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

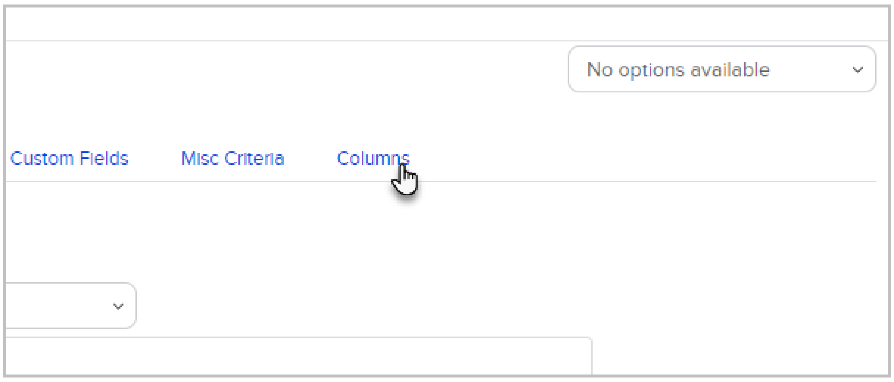
This article applies to:

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

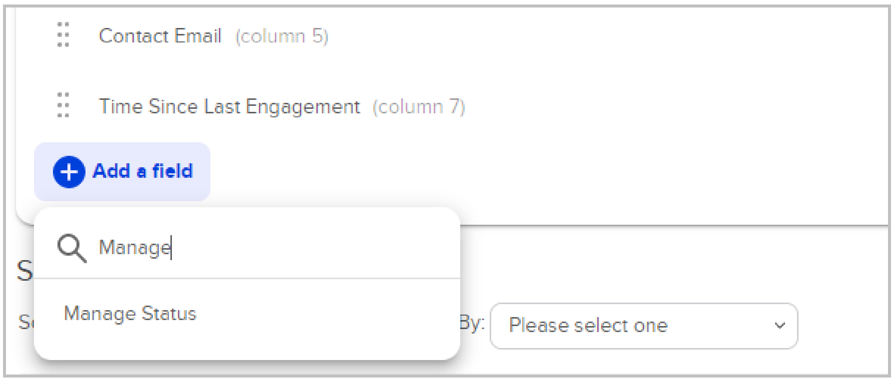
Manage the marketability status of your contact by opting in, validating, sending a confirmation email, or unsubscribing them manually.

