

What are Unsubscribes?

An “unsubscribe” occurs when a recipient chooses not to receive one or more types of messages. Properly managing unsubscribes is critical to the success of your communication efforts, since it allows you to achieve:

- *Legal compliance*
Email marketing laws like CAN-SPAM (United States) and CASL (Canada) require commercial messages to provide an easy, obvious way for recipients to decline further messages.
- *Customer satisfaction*
Make sure you’re sending your customers the appropriate type and amount of emails by allowing them to unsubscribe from content which doesn’t interest them. They’ll be more attentive to the messages which they do want, and will have a better opinion of your company.
- *Good sender reputation*
Excessive sending volume can cause internet service providers to filter out your messages. Avoid this by making it simple for recipients to opt out of content they no longer wish to receive.
- *Efficient communication*
Reduce the number of email addresses you have to manage and the number of messages you have to send by getting the right content to the right person at the right time.

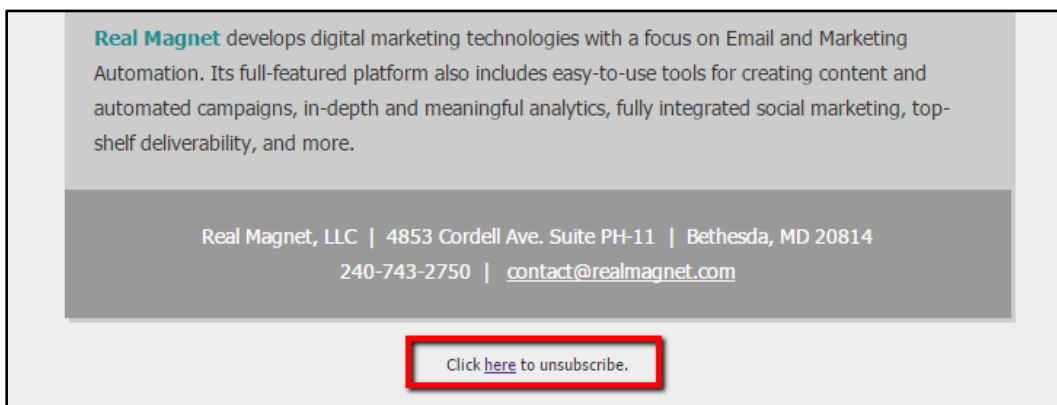
The two main ways Real Magnet helps you meet these goals are Unsubscribe Links and Subscription Management Pages. For each, there are a range of flexible options. You can choose the options that are best suited for you and your recipients.

Please note that as a sender, it is your responsibility to make sure that **all** recipients you upload in Real Magnet have explicitly consented to receive communications from you. Real Magnet can manage the “opt-out” portion of the process, but the “explicit opt-in” portion is necessary **before** you upload any contact list.

Unsubscribe Links

Every email sent through Real Magnet should have an unsubscribe link. Recipients click the link in the email (usually at the bottom) and are unsubscribed from future messages as determined by options set in your account.

Unsubscribe links are added to the templates used to create messages. They are set up when the templates are created.



Your account can also use advanced options, such as including multiple links that perform different tasks.



When you set up your account, the Real Magnet account management team will work with you to help determine which options work best for you. As you make that decision, you should consider:

- What laws are applicable for the countries where you do business and where your recipients live?
- What kind of experience do you want your recipients to have?
- How will you organize your communications? (By type of recipient, by type of content, by day sent, etc.)

Real Magnet provides five basic approaches for managing unsubscribes:

1. Unsubscribe from Message Category
2. Unsubscribe from Group Category
3. Unsubscribe from All
4. Client handles unsubscribes outside Real Magnet

1. Unsubscribe from Message Category

How it works:

When recipients click an unsubscribe link, they are filtered out from any other messages sent in the same message category. This is the default unsubscribe option for new accounts.

