

Send Confirmation Email

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This article applies to:

[Max Classic](#)

Confirming an email address is a **manual process** where your contact clicks a confirmation link to tell their email provider they want to receive marketing emails from you. This improves deliverability by reducing the number of unengaged contacts you send to, helping your emails avoid spam folders and rejections.

Two Ways to Send Confirmation Emails in Keap

1. [One-off Confirmation from a Contact Record](#)
2. [Bulk Confirmation Requests through an Automation Sequence](#)

You can send a confirmation email to contacts with any of the following statuses:

- Unengaged Marketable
- Unengaged Non-marketable
- Non-marketable
- Unconfirmed

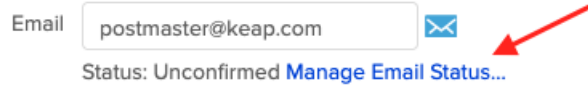
Important: A contact can receive a maximum of **2 confirmation emails within 30 days**. If you attempt to send more, the contact record will display this message:

"You have exceeded the maximum amount of confirmation emails that you may send to this recipient. You may only send 2 confirmation emails within a 30 day period."

One-off Confirmation from a Contact Record

1. Open the **Contact Record**.
2. Go to the **Email / Social** section and click **Manage Email Status**.

Email / Social



3. In the **You Can** section, click **Send Confirmation Email**.

Manage the Opt Status of postmaster@keap.com

Current Status

Status History

Current Status: Unconfirmed

This person has not confirmed their email address.

You may send marketing emails to this address.

You can:

- Send confirmation email ▶
- Manually opt-out this address ▶

4. Click **Send Email**.

You can:

- Send confirmation email ▼

Email Confirmation

Want to preview or edit your email before sending? Visit the Email Confirmation template in the [Legacy Branding Center](#).

Send Email ▶

Manually opt-out this address ▶

5. Once you see the message *“An email confirmation has been sent,”* the confirmation email has been successfully delivered.

You can:

- Send confirmation email ▼

Email Confirmation

An email confirmation has been sent.

Send Email

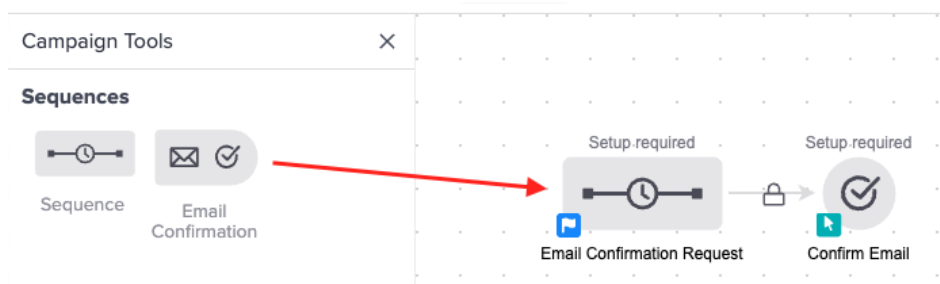
Manually opt-out this address ▶

Bulk Confirmation Requests through an Automation Sequence

An **Email Confirmation Sequence** is a special type of automation that sends a confirmation request to contacts when they opt into a campaign. This ensures your marketing focuses on people who confirm their email address.

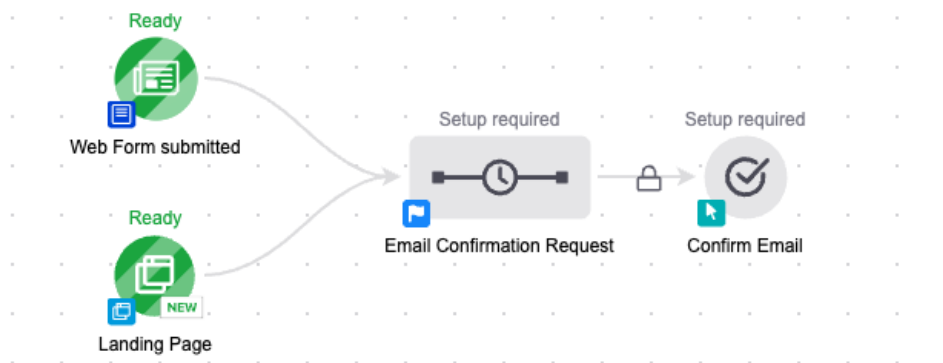
To set it up:

1. Drag an **Email Confirmation Sequence** onto the campaign canvas.



2. Connect it to a goal, such as a **Web Form** or **Landing Page**.

1. If a contact already has a confirmed email address, the sequence will be skipped and they'll move to the next campaign step.