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



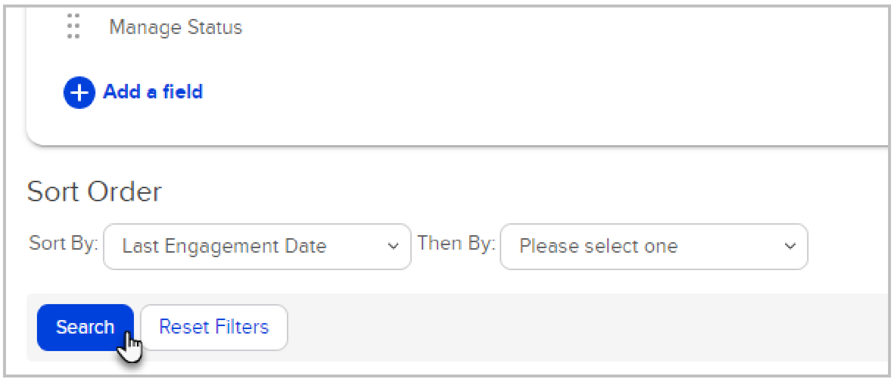
4. Click **Add a field**

5. Search for **Manage Status**

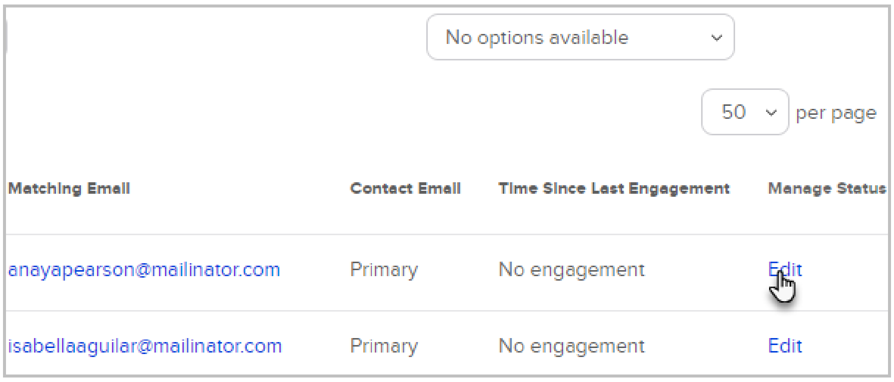


6. Add any other fields or search criteria

7. Click **Search**

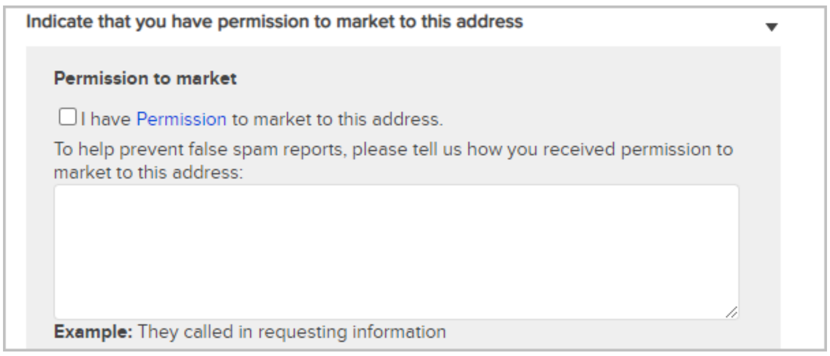


8. Click **Edit** located under the **Manage Status** column

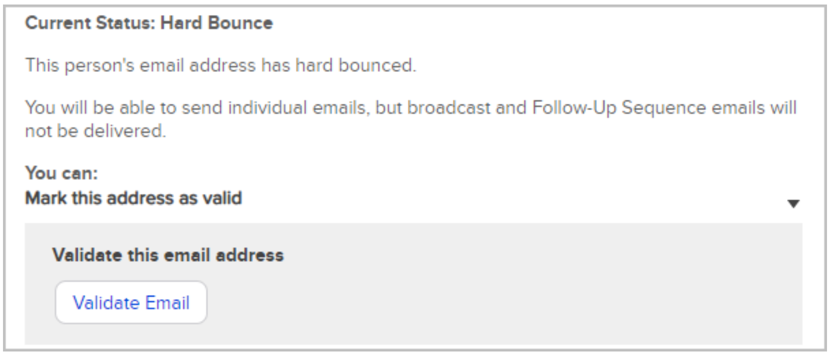


9. From the **Current status** tab, you can:

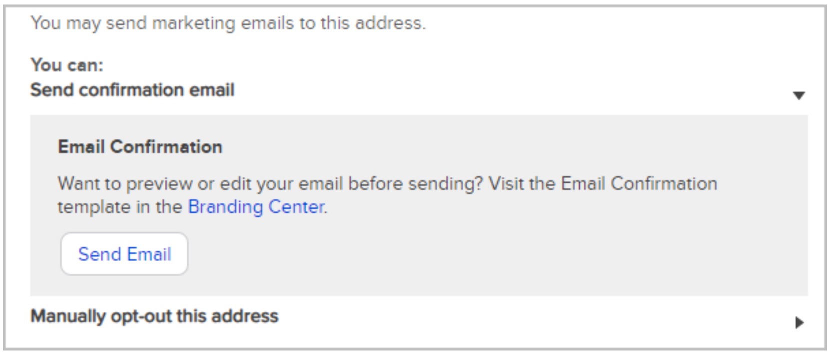
   - **Indicate that you have permission to market to this address** - If the contacts were imported and/or manually added without indicating permission, you can indicate it was given here.