When you would use it:

If you organize communications by type. You create and manage message categories for each type of content you send (welcome messages to new members, birthday messages, conference information, etc.). You select one of the categories when you create a message. Recipients can opt out of one category and still receive messages from other categories.

The advantage of using Unsubscribe from Message Category is that unsubscribes do not remove users from groups. This is helpful if you plan to use groups to segment your recipients and send different types of communication to the multiple groups.

Example scenario:

You have categories for 'New Members', 'Birthday Messages', and 'Conference Information'. Jane Doe is sent an email under the 'New Members' category and clicks the unsubscribe link. The next time you send an email in that category, Jane Doe is filtered out. She still receives 'Birthday' and 'Conference Information' messages.

2. Unsubscribe from Group Category

How it works:

When recipients click an unsubscribe link, they are removed from every group in the group category to which the message was sent.

NOTE: In order for Unsubscribe by Group Category to be effective, you must assign a category to each of your groups.

When you would use it:

If you are organizing your communication by contact lists, and have multiple related contact lists. You classify contact lists based on what their purpose is. When you create a group, you assign the appropriate group category to it.

The advantage to using Unsubscribe by Group Category is that the recipient is actually removed from your groups, meaning that the recipient count in each will more accurately represent who would receive a message.

Example scenario:

You generate a new group for each of your monthly meetings. All of these groups are under the 'Monthly Meeting' group category. Jane Doe is added to the latest group, and sent a monthly meeting reminder. She clicks the unsubscribe link. She is removed from all groups under the 'Monthly Meeting' category.

3. Unsubscribe from All

How it works:

When recipients click an unsubscribe link, they are assigned a flag indicating that they are unsubscribed from all messages. They are filtered out of any future messages.

NOTE: Recipients are removed from all groups and cannot be uploaded to new groups.

When you would use it:

If you want to provide an easy way for recipients to quickly opt out of all future communications. You do not need the ability to manage content or contact lists at a granular level.

Example scenario:

Jane Doe clicks the unsubscribe link in any message. She is assigned the 'Unsubscribed from All' flag. Any time you send another message, Jane Doe is filtered out.



4. Client handles unsubscribes outside Real Magnet

How it works:

You have an alternate system which you will use to track and enforce unsubscribe requests. You provide a link to Real Magnet which is stored in your account settings. A keyword is used to add the link to each email.

NOTE: This option **may not** be used to circumvent Real Magnet's unsubscribe enforcement – doing so is a violation of our terms and can lead to suspension of your account.

When you would use it:

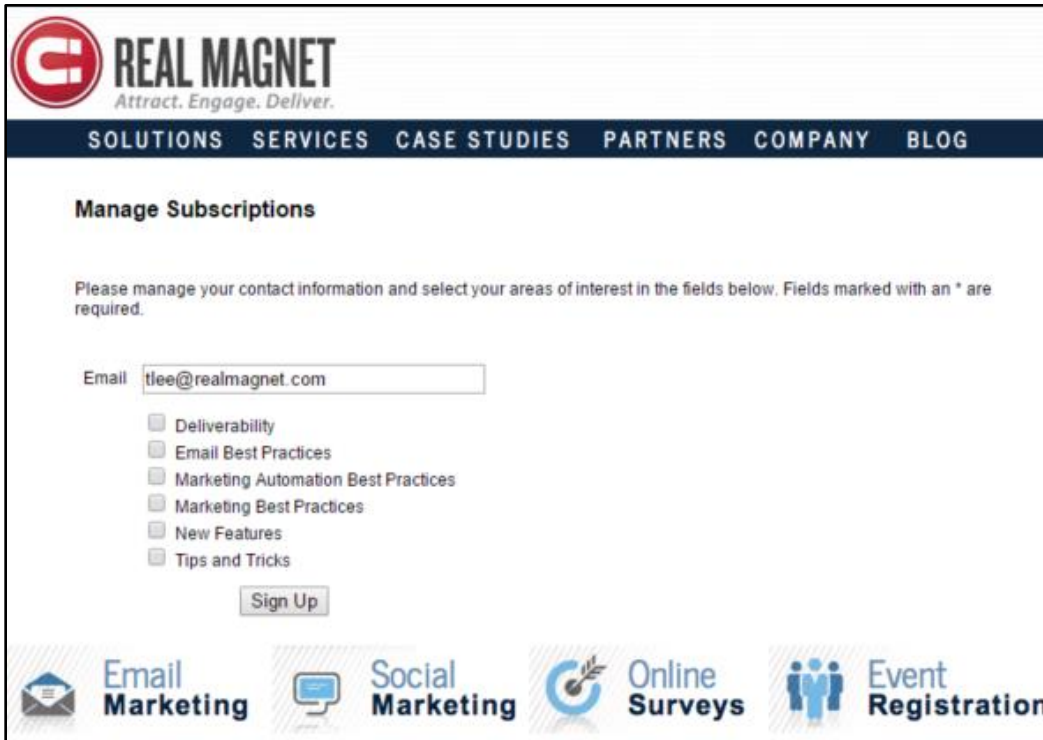
If you have a legacy subscription management system or if you follow restrictions which are not encompassed by Real Magnet's other options.

