



# Bulk Add Contact Tags

Learn how to bulk add tags to contacts to segment lists, trigger automations, and prep SMS campaign registration. Fast steps, tips, and FAQs.

This article will show you how to quickly apply tags to multiple contacts using "Add Tags" feature.

Whether you're organizing leads by lifecycle stage, segmenting users for campaigns, or flagging contacts for automation, bulk tagging saves you hours of manual work. We'll walk you through what tags are, why they matter, and exactly how to use them in just a few clicks.

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### What is Adding Tags to Multiple Contacts

Adding tags in bulk allows you to label and organize large sets of contacts efficiently. Tags help categorize contacts based on shared traits, behaviors, or stages in the customer journey. This feature is essential for segmenting audiences, triggering automations, and managing CRM workflows at scale.



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Bulk tagging is a powerful CRM operation that can streamline segmentation, personalization, and automation setup. Here are key advantages:

- Save time by tagging multiple contacts in one action
  - Improve segmentation for more targeted communications
  - Trigger workflows based on tag-based conditions
  - Track campaign membership or progress with ease
  - Maintain clean and organized contact records
  - Enhance reporting and analytics by grouping relevant contacts
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This section walks you through the exact process of applying tags to multiple contacts from the Contacts page.

Navigate to the “Contacts” Tab

From your dashboard, click on the Contacts tab in the left-hand navigation menu.

The screenshot shows a CRM application's contact management screen. On the left, a sidebar lists various modules like Launchpad, Dashboard, Conversations, Calendars, and Contacts, with 'Contacts' being the active tab. The main area is titled 'Contacts' and shows a list of records. The toolbar at the top includes icons for search, bulk actions, restore, tasks, companies, and manage smart lists. A red box highlights the 'Select' icon in the toolbar. The contact list table has columns for Name, Phone, Email, and Created. Each contact entry includes a checkbox, a circular profile picture, and a preview card with contact details.

## Select Multiple Contacts

Use the checkboxes on the left side to select the contacts you want to tag. You can select as many records as needed.

This screenshot shows the same CRM interface as the previous one, but with a vertical red box highlighting the column of checkboxes on the left side of the contact list. This indicates that multiple contacts have been selected for further action. The contact list and its columns remain the same as in the first screenshot.



Click the “Add Tag” Icon

Once contacts are selected, click the Add Tag icon from the action bar at the top of the screen.

The screenshot shows a list of contacts in HubSpot. On the left is a sidebar with various modules like Launchpad, Dashboard, Conversations, Calendars, Contacts (which is selected), Opportunities, Surfboards, Payments, and AI Agents. The main area shows a list of 6 selected records. The columns are Name, Phone, and Email. The 'Add Tag' icon in the top toolbar is highlighted with a red box.

Name	Phone	Email
AT Adit Test	(26...)-28	test5@test1.com
(3)	(2...)-3928	
(2)	(26...)-62	
(2)	(717)...-1	
(5)	(...)-6207	
(4)	(267)...	
(6)	(520) 614-8943	
Test 1		test@testme.com
(7)	(85...)-87	
59	(...)-617	

Add Action Name and Tags

In the “Add Tags” pop-up window, Give your action a name under Action Name field. Next, Click the dropdown from the Tags field and select one or more tags from the list.

The screenshot shows a CRM application interface with a modal window titled "Add Tags". The modal contains fields for "Action Name" (set to "Add Tags") and "Tags", which is a dropdown menu with a search bar and a list of available tags. The list includes: 1st webchat, crystal, claudie test, compliant, culture club pending, dentists2, dentsts1, and dnd. A red box highlights the "Add Tags" button at the bottom of the modal.

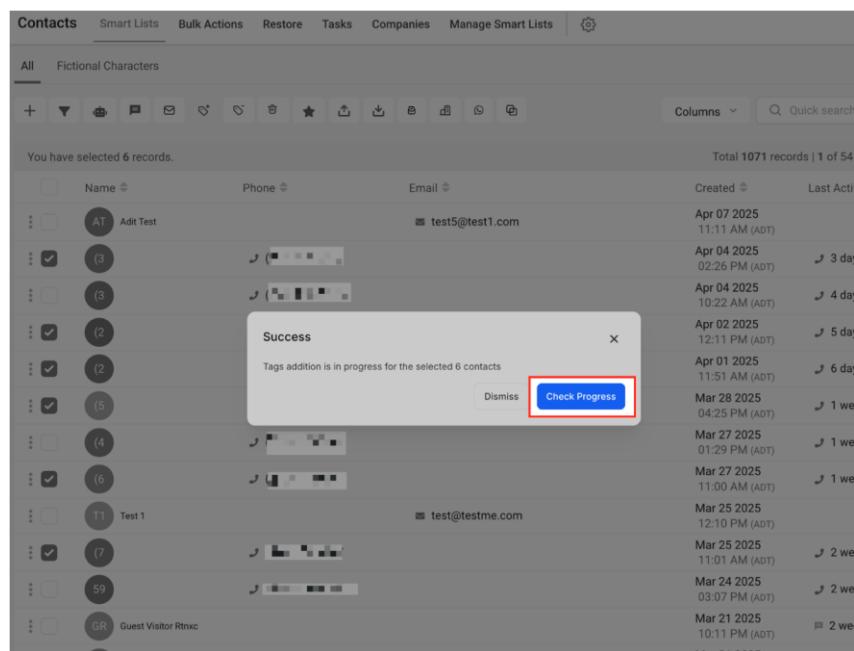
Click “Add Tags” to Apply

Once the tags are selected, click the Add Tags button to begin the operation. A confirmation message will appear.

