This will show you how to clean up your list so you don't have lots of dead weight. I could film it, but having the steps laid out is easier for you.

>>>> WARNING: Export your list before cleaning it in case something goes wrong!!!

1- Create a tag named "Cold Subscribers"

- Go to the "Subscribers" page
- Scroll down
- Find "Tags" on the right side of the page
- Click "Create a Tag"
- Create a tag named "Cold subscribers"

2- Tag all Cold Subscribers

- Go to the "Subscribers" page.
- Scroll down
- Click on the "Confirmed Subscribers"
- From the dropdown menu, click on the "Cold Subscribers"
- Select them all
- Click "Bulk Actions" on the right side
- Click "Add tag" from the dropdown menu
- Select the "Cold subscribers" tag you just created
- Save

3- Create an Automation Rule to Confirm They are Cold

- Go to the "Automations" tab
- Click "Rules" in the upper-right
- Click "Create a New Rule"
- Set trigger to "Clicks a Link"
- Set Action to "Remove Tag"
- Select the "Cold subscribers" tag you just created

4- Send a Broadcast to your Cold Subscribers

- To give people a final warning, send an email broadcast
- Add a link to the email
- Make sure to make that link use the Link Trigger automation you set up above.
- Go to the next page
- Select "Subscribed To"
- Select "tags"
- Select the "Cold subscribers" tag you just created
- Send the email

5- Delete everyone who doesn't click

- Wait for a week
- Engaged subscribers will be removed from the "Cold subscribers" Tag. (That's why we set up the automation above)
- Once you wait, select all the subscribers in your "Cold subscribers" Tag.
- Delete them all