3. Double-click the **Email Confirmation Request** sequence.

- You'll see a pre-built email and delay timer.



- Click on the email. The confirmation email is locked to ensure CAN-SPAM compliance, so customization is very limited. Make any changes that you can.

Hello ~Contact.FirstName~,

Thanks for expressing interest in the ~Company.Company~. Before we start sending you the information, we want to make sure we have your permission to send you emails.

To confirm your request, please [click here](#).

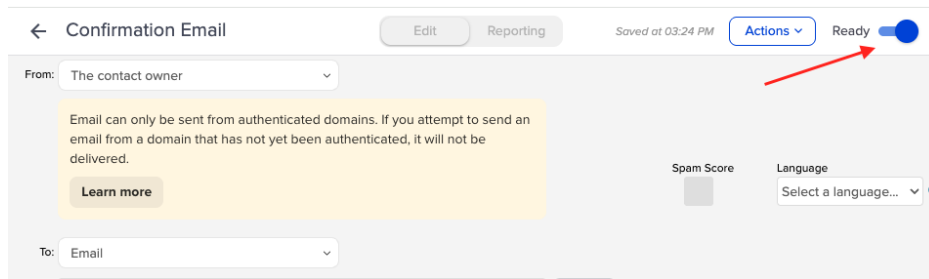
Clicking the link above will confirm your email address and allow you to receive the information you requested. If you do not want to receive any communication, please ignore this message.

Thank you,

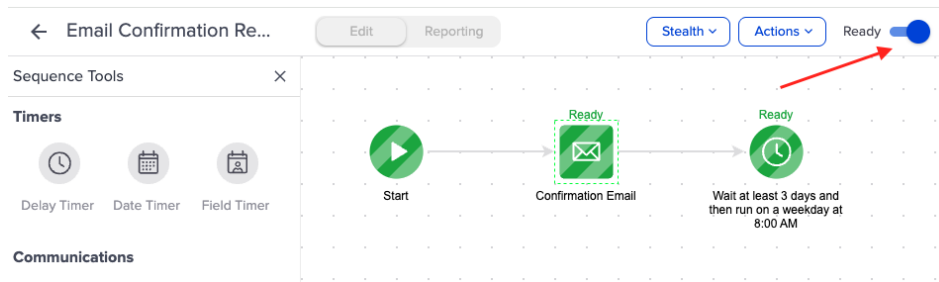
If you no longer wish to receive our emails, click the link below:

[Unsubscribe](#)

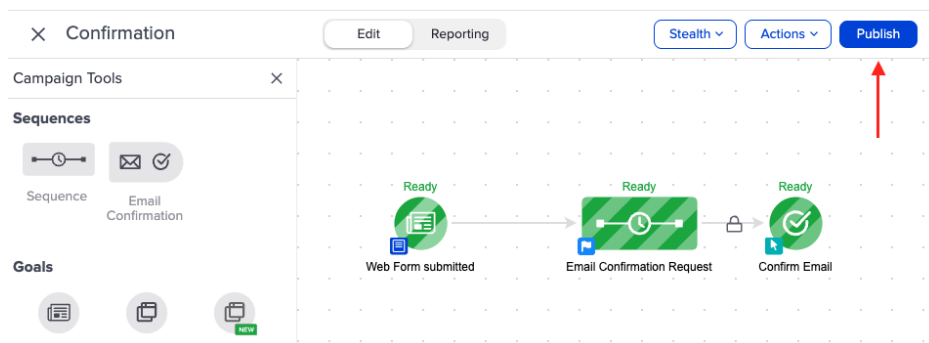
4. Mark the email as **Ready** and then return to the sequence.



5. Mark the sequence as Ready



6. Publish your campaign.



Pro Tip: You can add a reminder (2nd) confirmation email in the sequence if a contact doesn't confirm right away. This increases the chance that they'll verify their email and receive the content they requested.