The screenshot shows the same CRM interface as the previous one, but the "Add Tags" button in the modal has been highlighted with a red box. The modal also displays a confirmation message: "Bulk Actions are performed over period of time. You can track the progress on the Bulk Actions page." The rest of the interface and the list of contacts on the right remain the same.

## Track Progress

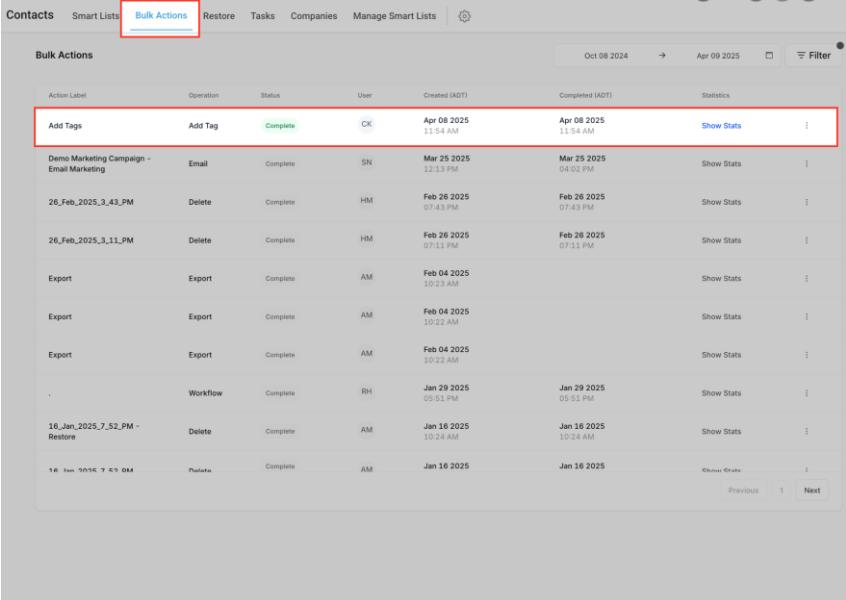
This confirmation popup appears right after clicking “Add Tags”. It informs you that the tag assignment is now in progress for the selected contacts. To monitor the operation, you can click the “Check Progress” button, which will redirect you to the Bulk Actions tab where you can track the success or failure of the task in real time.



## Track the Bulk Action Status

The highlighted area shows your bulk tag action has been completed successfully. You'll see the action

name, who performed it, when it was created, and a “Show Stats” link to review the results. This helps you confirm everything was applied as expected.



Action Label	Operation	Status	User	Created (ADT)	Completed (ADT)	Statistics
Add Tags	Add Tag	Complete	CK	Apr 08 2025 11:54 AM	Apr 08 2025 11:54 AM	Show Stats
Demo Marketing Campaign - Email Marketing	Email	Complete	SN	Mar 25 2025 12:13 PM	Mar 25 2025 04:02 PM	Show Stats
26_Feb_2025_3_43_PM	Delete	Complete	HM	Feb 26 2025 07:43 PM	Feb 26 2025 07:43 PM	Show Stats
26_Feb_2025_3_11_PM	Delete	Complete	HM	Feb 26 2025 07:11 PM	Feb 26 2025 07:11 PM	Show Stats
Export	Export	Complete	AM	Feb 04 2025 10:23 AM		Show Stats
Export	Export	Complete	AM	Feb 04 2025 10:22 AM		Show Stats
Export	Export	Complete	AM	Feb 04 2025 10:22 AM		Show Stats
.	Workflow	Complete	RH	Jan 29 2025 05:51 PM	Jan 29 2025 05:51 PM	Show Stats
16_Jan_Restore	Delete	Complete	AM	Jan 16 2025 10:24 AM	Jan 16 2025 10:24 AM	Show Stats
16_Jan_2025_7_52_PM - Restore	Update	Complete	AM	Jan 16 2025	Jan 16 2025	Show Stats
16_Jan_2025_7_52_PM	Update	Complete	AM	Jan 16 2025	Jan 16 2025	Show Stats

## Frequently Asked Questions

Q: Can I apply multiple tags at once to a contact?

Yes, you can select and apply multiple tags simultaneously in a single bulk action. Simply add all desired tags in the Tags field before submitting the action.

Q: Will this overwrite existing tags on the contact?

No, adding tags in bulk will only append the selected tags to the contact's existing tag list. It will not remove any pre-existing tags.



Q: Can I use tags to trigger automations?

Absolutely. Tags are commonly used as workflow triggers within HighLevel automations, allowing you to launch sequences when a tag is applied or removed.

Q: How do I undo or remove tags applied in bulk?

To remove tags from contacts, use the “Remove Tag” bulk action. You can either remove specific tags or clear all tags from selected contacts. This will be covered in a separate article.

Q: Can I see which contacts were successfully tagged?

Yes. Go to the Bulk Actions tab and click on “Show Stats” beside the relevant action. This view shows the success status, contact identifiers, and timestamps for each tagged record.