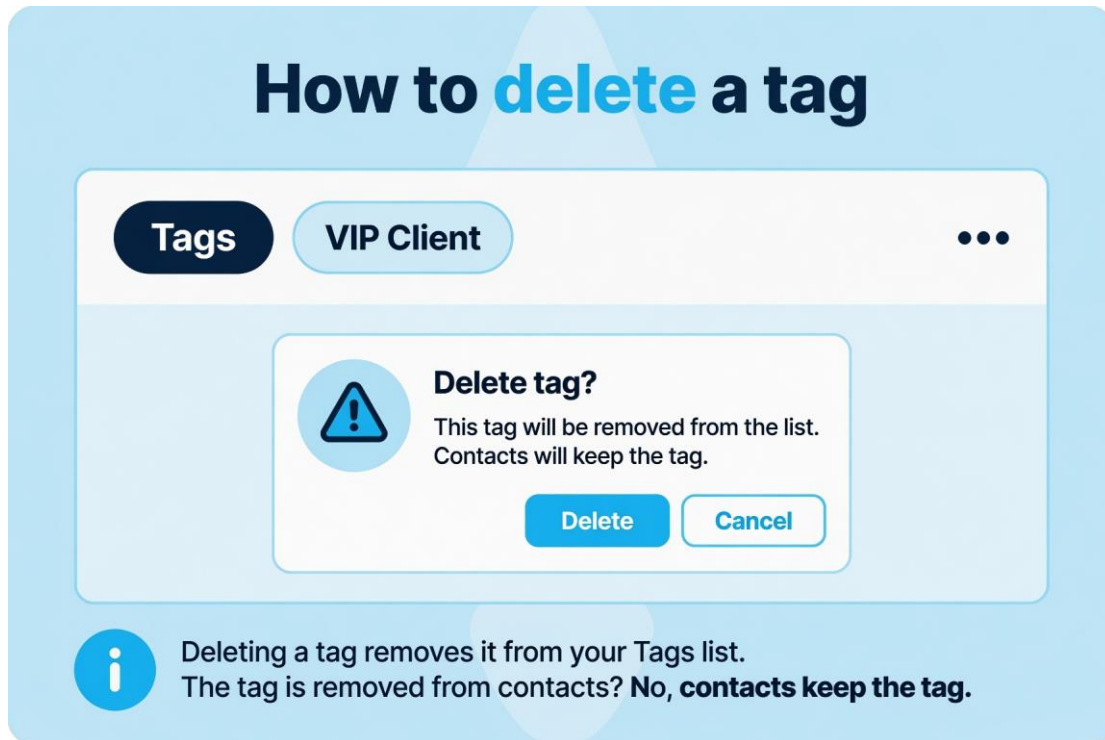


How to Delete a Tag



Introduction

Tags keep your CRM organized on systeme.io—funnels, imports, and automations all rely on clear labels. Over time you accumulate test tags, misspelled names, or segments you no longer use. Deleting a tag removes the label from your account **without deleting contacts**.

This walkthrough matches [How to delete a tag](#) and pairs with [How to create a tag](#) and [How to organize your contacts with tags](#).

When to Delete a Tag

- Duplicate or typo tags after you merged segments
- One-off campaign labels you will never filter on again
- Tags from old funnels you have fully retired
- Clutter after a CRM cleanup project

Before you delete: check whether an [automation rule](#), funnel step, or [import preset](#) still references the tag. Update those workflows first so nothing breaks silently.

Step 1: Open Tags in CRM

1. Go to the **CRM** tab
2. Select **Tags**

You see every tag with stats (contacts tagged, removed count, sales attribution—see [tag statistics](#)).

Step 2: Delete the Tag

1. Find the tag you want to remove
2. Hover over the **three dots (...)** on that row
3. Click **Delete**

A confirmation window asks whether you are sure you want to remove the tag.

Step 3: Confirm

Click **Confirm** to permanently delete the tag. It disappears from the Tags list and from filter dropdowns on the Contacts page.

Contacts are not deleted. They remain in CRM; they simply no longer have that tag on their profile. To strip a tag from individuals without deleting the tag definition, use [How to delete a tag from a contact](#) instead.

After Deletion

- **Filters:** saved views that used only that tag will return fewer or zero results—rebuild filters with current tags
- **Automations:** rules triggered by “tag added” for the deleted name stop firing for new events; edit rules that still list the old tag
- **Reporting:** historical “Total” counts on deleted tags are gone from the UI; export contacts before major tag purges if you need audit trails ([export contact list](#))
- **Re-create:** you can create a new tag with the same name later and re-apply via bulk actions ([How to add a tag to a contact](#))

Alternatives to Deleting

If contacts still need the segment but the **name** is wrong, create a correctly named tag, bulk-move contacts, then delete the old tag. If only a few contacts

should lose the label, remove the tag per contact rather than deleting the tag globally.

For list hygiene without touching tag definitions, filter by tag and delete contacts only when appropriate ([How to delete multiple contacts](#)).

Frequently Asked Questions

Will deleting a tag affect email campaigns?

Campaigns subscribe **contacts**, not tags directly—but automations that add people to campaigns when a tag is applied will stop working for that tag name after deletion.

Can I delete multiple tags at once?

The standard UI deletes **one tag per confirmation**. Repeat for each obsolete label or script cleanup during a maintenance session.

Import tags I no longer want?

Delete the tag in CRM after import; contacts keep other data. Prevent re-import by fixing your CSV or import tag dropdown ([Essential steps to import contacts successfully](#)).

Related Resources

- [How to delete a tag](#)
- [How to create a tag](#)
- [How to delete a tag from a contact](#)
- [How to organize your contacts with tags](#)

Need a cleaner CRM on [any plan](#)? Tags scale with your funnels—prune the ones you do not use. [Contact support](#) if a tag is stuck or automations behave oddly after cleanup.

[systeme.io](#) — fewer tags, clearer segments, faster filtering.

Last updated: July 11, 2026 · Based on *How to delete a tag*