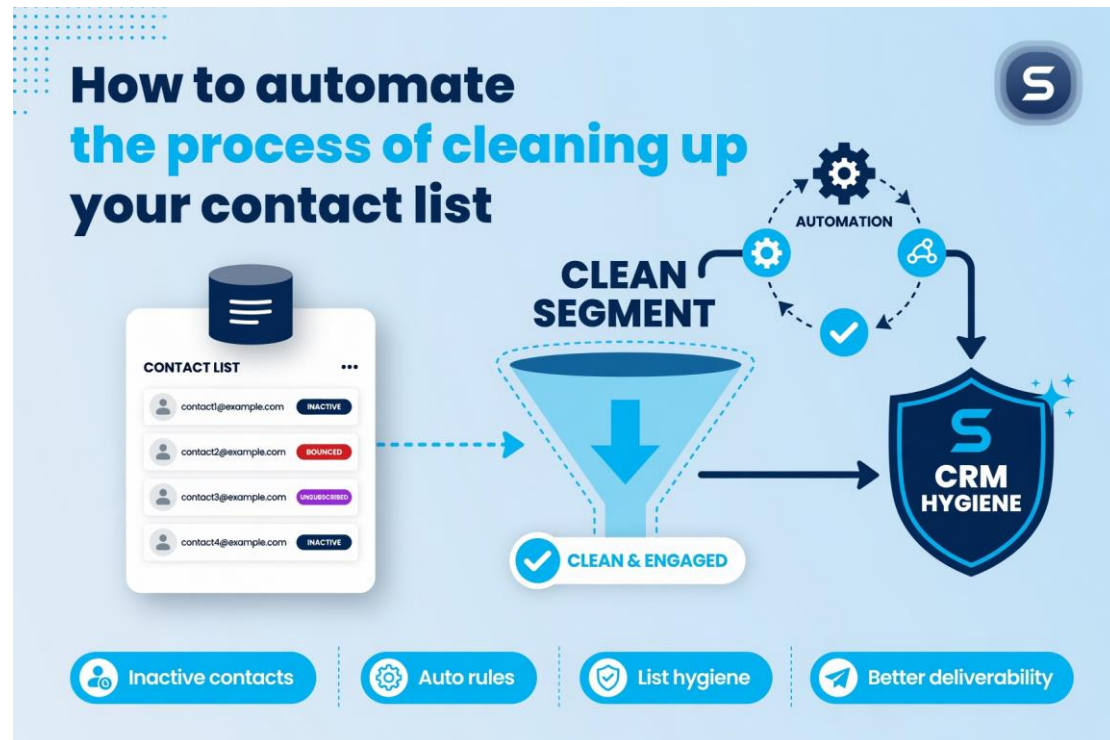


How to Automate the Process of Cleaning Up Your Contact List

Introduction

A large list of **inactive subscribers** hurts **open rates**, **spam scores**, and inbox placement. Instead of filtering and deleting contacts by hand every month, [systeme.io](#) offers **Automatic list cleaning** in **Settings** → **Emails**. Help article **4216** explains how to turn on weekly rules that **delete** or **unsubscribe** contacts who have not opened any email for a period you define.

This complements—not replaces— [manual list cleaning](#) (article 139) and removing [bounced contacts](#).



Prerequisites

- Active [systeme.io](#) account.
- At least one **contact list** with email activity history.
- You have been sending campaigns or automations long enough to measure **opens** (inactive = no opens in X weeks).

Why Automate List Cleaning?

- **Deliverability:** ISPs and Gmail/Yahoo/Microsoft reward engaged lists—see [improve email deliverability](#).
- **Pool reputation:** Poor metrics can affect your sending pool on high-volume accounts.
- **Time:** Weekly automation replaces repetitive CRM filtering.
- **Compliance:** Stop mailing people who clearly ignore your content (reduces spam complaints).

Step 1 — Open Automatic List Cleaning

1. Log in to [systeme.io](#).
2. Click your **profile picture** → **Settings**.
3. Select **Emails**.
4. Scroll to the section **Automatic list cleaning** (article 4216).

Step 2 — Understand the Two Rules

systeme.io runs **two separate automated rules** (you can configure each):

Rule A — Never purchased

Delete or unsubscribe contacts who:

- Have **not opened any email** for your selected number of **weeks**, and
- Have **never made a purchase** on your account.

Typical choice: Delete weekly— these leads have little CRM value if they never engaged or bought.

Rule B — Past customers

Delete or unsubscribe contacts who:

- Have **not opened any email** for your selected number of **weeks**, and
- **Have previously made a purchase**.

Typical choice: Unsubscribe (not delete)— keep order history and customer data for accounting and win-back campaigns (aligned with article 139).

Step 3 — Configure Each Rule

For each rule you enable:

1. Choose **frequency** (e.g. **Every week**).
2. Choose action: **Delete** or **Unsubscribe** contacts matching the rule.
3. Set **inactivity window**: number of **weeks** without any email open (examples in tutorials: 4–26 weeks depending on list size and send frequency).
4. **Save** email settings.

Example pairing:

- Never purchased → **Delete** every week if no open for **8–12 weeks**.
- Past buyers → **Unsubscribe** every week if no open for **26+ weeks**.

Adjust weeks to your sending cadence: weekly newsletters can use shorter windows; quarterly senders need longer periods before someone is truly “inactive.”

Best Practices

- **Warm-up first:** New accounts should follow [deliverability guidelines for the first days](#) before aggressive deletion.
- **Re-engagement:** Consider a final “Still interested?” campaign before enabling short delete windows.
- **Bounces:** Automatic cleaning targets **no opens**, not hard bounces—clean bounces separately.
- **Double opt-in:** Quality at signup reduces future scrub volume ([double opt-in](#)).
- **Review monthly:** Check CRM counts and open-rate trends after automation runs.

Automatic vs Manual Cleaning

Task	Automatic list cleaning	Manual (CRM filters)
No opens + never bought	Yes, scheduled	Optional one-time audit
No opens + past buyers	Yes (prefer unsubscribe)	Same
Bounced addresses	No	Filter Bounced → delete
Duplicates / typos	No	15+ CRM filters
Unsubscribed contacts	No	Already excluded from sends

Troubleshooting

Issue	Likely cause	Fix
Too many contacts removed	Weeks threshold too low	Increase weeks; use unsubscribe first.
Open rate still low	Content or auth issues	Check domain auth and subject lines—not only list size.
Customer data lost	Deleted buyers	Switch rule B to Unsubscribe only.
Rule seems inactive	Settings not saved	Re-save Emails settings; wait for weekly run.

Frequently Asked Questions

Where is the feature?

Settings → **Emails** → **Automatic list cleaning** (4216).

Two rules?

Never purchased vs past purchasers—inactivity measured by **no opens** in X weeks.

Delete or unsubscribe customers?

Unsubscribe to retain purchase records.

How often?

Weekly when enabled.

Replaces everything?

No—still handle **bounces** and manual audits.

Related Resources

- [How to Manually Clean Your Email List](#)
- [How to Delete Bounced Contacts](#)
- [How to Improve Your Email Deliverability](#)
- [How to Authenticate Your Domain Name for Email Sending](#)

Turn on **Automatic list cleaning** on systeme.io, keep buyers as **unsubscribed** rather than deleted when possible, and pair automation with a healthy sending setup.

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