Interval

Last Click Date

Last Click Date Interval

Last Click Date Custom Interval

Last Web Form Submission Date

**MARCH 2021**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

6. Go to the **Column** tab

No options available

Custom Fields Misc Criteria **Columns**

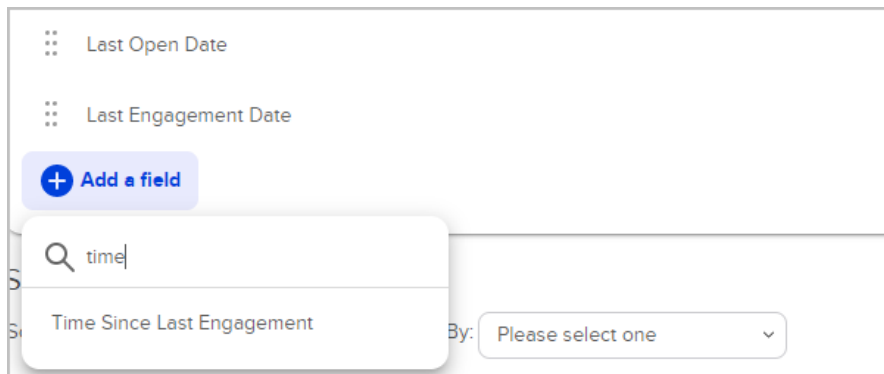
These Tags

These Tags

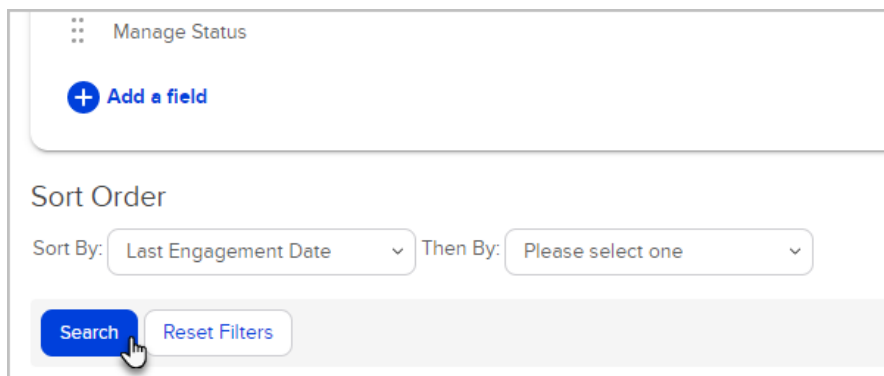
7. Click **Add a field**



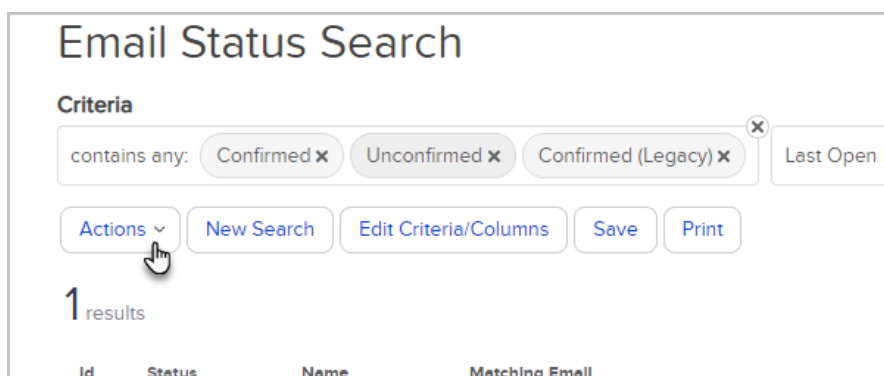
8. Search for and add **Last Open Date**, **Last Engagement Date**, and **Time Since Last Engagement** along with any other fields you want to include in your results



9. Click **Search**



10. Open the Actions menu at the top of your list of results



11. Check the top check box to select all the results

<span>Actions</span> <span>New Search</span> <span>Edit Criteria/Columns</span> <span>Save</span> <span>Print</span>				
173 results (173 Selected)				
<input checked="" type="checkbox"/>	Id	Status	Name	Matching Email
<input checked="" type="checkbox"/>	781	Non-marketable	Zed McMasters	zach.miller@test
<input checked="" type="checkbox"/>	783	Non-marketable	Zander Mills	zander.mills@tes

12. Search and Select **Apply/ Remove Tag**

Email Status Search				
<span>Actions</span> <span>New Search</span> <span>Edit Criteria/Columns</span> <span>Save</span> <span>Print</span>				
<input type="text" value="apply"/>				
<span>Apply/Remove Tag</span>				
<input checked="" type="checkbox"/>	Id	Status	Name	Matching Email
<input checked="" type="checkbox"/>	781	Non-marketable	Zed McMasters	zach.mille

