

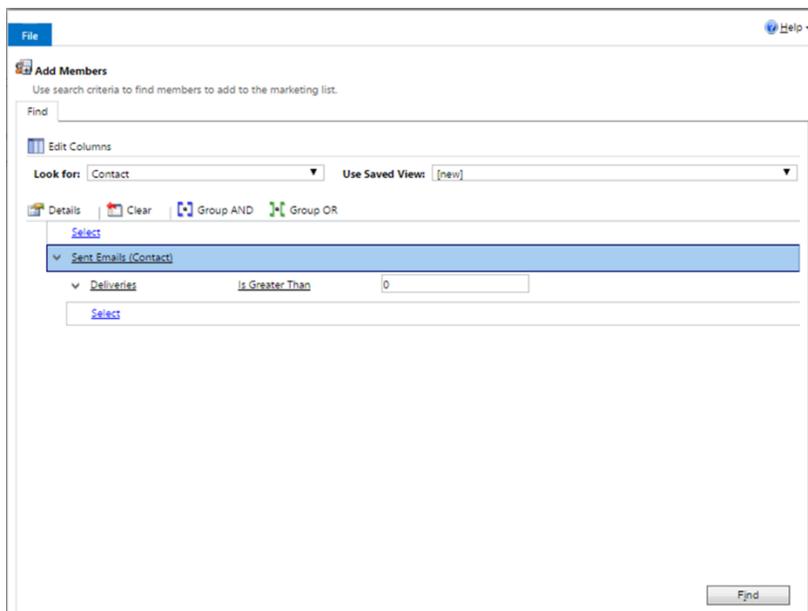
Steps to remove unengaged subscribers

1. Create a new Marketing List

This list will contain the contacts that have not opened or clicked, name it something like "unengaged contacts"

2. In the Marketing List, add contacts by selecting the "+" and then select "Add using Advanced Find"

3. Look by Contacts where Sent Emails have Deliveries greater than 0



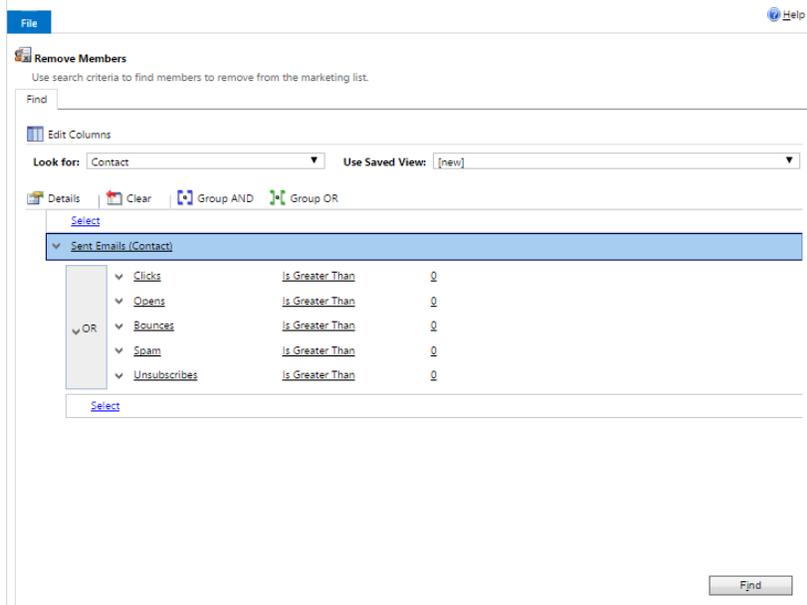
4. Select Find

5. On the next screen, select "Add all the members returned by the search to the marketing list" and click "Add to Marketing List"

Now we have to go back and remove all the contacts that also have an Open, Click, Bounce, Complaint, or Unsubscribe. You might have to refresh your screen to get the updated number of contacts in your marketing list.

5. Click the "+" and then "Remove using Advanced Find"

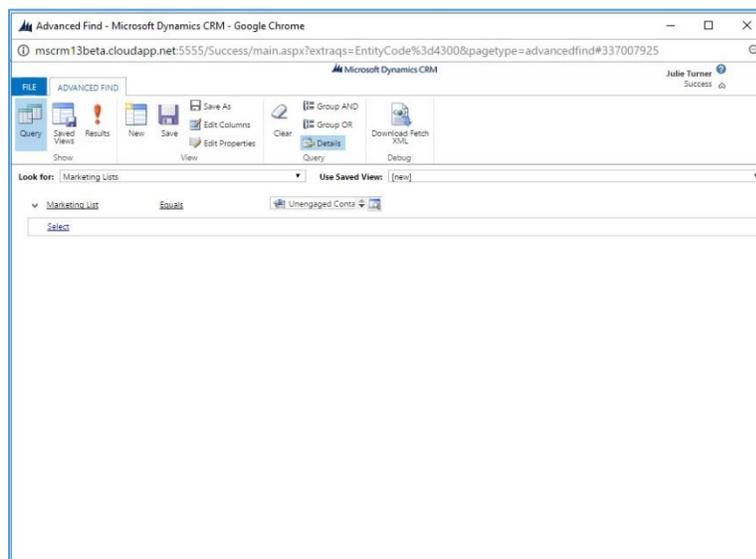
6. Look by Contacts where the Sent Email has any of these activities greater than 0. Remember to group them all into an 'OR' statement



7. Then select "Remove all the members returned by the search to the marketing list" and click "Remove From Marketing List"

This will give you a list of contacts that have had a deliver but no other activity. Now we have to create a view from these contacts so we can bulk edit.

8. Start a new Advanced Find. Look by Contacts where Marketing List equals the Marketing List you just created



9. Select "Save" and save as a new view

10. Go to Contacts

11. In the dropdown for "My Active Contacts", go to My Views and find the view you just created

12. Select the first 50 records using the check mark, select "Edit"

13. Scroll down to bottom of the Change Multiple Records window that pops up

14. Make the Bulk Email field = Do Not Allow

Change Multiple Records
Enter your changes in the fields that you want to modify.

Company Phone
MasterID
RecordURL

PERSONAL
Gender
Marital Status
Spouse/Partner Name
Birthdate
Anniversary
Age
63842 Text Text Area
PERSONAL NOTES
Status

MARKETING
Most Recent Order
Originating Lead
Last Campaign Date
Marketing Materials
CONTACT PREFERENCES
Contact Method
Email
Bulk Email
Phone
Fax
Mail
Newsletter

BILLING
Currency
Credit Limit
Credit Hold
Payment Terms
SHIPPING
Shipping Method
Freights Terms

Change Cancel

You have to do 50 records at a time but it will give you a chance to review the contacts before you change them. You can also put a date on the first advanced find if you want to put dates around when the contacts were created.

Recommendations:

Remove email addresses that you have been sending to for 6 months (less conservative) to 1 year (more conservative) that have delivers but no opens and no clicks