


# Targeting an email

There is a new warning message on Action Network (as of 2024) that looks like this:





**Sending To Your Full List Is Not Best Practice**  
Sending to your full list is not a best practice, and can cause deliverability issues. ([Learn more](#))  
We recommend you target a subset of your list that is likely to engage (ex: activists who have engaged recently, or activists who live in a nearby area). However, if you want to continue, check the box below.  
☐ **I understand and wish to send to my entire list anyway**



With smaller lists (less than 5000 subscribers) it's probably still ok to send to everyone on your list - just tick the box and proceed. But if you are getting low open rates (less than 40%) for any sized list, then perhaps read on for advice....

## How to target the more active subscribers on your list

To do this in a quick and simple way you can target using this option:

**ENGAGEMENT** **1**

 **INCLUDE** 

**Email Engagement**   
Target activists who subscribed, opened, clicked, or took  
action  days ago or less ...or target by date  
...or target by verified openers 

This will then only send an email to someone who has newly subscribed, opened, clicked or taken and 'action' (that means filling in a form or event) in the last year.

The will probably reduce the number of people you email to about 70-80% of your full list. If you do this regularly, it is supposed to help make sure emails go to inboxes and not spam. Your list looks

more 'engaged' when a higher percentage of people open the emails. An email coming from an engaged and active list is more likely to end up in someone's inbox than in spam.

**It would then be good practice to email EVERYONE a couple of times a year, to try to 'wake up' those inactive people.**

There are many other options in targeting emails, and you'll see the ? sign next to each item to explain what it is. There are too many options to explain here, so if you need help - contact the

[Action Network Data Team](#)

---