13. Select your tag that will identify a contact has opened an email within the last 120 days

**To Apply or Remove?**

Apply  Remove

Apply these Tags

- Customer Feedback -> Post Purchase - Neutral
- Customer Feedback -> Post Purchase - Provided Feedback
- Customer Feedback -> Post Purchase - Satisfied
- Customer Feedback -> Send Feedback Survey
- Customer Tags -> New Customer
- Customer Tags -> Opened email in last 120 days**
- Customer Tags -> Quickbooks Contact
- Functional -> START SEQ-Enter coffee run
- Functional -> Stop Birthday Reminders
- Import -> Mon Feb 01 11:23:00 EST 2021

If you have not already created a tag for this scenario, click **Create a new Tag** below the tag list to do so

Import -> Thu Mar 11 14:42:11 EST 2021

**Create a new Tag**

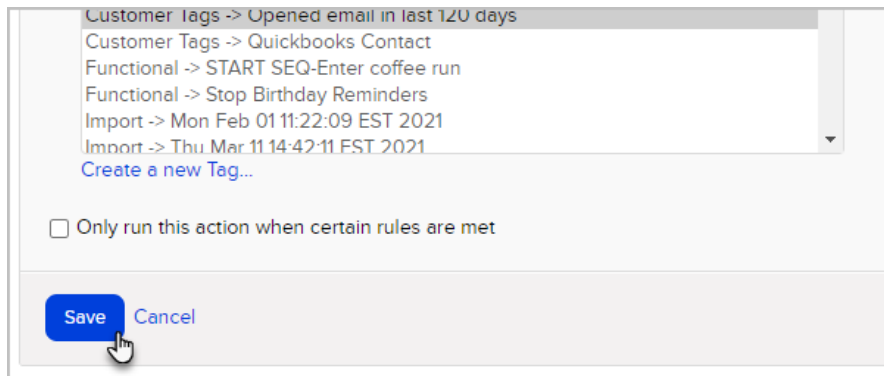
Tag Name:

Category:  (Other)

