

## How to Clean your Email List on Systeme.io



\*courtesy of Stacy's Things at [www.stacysthings.com](http://www.stacysthings.com)

See the bottom of the page for special resources

This guide will walk you through the process of cleaning your contact list by removing inactive, unsubscribed, and bounced email addresses (addresses that are no longer valid and result in error messages).

To get started, you will need the following:

a systeme.io account

a list of contacts

### **Why Clean Your Contact List:**

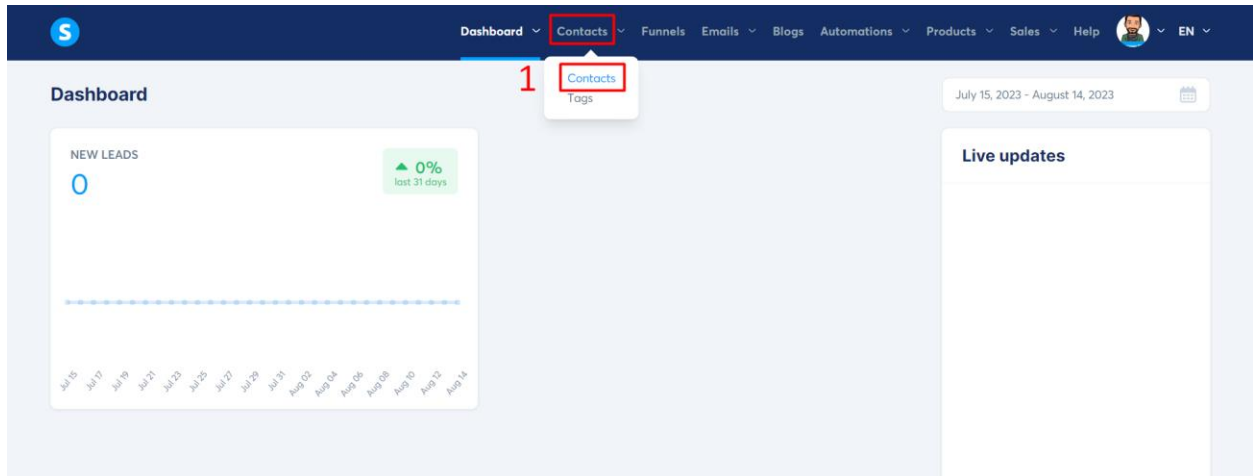
To ensure your emails reach your recipients' inboxes and don't end up in spam folders, it's crucial to maintain a clean contact list. Sending emails to non-existent addresses can harm your email domain's reputation and reduce your deliverability rate.

A good rule of thumb is to aim for a high open rate, ideally at least 20%, which will position you among the best users of our system.

There are three key steps to improve the deliverability of your emails:



#### **1. Clean your email list by deleting inactive contacts**

Go to the "Contacts" tab and select "Contacts" (number 1 in the image).



Activate the **"Email activity"** filter (number 2 in the image) and choose a date from one month ago in the **"No email opened or clicked since"** field (number 3 in the image).

**Example:** If today is **04/06/2022**, select the date **05/05/2022**.

Street address	<input type="checkbox"/>
Postal code	<input type="checkbox"/>
Phone number	<input type="checkbox"/>
Company name	<input type="checkbox"/>
Tax number	<input type="checkbox"/>
State/Province	<input type="checkbox"/>
Tag	<input type="checkbox"/>
Date added	<input type="checkbox"/>
Email activity	<input checked="" type="checkbox"/>
No email opened or clicked since	
May 5, 2022	
 Add condition	
Contact state	<input type="checkbox"/>
Referred by affiliate	<input type="checkbox"/>
<div>Save filter</div> <div>Reset</div>	

**IMPORTANT:** We recommend keeping your customers' data in case they request refunds or for financial accounting purposes.

To achieve this, you can use an additional filter to select only those contacts who have never made a purchase.

For the **"Contact State"** filter (number 4 in the image), select **"Has not made any payments yet"** (number 5 in the image).

The image shows a mobile application interface for filtering contacts. It features a list of filter categories: "State/Province", "Tag", "Date added", "Email activity", and "Contact state". The "Email activity" filter is currently selected, showing a date of "May 5, 2022" and a calendar icon. Below it is a button labeled "+ Add condition". The "Contact state" filter is highlighted with a red box and the number 4. Its dropdown menu is open, showing options: "Active", "Unsubscribed", "Bounced", "Has made at least one payment", and "Has not made any payment yet". The last option is highlighted with a red box and the number 5.

