

Engagement Days

'Engagement Days' measures your total contacts and the average amount of days since they have last engaged. It is an extremely important metric to monitor in order to maximize your email deliverability.

Providers, like Gmail, want to ensure their users only receive interesting and relevant content in their inbox. If they notice their users are not engaging with your business's emails, they'll learn this behavior overtime and begin to [send future emails to the junk folder](#) . Even worse, if recipients are no longer interested but continue to receive your content, the likelihood of reporting spam will increase.

When you are not keeping your list clean based on recent engagement: You are likely emailing:

- [Spam traps](#) (email addresses created for the sole purpose of catching spam)
- [Invalid email addresses](#) (recipient addresses that do not exist)

However, when you only send emails to engaged recipients, you're telling providers that you are a trustworthy sender by practicing good list hygiene.

Resolution steps:

1. Read both the [Spam Trap](#) and [Invalid Hard Bounces](#)
2. Identify unengaged contacts in your list
 1. Login to your application.
 2. Navigate to Marketing > Reports
 3. Select the Email Status Search option
 4. For the Search Criteria set the following:
 - Select the Search Tab and then find the Email Status option. Set this as contains any and then choose Unengaged Marketable.

- Select the Misc Criteria Tab > and find the Date Created setting.
 - Enter an interval with **Start Date:** 1/1/2000 and **End Date:** 6 months prior to today's date.
 - Press the Search Button.
3. Apply a tag to the group so they can easily be found.
 4. For contacts in this group that have engagement in the last 6 to 12 months, send them through a confirmation sequence.
 - Any contact that does not respond in 7 to 10 days should be opted-out.
 5. For contacts that have no engagement in 12+ months, these should be opted-out.
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