



# LIST HYGIENE DEFINITIONS

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1. How do you define contact age? (Sample: Date of record creation.)

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2. Who are your **super actives**? (Sample: Has taken at least 3 actions in the last 90 days.)

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3. Who are your **actives**? (Sample: Has taken at least 1 action in the last 90 days.)

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4. Who are at **risk**? (Sample: Has taken action in the last 91 - 120 days – REACTIVATE!)

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5. Who is **cold**? (Sample: Has taken action in the last 121 – 360 days – REACTIVATE!!)

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6. Who are the **ZOMBIES**?

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