

Manually opt-out or opt-in contacts

Last Modified on 04/21/2026 3:11 pm MST

This article applies to:

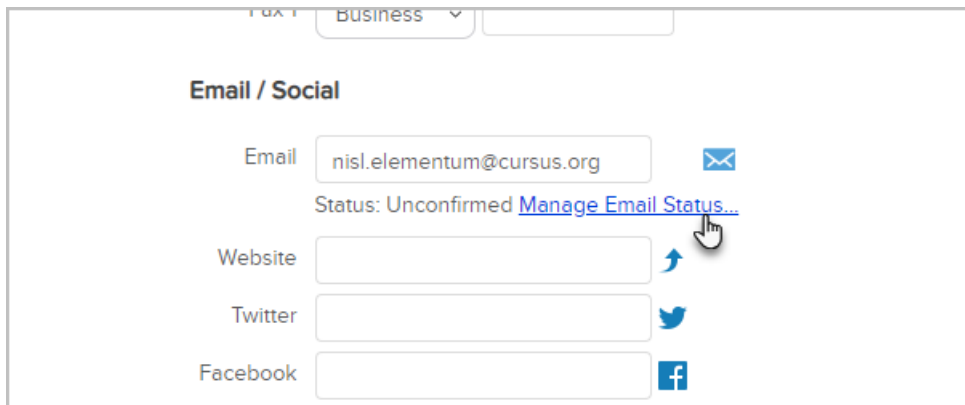
[Max Classic](#)

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 reach out to you with a request to be removed from your email marketing, or you may need to opt a contact back in who was previously opted out or is in a non-marketable status.

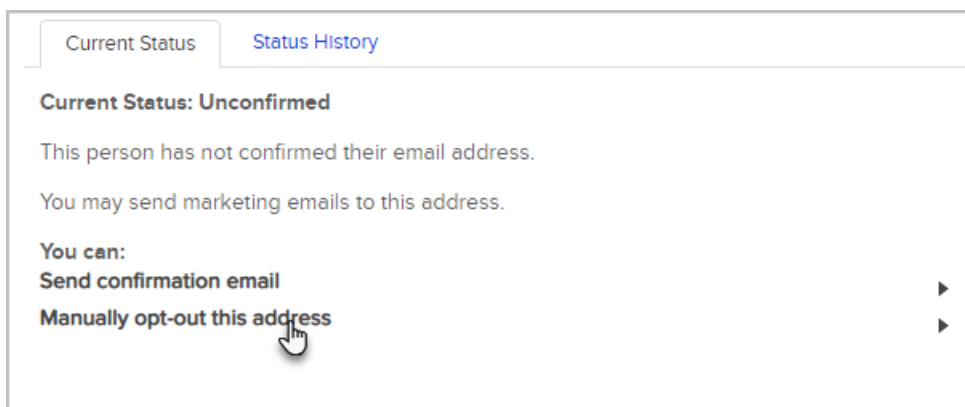
If a contact wants to be removed from one specific list, but still wants to continue receiving other email marketing from you, you can remove the tag associated with that list (e.g. newsletter subscriber) to comply with their request. If you need to remove a contact or a list of contacts from ALL of your email marketing, or opt them back in, you will need to update their email status.

Opt-out an individual contact

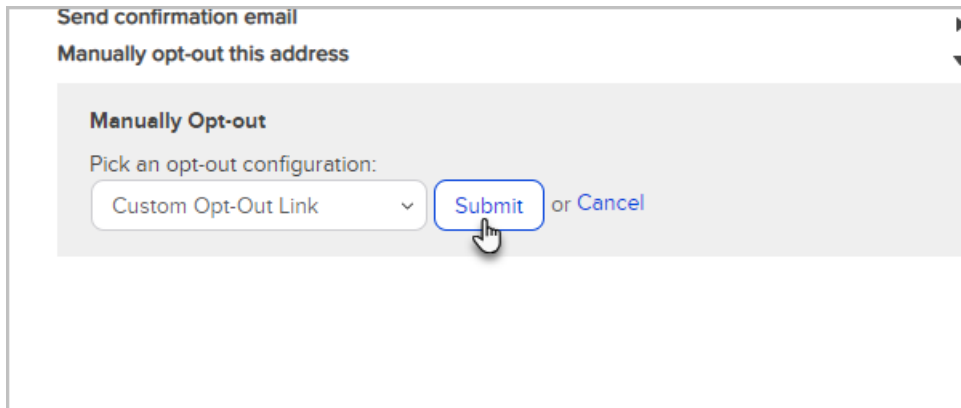
1. While viewing their contact record, click on the **Manage Email Status** next to their email address.



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.