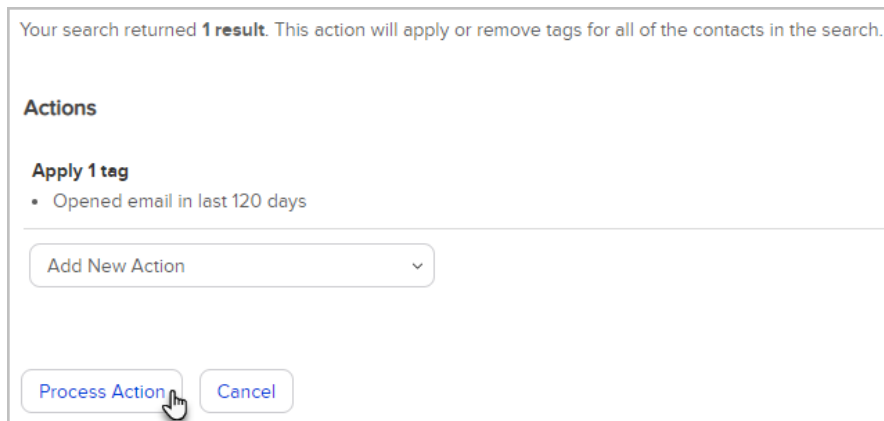
or

Only run this action when certain rules are met

14. Click **Save**

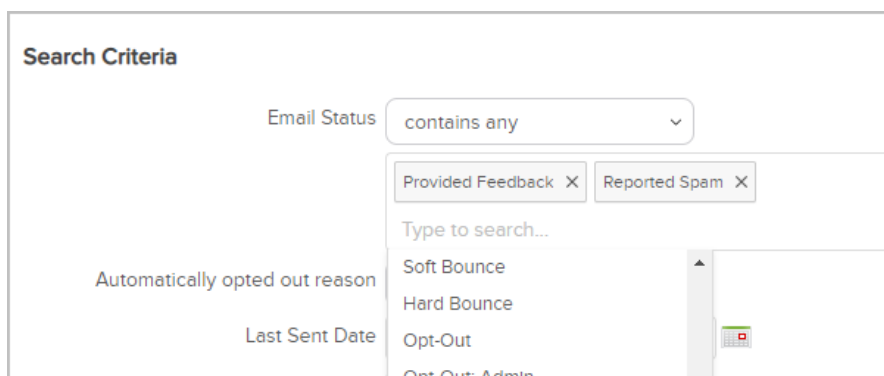


15. Verify the number of contacts and that that tag will be applied and click **Process Action**



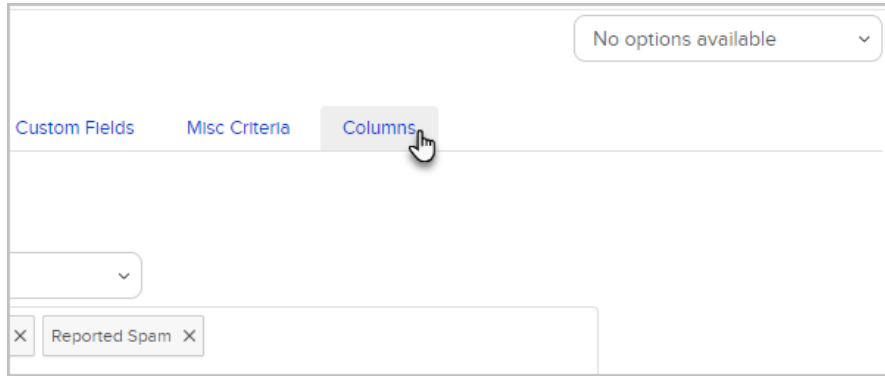
## Find contacts who reported spam or provided feedback

1. Go to **Reports** in the left menu
2. Click **Email engagement tracker**
3. Add the **Provided Feedback** and **Reported Spam** email statuses to your search criteria and ensure the Email Status option is set to "contacts any"



- **Provided Feedback:** The person marked the email as spam through their ISP (e.g. AT&T, CenturyLink, etc.)
- **Reported Spam:** The person marked the email as spam through an Keap opt-out link. When this happens, the person has the option to add additional feedback

4. Open the **Columns** tab

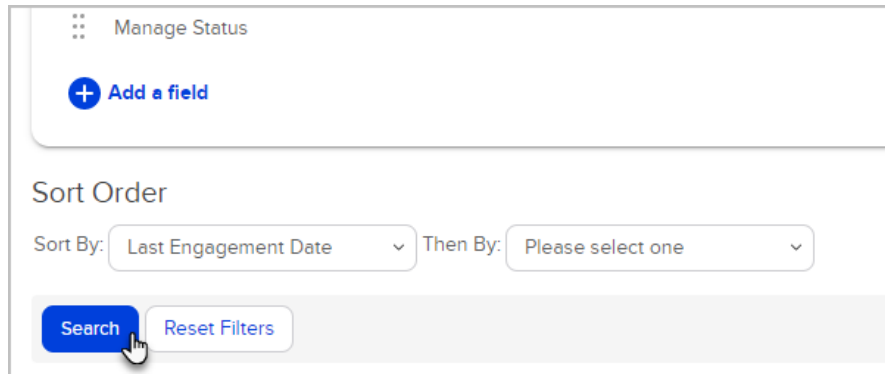


5. Click **Add a field**

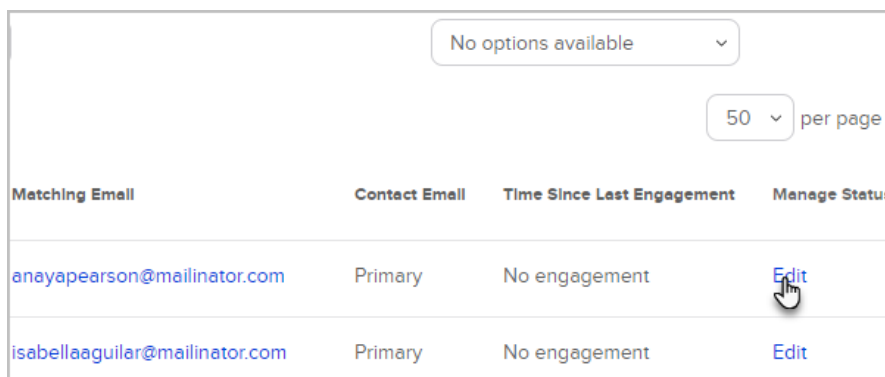


6. Add the **Status** and **Manage status** fields along with any other fields you want to include in your search results

7. Click **Search**



8. Click **Edit** located under the **Manage Status** column



9. Open the **Status History** tab to read the comments the contact posted when they registered an internal spam complaint.



10. Comments are not required. If you do not see any comments, the person who submitted the spam complaint did not post a comment.

Current Status		Status History			
Date Processed	Type	Processed By	Notes	Feedback Type	Feedback Comment
4/24/2017 6:00 PM	Reported Spam	Jon Levin	Unsolicited: Opt Out Form: Thu Jan 31 15:36:06 EST 2013: 71.249.199.69	Spam	I'm already receiving these messages at my other email address

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