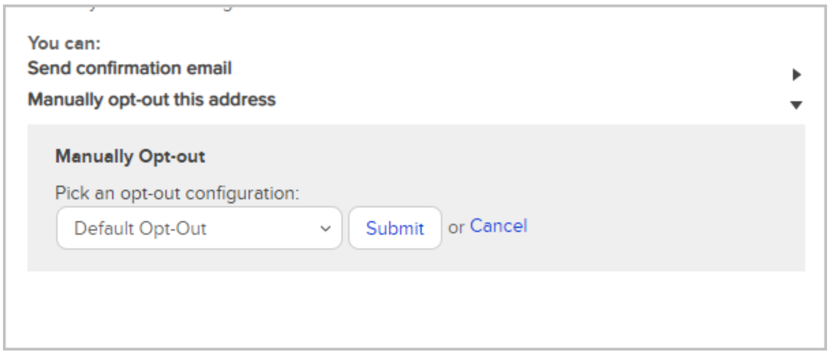
- **Mark this address as valid** - When an email address sends back a hard bounce error you can validate it. For more information regarding email bounce, click here

- **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.

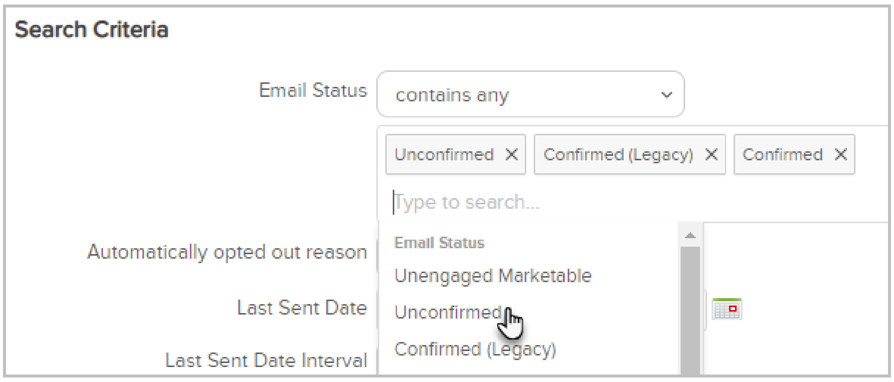
- **Manually opt-out this address** - select **Default Opt-Out** from the drop-down list. This contact will no longer receive marketing emails from your automations and broadcasts. You can still send them one-off emails.

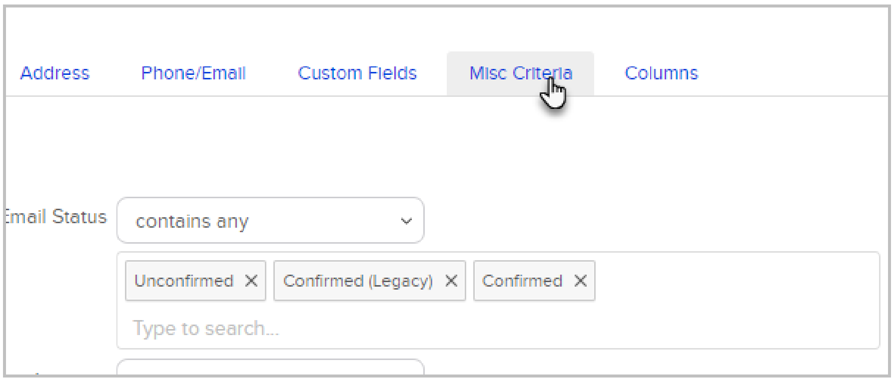
Tag contacts who have opened an email

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

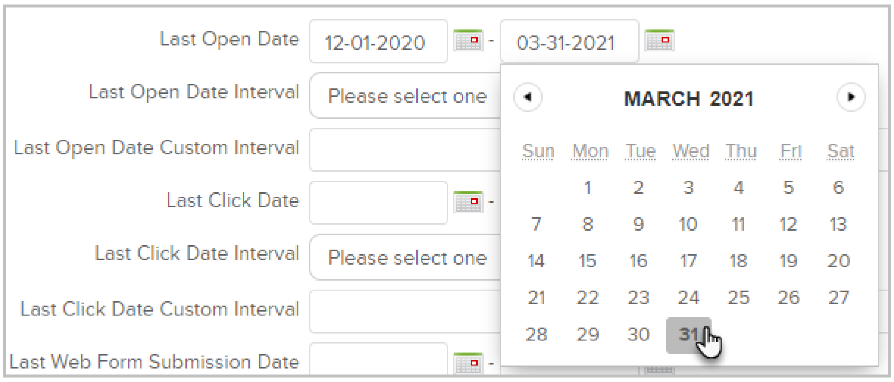
1. Go to **Reports** from the left menu
2. Click **Email engagement tracker**
3. Add the marketable email statuses (**Unconfirmed**, **Confirmed (Legacy)**, and **Confirmed**) to your search criteria and ensure the Email Status option is set to "contacts any"