State/Province ☐

Tag ☐

Date added ☐

Email activity ☒

No email opened or clicked since

May 5, 2022

+ Add condition

Contact state ☒ 4

Select ^

Active

Unsubscribed

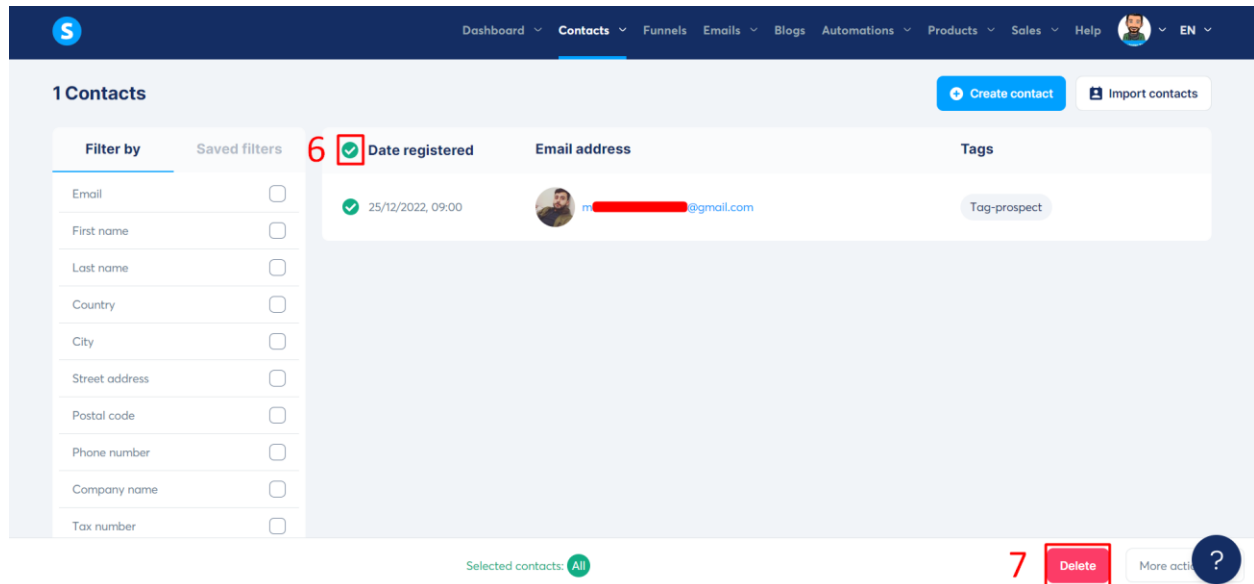
Bounced

Has made at least one payment

Has not made any payment yet 5

You will now have a list of contacts who haven't engaged with your emails in the last month and have never made a purchase. To clean your contacts

database, select the entire list (number 6 in the image), then click "**Delete**" (number 7 in the image).



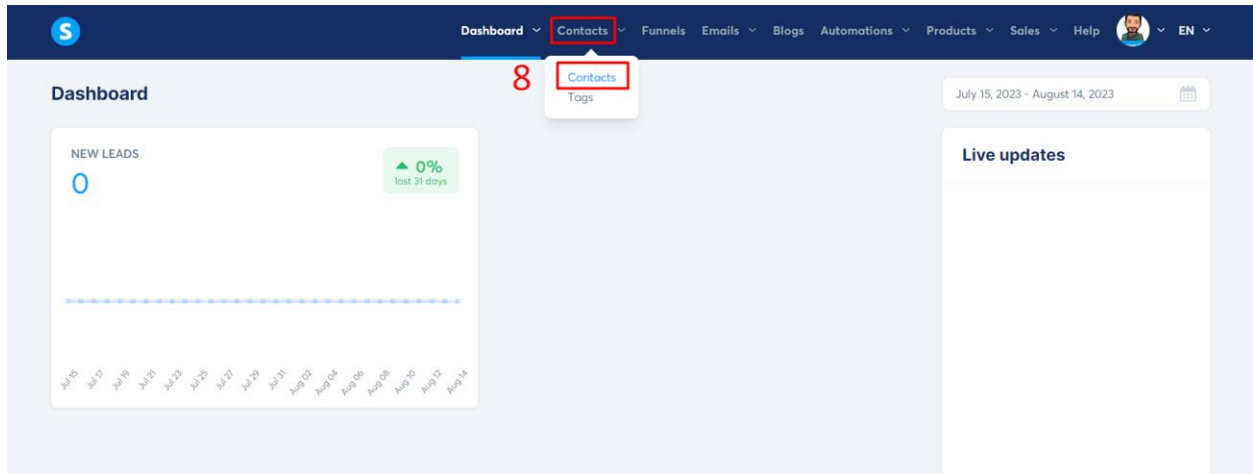
## 2. Stop sending emails to inactive contacts

Remember to always keep a record of data for customers' who have made purchases from you. Their purchase history is valuable.

Instead of deleting inactive customers from your contact list, unsubscribe them from your emails. This approach will enhance your open rates and, consequently, your deliverability.

