Manually opt-out or opt-in contacts %

Your contacts are able to manage their own subscriber status through the custom unsubscribe / opt-out links in broadcast and campaign sequence emails. When a contact clicks on the link, they are able to opt-out of all of your email marketing or just unsubscribe from one specific list. Occasionally, contacts may send you an email or call you with a request to remove them from your email marketing. If a contact wants to be removed from one specific list, but still wants to continue receiving other email marketing from you, you can remove the tag associated with that list (e.g. newsletter subscriber) to comply with their request. If you need to remove a contact or a list of contacts from ALL of your email marketing, then you will need to update their email status.

Opt-out an individual contact

1. While viewing their contact record, click on the **Manage Email Status** next to their email address.

T UX T	Business Y	
Email / Soc	cial	
Email	nisl.elementum@cursus.org	\mathbf{x}
	Status: Unconfirmed Manage Ema	il Status
Website		*
Twitter		Y
Facebook		f

2. Click on **Manually opt-out this address** and select an opt-out configuration from the drop-down list. This list includes all of the custom unsubscribe links you've created and will default to a system-created opt-out option.

Current Status	Status History	
Current Status: U	nconfirmed	
This person has no	ot confirmed their email address.	
You may send mar	rketing emails to this address.	
You can: Send confirmation Manually opt-out t	n email this address	* *

3. Choose Custom Opt-Out Link (or one that you have created) and click the **Submit** button.



Opt-out a list of contacts

- 1. Find the list of contacts you want to opt-out of email marketing.
- 2. Click on the Actions drop-down in your search results and select, Update Opt-In / Out Status.

Apply Action Set	+ Criteria/Columns Sav	ve Print
Apply/Remove Tag		
Assign to Account		
Create Opportunities		
Create Referral Partner Referral	566	
Create an Appointment	soft.com	Country: United S
		Street Address 2:
Event		First Name: Marti
ts getting bot in berg - warm email	51	Spouse Name:
Mass Undata Contacts	2:	
Marga Duplicate Contacts		
Print Labels		
Reassign Contacts (Batch)	0000	
Reassign Contacts (Datasheet)	sionso	Country:
Reassign Contacts (Datasheet)	Sionson	Street Address 2:
Send a Broadcast (Email Eav. etc.)	Work)	First Name: Colto
Send a Droadcast (Email, 1 ax, etc.)		Spouse Name:
Start/Ston a Campaign (Lease)		
Start/Stop a Campaign (LegaCy)		
Start/Ston a Follow-up Sequence		
Undate Ont In/Out Status	000	
Email: mike bast@iofu	sionsoft	Country:
Chatas Chatas Control	Sousolum	Street Address 2:

3. Select the email address field(s) you wish to update. The first email option is the main email address on their contact record.

Update Opt-Ir	n/Out Status	
Your search returned 7 results . Th	is action will update the opt-in/out	t status for each of the contacts i
Email Fields to Update:	Email Address 2 Email Address 3	
Opt In or Out?	Opt-In	•

4. Select **Opt-Out** from the status drop-down.

Your search returned 7 results . This action v	vill update the opt-in/out status for each of the contacts in the		
Email Fields to Update:	Email Address 2 Email Address 3		
Opt In or Out?	Opt-In		
How did these Contacts sign up	Opt-In Opt-Out		
Filled out a Web Form on my website			
Purchased a product from me			

5. Click on the **Process Action** button.

Reason for Opt Opdate:	filling out a web fo www.mysite.com a requesting what I a
Process Action Cancel and Re	eturn to Contacts
	1.29.3.3 a