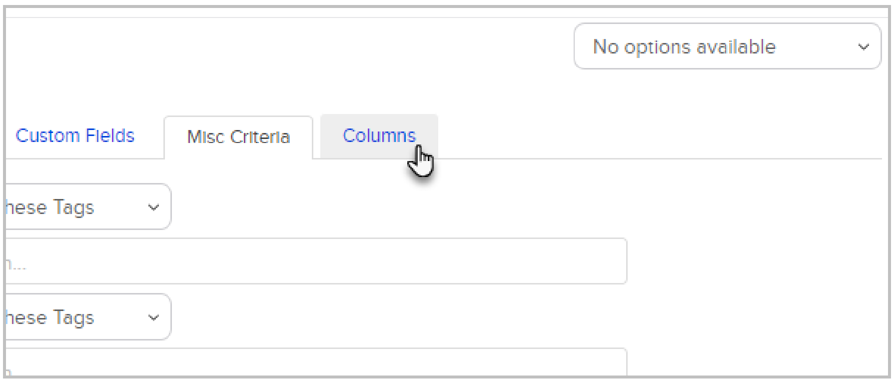
4. Click the Misc Criteria tab and scroll down to the bottom



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

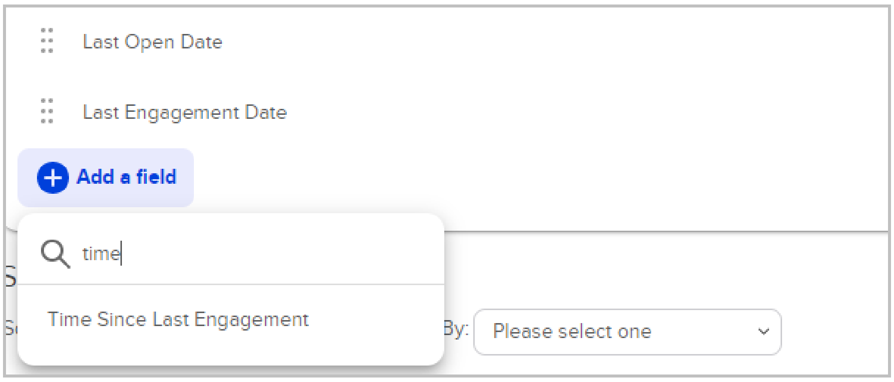


6. Go to the **Column** tab

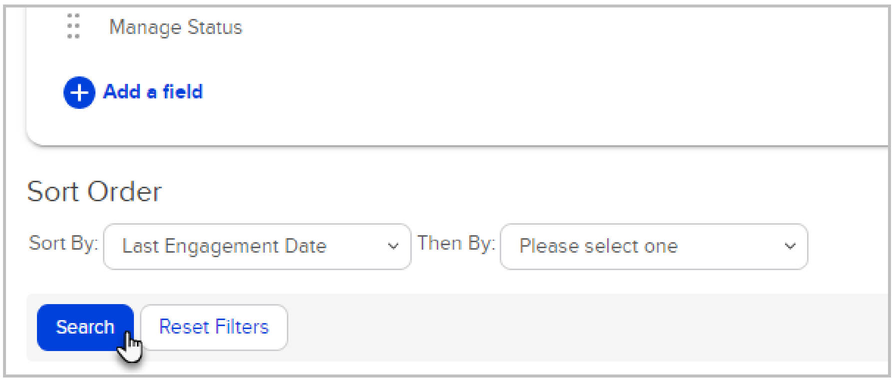


7. Click **Add a field**

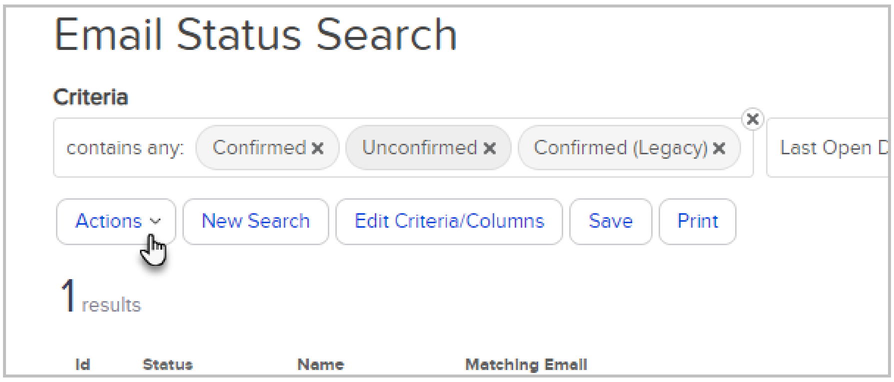
