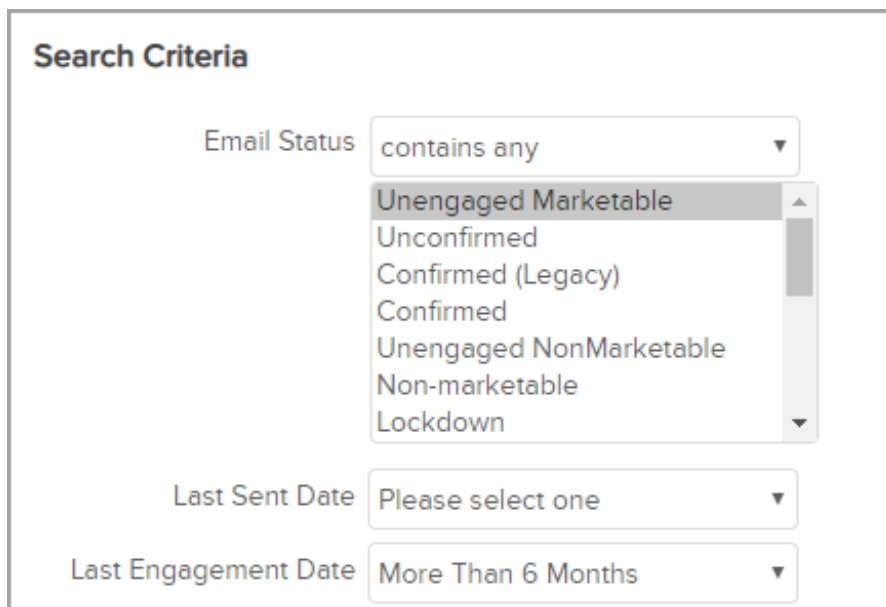


# List Hygiene 🧹

List Hygiene is the practice of continuously cleaning an email list to ensure all addresses are active and deliverable. Regularly implementing this process removes disengaged addresses from your marketing list, which decreases your risk for spam traps, complaints, and invalid hard bounces. We do not recommend trying to engage disengaged contacts.

## Opt-out your unengaged contacts

1. Hover over the Infusionsoft by Keap logo in the top left, select **Marketing**, and click **Reports**.
2. Click on **Email Status Search** to go to Search Criteria.
3. In the Email Status drop-down, select **Unengaged Marketable**.
4. In the Last Engagement Date drop-down, select **More Than 6 Months** and click **OK**.



The screenshot shows a 'Search Criteria' form with three dropdown menus. The 'Email Status' dropdown is open, showing a list of options: 'Unengaged Marketable' (highlighted), 'Unconfirmed', 'Confirmed (Legacy)', 'Confirmed', 'Unengaged NonMarketable', 'Non-marketable', and 'Lockdown'. The 'Last Sent Date' dropdown is set to 'Please select one'. The 'Last Engagement Date' dropdown is set to 'More Than 6 Months'.

5. In the results list, check the **Select All** checkbox and click **Options**.
6. Select Email in the Email Fields to Update list.
7. Select Opt-Out from the Opt In or Out? drop down.
8. Enter a reason for the Opt update such as, email hygiene 6 month clean-up.

## Update Opt-In/Out Status

This action utilizes system resources that could affect the performance of your application in other areas such as logging in, searching for records, updating records, etc. To maximize your application's performance, we recommend that this action be performed during your off-peak business hours.

Your search returned **558 results**. This action will update the opt-in/out status for each of the contacts in the search.

Email Fields to Update:

Opt In or Out?

Reason for Opt Update:

9. Click the **Process Action** button.

## Turn on automated list management

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