

# Email to inactive recipients

The Email to inactive recipients is the main feature that allows managing inactive recipients.

Typically, you can see a 3-5% increase in subscriber re-engagement. This is a low percentage because we're talking about an already inactive audience.

To maximize your re-engagement campaign, we suggest to personalize the message (Settings > List settings > Notification messages > Inactive) and to enable the feature in the section [Inactive recipients management](#).

Confirmation request   Welcome   Unsubscribed   **Inactive**

**From name** MailUp Product Team  
**From email** product@mailup.com  
**Subject** Do you want to keep in touch with us?

Home   Insert   View   Help

Clipboard: Paste, Strip All Formatting  
Font: "Times Ne...", 16px, B, I, U, A, Aa, aA, Ω  
Paragraph: [List, Indent, Outdent, Bulleted, Numbered, Paragraph, Link, Unlink]  
Link: Hyperlink Manager  
Editing: Undo, Redo, Bold, Italic, Underline, Text Color, Background Color  
Tables: Insert Table

**Do you still want to hear from us?**

You have not shown a lot of interest in our messages lately. The last thing we want to do is bugging you with unwanted messages, so we have decided not to send you any additional emails.

If instead you wish to continue receiving messages from us change your [subscription preferences](#) or:

**Reactivate your subscription**

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