8. Search for and add **Last Open Date**, **Last Engagement Date**, and **Time Since Last Engagement** along with any other fields you want to include in your results



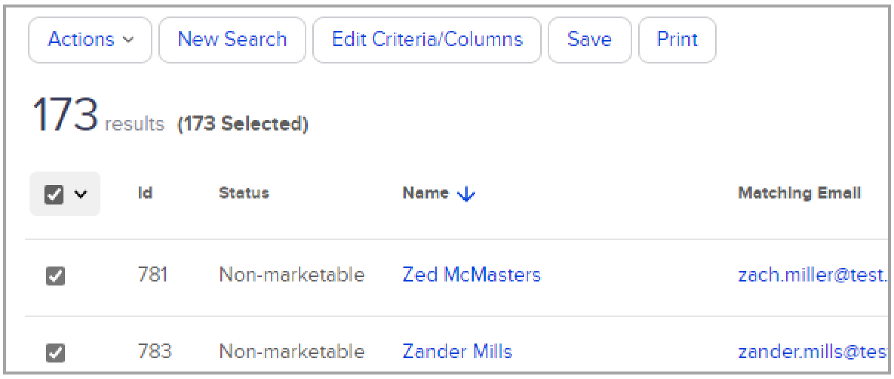
9. Click **Search**



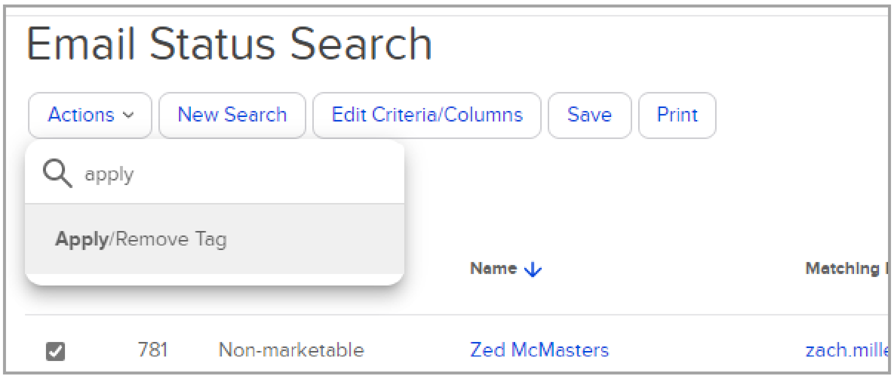
10. Open the Actions menu at the top of your list of results



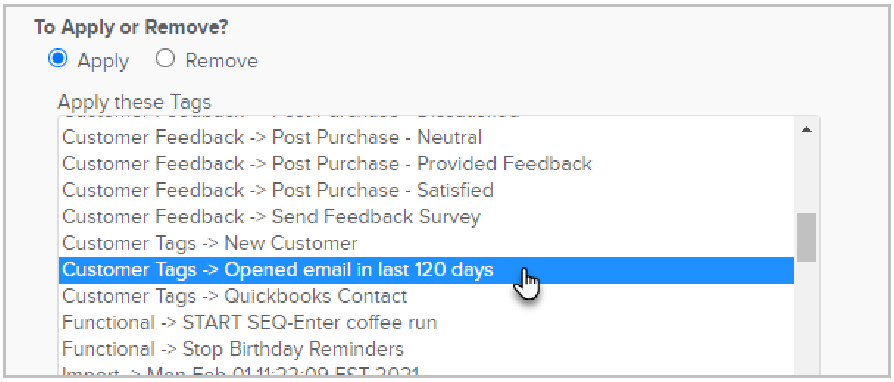
11. Check the top check box to select all the results



