Engagement filters are fundamental to any email sending strategy. Engagement filters ensure that you are reaching consumers who want to hear from your brand while aiding deliverability and avoiding spam traps.

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- Create Engagement Filters

Why Use Engagement Filters?

The purpose of an engagement filter is to limit your email send to individuals that are most likely to actively engage with your email campaigns. By limiting audiences to those that engage, you can help ensure better deliverability including avoiding SPAM traps and higher engagement rates. While no one likes to cut the reach of their campaigns, effective use of engagement filters can increase your performance and ROI.
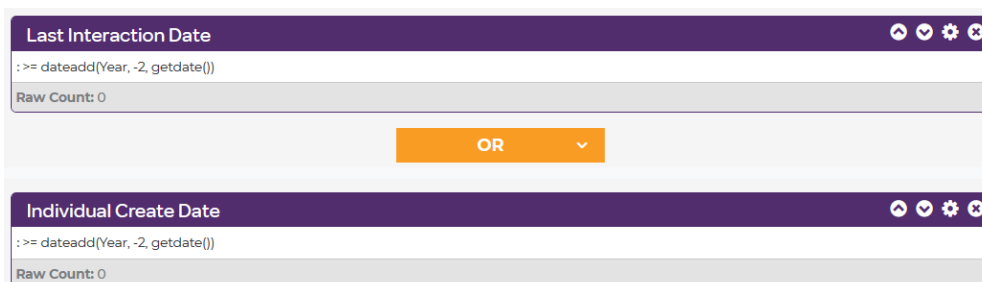
Industry best practice

It is typically advised that you do not email individuals that have not interacted with your brand for 24 months. Any consumer that has not interacted with your brand in that amount of time should be considered lost as an email contact and pursued via other channels.

Create Engagement Filters

By default, Ascent360 recommends sending to a Newsletter contact list consisting of:

- Contacts who have interacted with the business through webforms, transactions, or email behavior in the last 2 years (24 months).
- Contacts who were created in the database in the last 2 years (24 months).

In the Ascent360 Audience Builder, the above Newsletter audience looks like this:

Some clients elect to send their first email through Ascent360 to a wider audience than their default Newsletter Contact list to reach a greater percentage of their database and ease the transition from a

previous Email Sending Platform (ESP).

Sending to a portion wider than the default Newsletter Contact list should be done strategically and should not be the status quo for regular email sends.