

Managing the Opt-Out Process

Do Include the unsubscribe link at the top of the email.

Caution Bury the unsubscribe link in the email's footer where it can easily be missed – if the recipients can't opt out quickly and easily they'll report the message as spam instead.

Do Implement a single click unsubscribe process.

Do Include a way for subscribers to opt-in to your lists again in case they unsubscribed accidentally or changed their minds.

Do Set up a valid email address subscribers can reply to in order to unsubscribe from your lists and monitor it closely.

Do Remove unsubscribers from your lists no later than 10 days; or better yet, immediately.

Do Remember that your opt-out mechanism must be able to process requests for at least 30 days after the message was deployed.

Do Always use a suppression list to monitor unsubscribes.