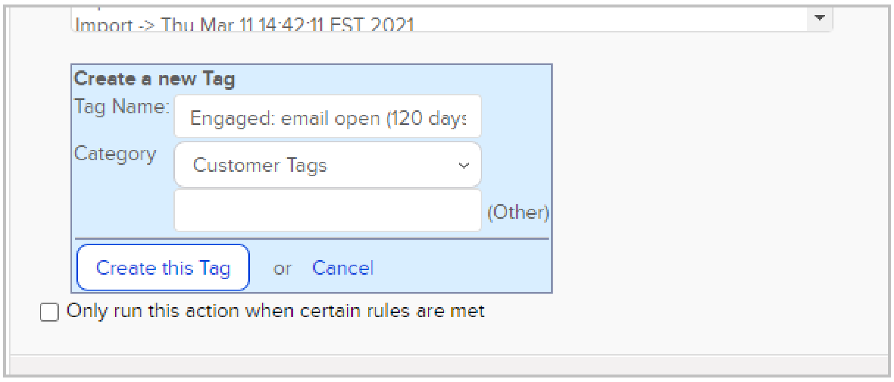
12. Search and Select **Apply/ Remove Tag**



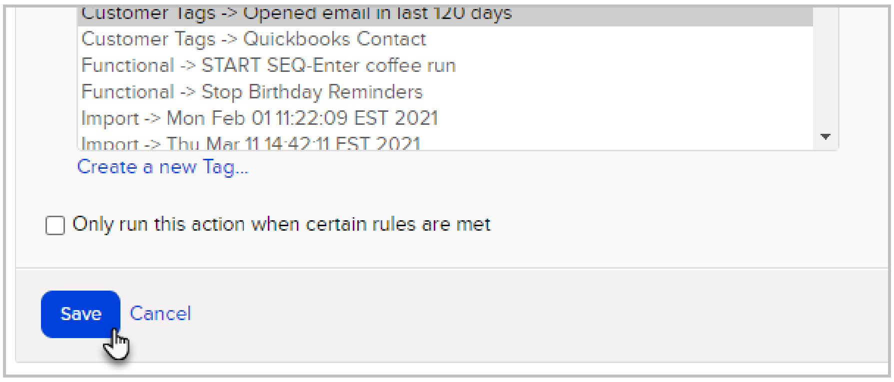
13. Select your tag that will identify a contact has opened an email within the last 120 days



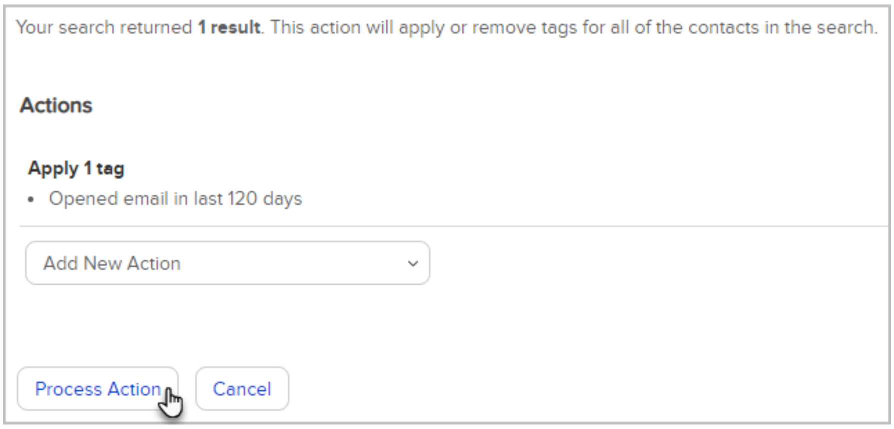
If you have not already created a tag for this scenario, click **Create a new Tag** below the tag list to do so



