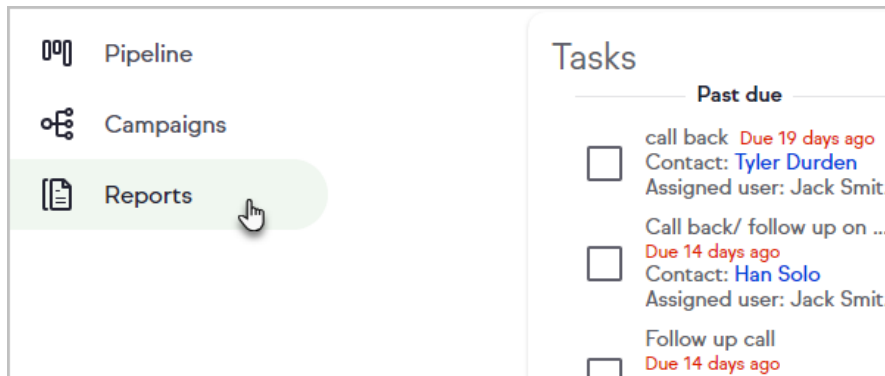


Bulk Opt-in Contacts

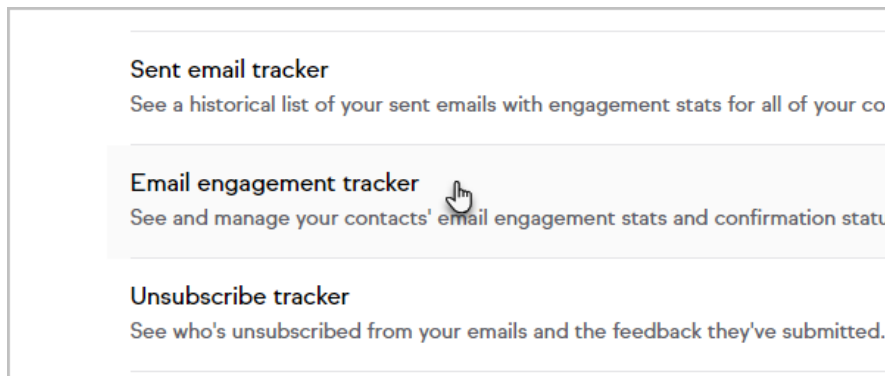
This article applies to:

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**

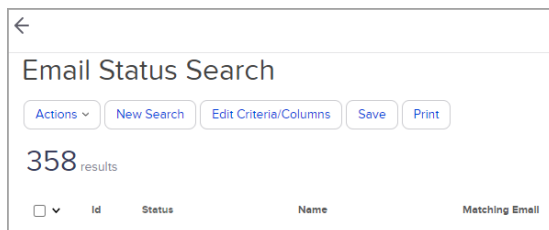
1. Go to **Reports**



2. Click **Email Engagement Tracker**



3. Optional: Click **New Search** if it is present



4. Select **Non-Marketable**

Search General Address Phone/Email Custom Fields Misc Criteria

Search Criteria

Email Status: contains any

Automatically opted out reason: Email Status

Last Sent Date: [Calendar Icon]

non-|

Non-marketable

5. Click **Search**
6. Check the top check box to select all the results

Actions ▾ New Search Edit Criteria/Columns Save Print

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

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

Actions ▾ New Search Edit Criteria/Columns Save Print

opt|

Update Opt-In/Out Status

<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

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

Update Opt-In/Out Status

Your search returned **173 results**. This action will update the opt-in/out status for each of the cor

Email Fields to Update: Email

Opt In or Out? Opt-In

Because you've obtained permission to market to these contacts, you may import them and s

[See our Email Deliverability Handbook for more details](#)

10. Click **Process Action**

Opt In or Out? Opt-In

Because you've obtained permission to market to these contacts, you may import them and s
See our [Email Deliverability Handbook](#) for more details.

Process Action Cancel