To stop sending emails to inactive contacts, follow these steps:

1. Navigate to the "Contacts" tab and click on "Contacts" (number 8 in the image).



2. Activate the **"Activity"** filter (number 9 in the image) and choose a date from one month ago in the **"No email opened or clicked since"** field (number 10 in the image).

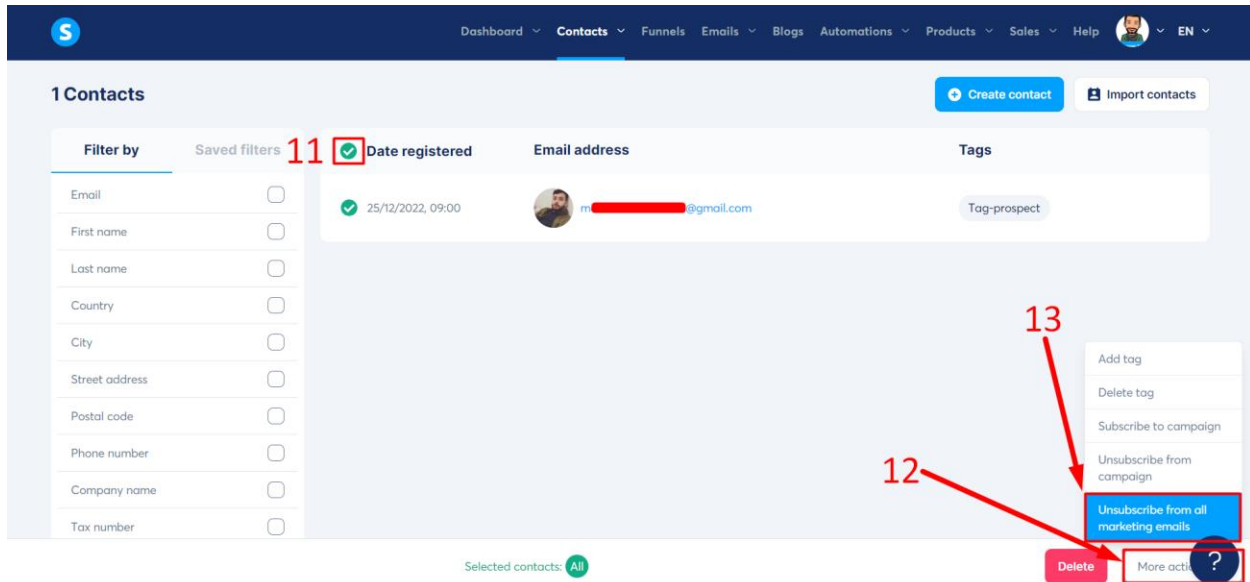
**Example:** If today is **04/06/2022**, select the date **05/05/2022**.

The image shows a filter configuration interface with the following fields and annotations:

- Fields: Street address, Postal code, Phone number, Company name, Tax number, State/Province, Tag, Date added, Email activity, No email opened or clicked since, May 5, 2022, Add condition, Contact state, Referred by affiliate.
- Buttons: Save filter, Reset.
- Annotation 9: A red box highlights the "Email activity" checkbox, which is checked.
- Annotation 10: A red box highlights the "No email opened or clicked since" condition, which includes a date picker set to "May 5, 2022".

3. Next, select all records in the list (number 11 in the image), click "**More actions**" (number 12 in the image), and then select "**Unsubscribe from all marketing emails**" (number 13 in the image).





**NOTE:** You can also assign a TAG to your inactive contacts and attempt to re-engage them with an email sequence, which may bring some of them back into active engagement.

### 3. Delete unsubscribed contacts

Activate the "**Contact state**" filter (number 14 in the image), then choose "**Unsubscribed**" (number 15 in the image).

The image shows a mobile application interface for filtering contacts. It features a list of filter conditions: 'State/Province', 'Tag', 'Date added', 'Email activity' (checked), and 'Contact state'. The 'Email activity' condition is set to 'No email opened or clicked since May 5, 2022'. Below this is a '+ Add condition' button. The 'Contact state' dropdown is open, showing options: 'Active', 'Unsubscribed' (highlighted in blue), 'Bounced', 'Has made at least one payment', and 'Has not made any payment yet'. A red box labeled '14' highlights the checked checkbox for 'Contact state'. Another red box labeled '15' highlights the 'Unsubscribed' option in the dropdown menu.

State/Province ☐

Tag ☐

Date added ☐

Email activity ☒

No email opened or clicked since

May 5, 2022

+ Add condition

Contact state ☒ 14

Select ^

Active

Unsubscribed 15

Bounced

Has made at least one payment

Has not made any payment yet

To remove all unsubscribed contacts, select the entire list (number 16 in the image) and click "**Delete**" (number 17 in the image).

16

17

Finally, click on "**Confirm**" (number 18 in the image).

Confirm action

Are you sure you want to delete the selected contacts?

18

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