

# Inactive recipients management

The inactive recipient management section allows you to disengage those recipients who did not respond to your prior [re-engagement campaign\(s\)](#).

The advantage of disengaging (and ultimately unsubscribing) these inactive recipients is that you clean your mailing lists and improve your engagement metrics: this can have a positive impact on your deliverability, minimizing the chances that a low level of engagement may lead to your messages being delivered to the junk folder.

You have 3 options:

Edit' and 'Recipients that will choose to unsubscribe will be presented with multiple unsubscribe options. [Preview](#)'."/>

General | Sender | Subscription | Unsubscription | **Inactive recipients** | Advanced

**\* Modifications made to Inactive recipients management are not instantaneous. They will be applied within 48 hours.**

Try to reactivate inactive recipients. If you don't succeed, unsubscribe them to improve your reputation in anti-spam filters.

Disabled

**Attempt to re-engage (and then unsubscribe)**

Using filters and automated messages you can create a multi-message re-engagement campaign according to email marketing best practices (see how). Here you can set the last step in that campaign.

Send a last email after  month(s) of inactivity. RUN SIMULATION

Unsubscribe after  day(s) if recipient remains inactive.

**Email to inactive recipients**

Inactive recipients will be sent the "Email to inactive recipients" notification. [Edit](#)

Recipients that will choose to unsubscribe will be presented with multiple unsubscribe options. [Preview](#)

Unsubscribe

1. Keep this feature disabled. We don't recommend this. It's a good idea to manage inactive recipients.
2. Attempt to re-engage (and then eventually unsubscribe). This is the recommended approach.
3. Unsubscribe immediately.

## Attempt to re-engage (and eventually unsubscribe)

This feature automatically sends the [Email to inactive recipients](#). If you are running a re-engagement campaign, this would be your "ultimatum email", the last email you send to try to re-engage these recipients. It should contain a clear call to action, prompting your customers to either remain subscribed or unsubscribe.

*What to do:*

1. Set after how many months inactive recipients should receive a re-engagement email (email marketing best practices advise to wait 3 or 6 months). To modify the email message click on *Edit* or *Preview*. For more info [view this section](#). 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.
2. Decide after how many days, after having received the previous message, the recipient should be [unsubscribed](#) (email marketing best practices advise to wait 30 or 90 days).

## Unsubscribe immediately

Use this option if you simply want to unsubscribe recipients that have been inactive for a long time. This may or may not be used in conjunction with a re-engagement campaign (see: [how to run a re-engagement campaign with MailUp](#)).

*What to do:*

1. Decide after how many months the recipient should be [unsubscribed](#) (email marketing best practices advise to wait 6 or 12 months).

Always **run a simulation** before starting a re-engagement campaign. This is an estimate of which recipients would be considered Inactive based on the settings you have configured.

The Inactive recipients' management uses for the re-engagement email the MailUp **1-to-many service**.



That's why, if you are running a re-engagement campaign, you will have groups connected to automated emails sent based on the settings you have configured( e. g. 1-to-many-2014-06-02 12.00.00).