

Engagement filters

The Engagement filter category, available only for accounts who have access to the [Engagement](#) report, allows you to segment recipients based on their engagement level. For example, you may create an "inactive customers" filter, and then send an email with a promo code to awaken the interest of your customers.

Let's see in detail the conditions you can use and what they mean:

Label	Description
Active	The recipient has shown an average degree of engagement, it is a contact who often takes actions on the campaigns he receives
Bounce	The recipient registered a high number of soft bounces
Inactive	The recipient has shown an extremely low degree of engagement, it is a contact that does not interact with the campaigns he receives
Less active	The recipient has shown a low degree of engagement, it is a contact who rarely interacts with the campaigns he receives
New	There is still no information on the rating because it is the first time they are reached by a sending
Very active	The recipient has demonstrated a high degree of engagement, it is a contact who carries out activities consistently on campaigns

To create a new filter, you have to define one or more conditions that should occur when the filter is applied.

Set conditions

Pick a condition

- Inactive recipients
- Bounce
- Whom you did not send**
- New recipients (never)
- Excluded recipients (over six months)

Set conditions

Pick a condition

- Whom you sent**
- Very active recipients
- Active recipients
- Less active recipients
- Inactive recipients
- Bounce

If you want to know how logical operators work in filters and how to nest and concatenate conditions, click [here](#).