

Creating a newsletter unsubscribe form with a confirmation page

Smart Guide

This Smart Guide shows you how to create an unsubscribe form as an unsubscribe confirmation web page in Inxmail Professional that you can integrate into your website. Unsubscription is done using a landing page with a confirmation link and the standardised 'List-Unsubscribe' unsubscribe procedure [1].

Preparation: 'List-Unsubscribe' procedure means: The recipient clicks the unsubscribe link in the newsletter. Then the landing page opens in the browser. The recipient must confirm the unsubscription by clicking again. He is then informed that the unsubscription has been carried out successfully.

Create unsubscribe form

1. Open the  (*Global settings*) and the  *Files & web pages* agent.
2. Click the Web pages tab and then click  (*Create new web page*).
3. Enter a name and select *Confirm unsubscribe (standard)* as the template.
4. Click *OK*.
5. In the *Settings* element, specify the *Form name* (for example, Photo Newsletter Unsubscription).
6. Open the *Style* element. Interface texts (buttons and system messages) of the Web page can be edited here.
7. It is possible to specify an external CSS stylesheet as a URL or text in the *Stylesheet* element.

Integrate unsubscribe form into website

Integrate the form into a web page using 'Dynamic entry' [2]. You need a container web page for this. The page must contain the Inxmail `[$include(content)]` command.

1. In the *Settings* main element, add the *Dynamic entry* element. Enter the URL of the container web page including the character set encoding.
2. Click  (*Save*).
3. Click *Yes* to confirm the following dialog.
4. Specify the *File name* and *Directory* and click *OK*.

[1] LIST-UNSUBSCRIBE

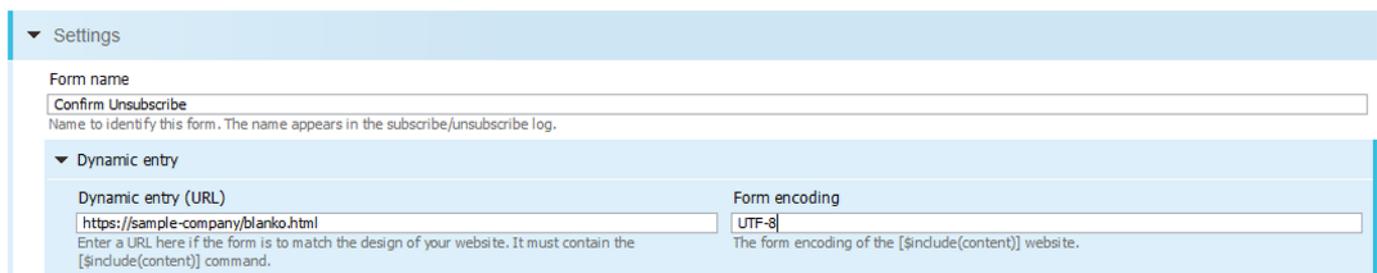
Unsubscribing from the newsletter should be designed so that the user can complete it as easily as possible. In the case of one-click unsubscription, the recipient is immediately unsubscribed by clicking the unsubscribe link. Due to the fact that spam filters often click all links as a test, this can result in unwanted unsubscriptions.

This can be prevented using the 'List Unsubscribe' process with an unsubscription via a confirmation link on a landing page.

[2] IFRAME AND DYNAMIC ENTRY

'Dynamic entry' is recommended for static web pages. For performance reasons, the complete web page is cached for one hour, cleared and then cached again.

In the case of dynamic web pages, hourly updating may be too infrequent. We therefore recommend the use of iFrame here.



The screenshot shows the 'Settings' configuration for a form. It includes a 'Form name' field with the value 'Confirm Unsubscribe' and a 'Dynamic entry' section with a 'Dynamic entry (URL)' field containing 'https://sample-company/blanko.html' and a 'Form encoding' field set to 'UTF-8'.

5. Go to the list for which the unsubscription form is to be used.
6. Open the  *Subscriptions* agent and the *Unsubscription* tab.
7. In the *Settings for unsubscription* section, select *Single/Confirmed opt-out (simple unsubscription)* [3, 4, 5].
8. Under *Predefine unsubscribe link*, select the *Unsubscribe link first accesses an unsubscription confirmation web page* option.
9. Click  (*Edit...*). Enter a *Link* (to the dynamic web page you have just created), *Link text* and *Name* in the report, and click *Ok* to confirm [6].
10. Click  (*Save*).

Subscription Unsubscription Subscribe/unsubscribe mailings Protocol

Settings for unsubscription

Unsubscribe procedure:

Single/Confirmed opt-out (simple unsubscription)

Double opt-out (by email on confirming subscription)

Settings for single/confirmed opt-out

Unsubscribe mailing:

Send farewell mailing

Options:

Delete recipient from system if the recipient is not subscribed to another list

Command for unsubscriptions by email:

Predefine unsubscribe link

Predefine unsubscribe for the list:

No predefined unsubscribe link

Unsubscribe link immediately starts the unsubscription process

Unsubscribe link first accesses an unsubscription confirmation web page

Link address: ; Link text:

Notification on unsubscription

Notify on:

Unsubscription

Send notification to following email address:

Integrate unsubscribe link into mailing

1. There are two ways to proceed:
 - a. Template: Open the designated element for unsubscription and modify the link.
 - b. New mailing: Integrate the unsubscribe link in the mailing via the  (*Insert link*) button.
2. Select the *Unsubscribe link* link type.
3. Enable the *Use the predefinition from the 'Subscriptions' agent* option.
4. Click *OK* to test the entire unsubscribe process.

[3] SINGLE OPT-OUT

Legally speaking, farewell mailings are already considered spam. This is why we recommend disabling the *Send farewell mailing* setting.

[4] DELETE RECIPIENT FROM THE SYSTEM

The *'Delete recipient from system if the recipient is not subscribed to another list'* function should be disabled to ensure that recipients are not accidentally subscribed again during the next address import.

[5] LIST-UNSUBSCRIBE HEADER

Some email clients provide recipients with a central unsubscribe option outside of the newsletter itself. This function is always enabled for ASP customers. Licence customers can enable/disable this function themselves.

You can change the settings for this function in the  *Properties* agent. This is available globally (across all lists) and locally (per list).

[6] NOTIFICATION

To receive a notification of unsubscriptions, select the *Unsubscription* check box in the *Notification of unsubscription* element and specify an email address to which the message is to be sent.