

Recipients

A *recipient* is any contact in a List.

There are three recipient statuses managed at the List level:

- **Subscribed**
- **Pending**
- **Unsubscribed**

A recipient will only receive messages from you if the status is that of a "Subscribed", and, therefore, should never be confused for a *subscriber* unless assigned that status.

Recipients and custom fields

Each recipient has 39 [custom recipient fields](#) available and freely customizable.

Custom fields are useful to add dynamic tags to your messages (e.g. *Dear* and the customer's first name) or to segment your subscribers using [Filters](#).