14. Click **Save**

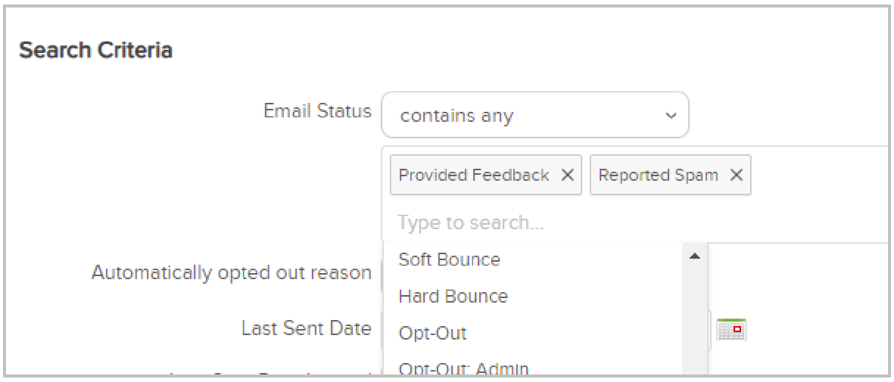


15. Verify the number of contacts and that that tag will be applied and click **Process Action**



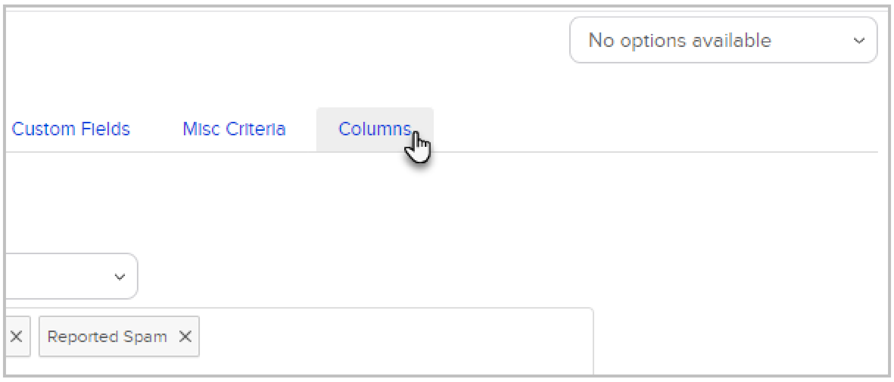
Find contacts who reported spam or provided feedback

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

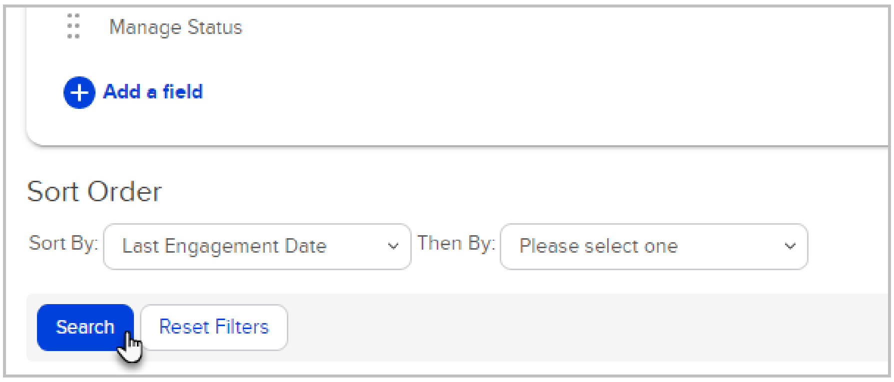
4. Open the **Columns** tab



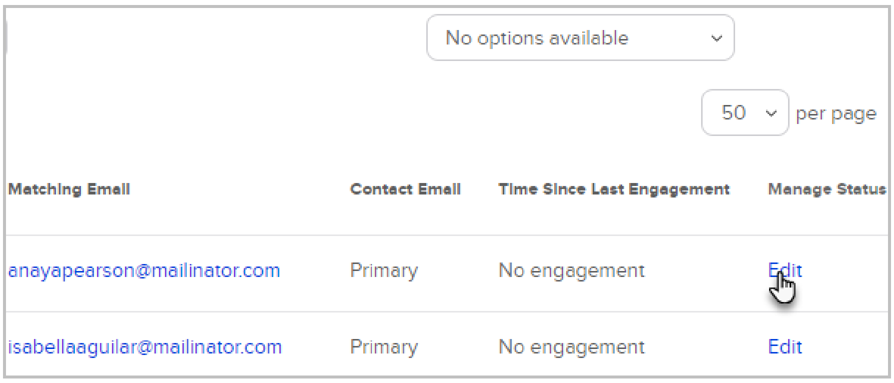
5. Click **Add a field**

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