Example scenario:

Your company already maintains a database of unsubscribe requests in your customer relationship management (CRM) software. You want Real Magnet unsubscribe requests to be stored in this system. You set up your account to use an unsubscribe link which you host. A keyword is added to each email that presents the links to recipients.

Subscription Management Pages

Another tool for controlling recipient content is a Subscription Management Page (SMP). This is a branded web page where your recipients and web-site visitors can subscribe to and unsubscribe from your various messaging offerings.



The screenshot shows a web page for Real Magnet with the following elements:

- Header:** REAL MAGNET logo with the tagline "Attract. Engage. Deliver." and a navigation menu with links for SOLUTIONS, SERVICES, CASE STUDIES, PARTNERS, COMPANY, and BLOG.
- Section:** "Manage Subscriptions"
- Text:** "Please manage your contact information and select your areas of interest in the fields below. Fields marked with an * are required."
- Form:** An "Email" input field containing "tlee@realmagnet.com".
- Checkboxes:** A list of interest categories with checkboxes:
 - Deliverability
 - Email Best Practices
 - Marketing Automation Best Practices
 - Marketing Best Practices
 - New Features
 - Tips and Tricks
- Button:** A "Sign Up" button.
- Footer:** A row of icons and text for "Email Marketing", "Social Marketing", "Online Surveys", and "Event Registration".

SMP's can use message categories, group categories, or groups. Visitors select content offerings by checking or unchecking the appropriate checkboxes. Once a recipient submits, the data is automatically updated in your Real Magnet account.

SMP's can be built in collaboration between your web development staff and your Real Magnet team. It is possible to include a link to an SMP in your Real Magnet emails.



CRM and AMS Integrations

Real Magnet is integrated with leading Customer Relationship Management (CRM) and Association Management System (AMS) applications. These systems are designed to be the main repository for your data. To assist with that goal, Real Magnet will transfer unsubscribe activity back to your CRM or AMS.

With proper data management, unsubscribed recipients should never be deleted in the CRM or AMS. Should this happen, however, Real Magnet's unsubscribe functionality will act as a back-up and block the message from being sent to the recipient.

Suppression

Suppression is the ultimate method for flagging a recipient as "Do Not Contact". Suppression status can only be managed through your Real Magnet account.

Suppression follows different rules and a different workflow than unsubscribing. These rules are handled in a different document.

Conclusion

Managing unsubscribes is one of the most important ways you can make your email communication a success. Real Magnet provides many sophisticated, customizable options to help you do so. We're here to help – our Account Management team is dedicated to ensuring that you choose the options that are best for you.

If you have any questions, please contact Customer Support at support@realmagnet.com.