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



Send confirmation email

Manually opt-out this address

Manually Opt-out

Pick an opt-out configuration:

Custom Opt-Out Link ▼

Submit or Cancel

Opt-in an individual contact

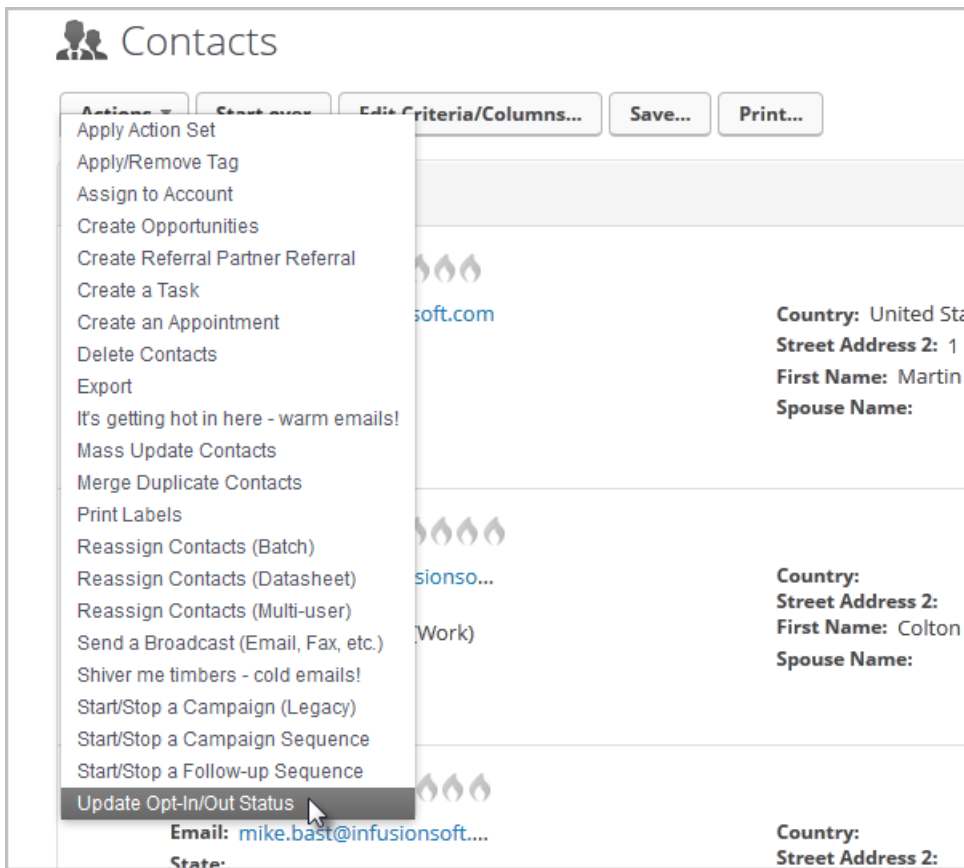
1. While viewing their contact record, click on **Manage Email Status** next to their email address.
2. Select **Indicate that you have permission to market to this address**, then select the **I have Permission to market to this address** checkbox. In the text field beneath this checkbox, you must explain how you received permission to market to the address.
3. Click the **Submit** button.

Note: This option works for contacts in both a non-marketable status and a opted-out statuses.

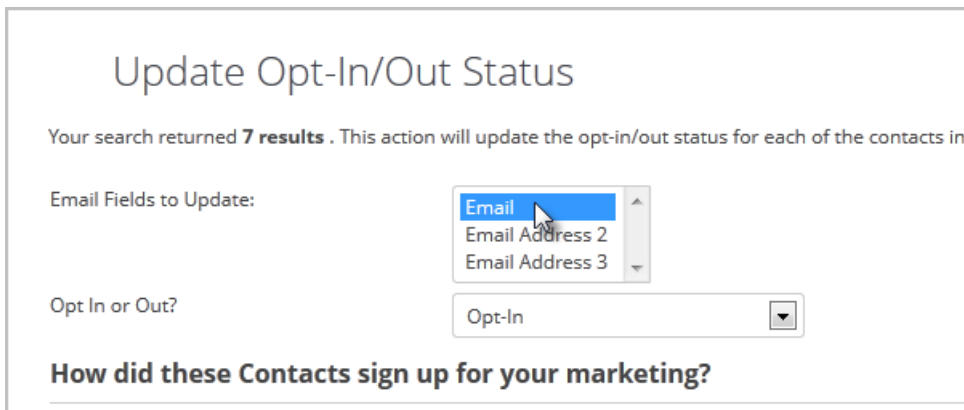
Additionally, contacts who are opted out will automatically be opted back in via a **web form** or **order form** submission.

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**.



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



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

Your search returned **7 results** . This action will update the opt-in/out status for each of the contacts in the

Email Fields to Update:

- Email
- Email Address 2
- Email Address 3

Opt In or Out?

- Opt-In
- Opt-Out

How did these Contacts sign up

- Filled out a Web Form on my website
- Purchased a product from me

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

Reason for Opt update:

filling out a web form on
www.mysite.com and
requesting what I a

Process Action **Cancel and Return to Contacts**

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Opt-in a list of contacts

1. Find the list of contacts you want to opt back in to email marketing.
2. Click on the **Actions** drop-down in your search results and select **Update Opt-In / Out Status**.
3. Select the email address field(s) you wish to update. The first email option is the main email address on their contact record.
4. Select **Opt-In** from the status drop-down.
5. Click on the **Process Action** button.

Important: The batch opt-in action only works for contacts in a non-marketable status. It does not work for contacts who have been opted out. For batch opt-in requests of opted-out contacts, these must go through support to request approval.