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

![Pipeline and Campaigns](image)

2. Click Email Engagement Tracker

![Email engagement tracker](image)

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. Select **Update Opt-In/Out Status** at the very bottom
9. Click **Process Action**

See our Email Deliverability Handbook for more details.