# How to Locate And Remove Opt Outs from Email List %

Removing opt-outs helps to:

- Maintain a current and active list
- Open up free space in your contact list
- Remove dead leads from your broadcast and campaign stats

## Finding the Report

Go to Marketing>Reports and click on Email Status Search.

NAV	CRM	MARKETING	E-COMMERCE E-Commerce Setup		
iboard	Contacts	Campaign Builder			
ndar	Companies	Email & Broadcasts	Orders		
acts	oportunities	Lead Generation	Products		
s	Refer. Partners	Templates	Actions	1	
paign Builder	Visitors	Legacy	Promotions	[	
			Legacy	ç	
	Reports Settings	Reports Settings	Reports Settings	F	

#### If results appear click New Search.

		Campaign Builder	× En	nail & Broadc	asts 🗸
Email S	Status S	earch			
Actions <b>v</b> N	ew Search	Edit Criteria/Columns	Save	Print	
1-50 of 104	50	▼ p	er page		

# Locating Opt-outs

In the Status box, select **Opt-out**.

Search Criteria		
Email Status	contains any 🔹	
	Hard Bounce	<b>A</b>
	Opt-Out	
	List Unsubscribe	
	Provided Feedback	
	Reported Spam	
	Invalid Email	*
Less Care Data		

**Pro Tip!** Note that there are several status options in this search that can also be examined for removal. **Non-Marketable**, **Provided Feedback**, **Reported Spam**: These contacts no longer wish to be marketed to. **Unengaged Marketable**: These contacts haven't opened an email, clicked on a link, filled out a web form, or engaged in at least the past 6 months. **Hard Bounce**, **Invalid Email**: These are bad email addresses.

#### Further Criteria selections for Opt-outs

If you have a specific time frame that you wish to search for the Opt-outs use the time tools directly below the Status box.

- Last Sent Date: This tracks how long ago this contact was marketed to in your application, is it a cold lead (over 4 months ago) or a warm lead (less than 4 months ago.)
- Last Engagement Date: You have 2 options you can either search in 3 month intervals up to 12 months, or select your own date range.

	Provided Feedback Reported Spam Invalid Email
Last Sent Date	Cold (more than 4 m 🔻
Last Engagement Date	Please select one
Last Engagement Interval	
Id	
First Name	starts with

The search criteria offers you basic contact field data to search on several tabs as well including **General** contact info, **Addresses**, **Phone/email**, and your **Custom Fields**.

Click on the Misc Criteria tab for more options:

- Search for contacts using Tag criteria
- Search for if they did or did not Purchase Products
- You can search by the contact's **Date Created**,
- See when the contact was Last Updated
- Search for specific content on the records in the **Data Exists** field.

Also, you can search by **Contact Owner**, enter a date range for **Last Open Date**, the **Last Web Form Submission Date**, and **Last Web Form Submitted**.

Once you have selected your full search criteria hit **Search**.

List Manie	starts with
Last Name	starts with
Company	starts with
Email	starts with
Search Reset Filters	

### To Remove Opt-outs

**Pro Tip!** You might want to do an **Export** of the list before you delete your contacts so that you have a record of the Opt-outs. <u>Once the list is deleted, you cannot</u> <u>review/view them again</u>.

To remove Opt-outs click on the **Actions** button in the upper left corner of the search results. Then go to **Delete Contacts**.

Actions v	New Search	Edit Criteria/Co	olumns	Save	Print		
Apply Action Set Apply/Remove Tag Assign to Company			• per p	age			
		Phone	Addr	Mana	ge Status	State	Emai
Create Opp	ortunities						
Create Refe	erral Partner Referr	al					
Create a Ta	sk						
Create an Appointment				156.0.46 oot	OutSearch 60 min	utes role: mn118	web
Delete Com	tacts lu				outpearen oo min	uves tone. Initia	eu
Export							
Mass Updat	e Contacts						

On the next screen check the box next to the number you wish to delete, be sure to review the warnings on the screen, Deleting these contacts will delete all associated orders, subscriptions, and referral partners. If this is fine, hit **Proceed Action**.

Your search returned <b>0 results</b> . This act	ion will delete all contacts in the filter.
1 ✓ Yes, I want to delete all 0 record	s in the filter!
This action cannot be undone! Clicking	the button below will delete <b>0</b> records.
Deleting these contacts will delete all as	sociated orders, subscriptions, and referral partners
2 Process Action Cancel and Return to	o Email Status Search

Note: Depending on the number of contacts you are deleting this might take some time to fully process.