This article applies to:

Contacts that are added through plugins/integrations can be added as “Non-Marketable”. This is usually because a setting on the plugin/integration side wasn’t configured correctly. If this happens to you, you can use the bulk opt in feature to make them marketable to receive emails. Note: Only email with the Non-Marketable status can use the bulk opt-in feature

1. Go to Reports

2. Click Email Engagement Tracker

3. Optional: Click New Search if it is present

4. Select Non-Marketable
5. Click **Search**

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

7. Click **Actions**

8. Search and select **Update Opt-In/Out Status**

9. Select the Email fields you want to update and select **Opt-In**
10. Click **Process Action**

![Opt In or Out?](image)

Because you've obtained permission to market to these contacts, you may import them and send marketing emails. See our Email Deliverability Handbook for more details.

[Process Action] [Cancel]