

Unsubscribing

You can choose among several methods of unsubscription - let's see them in detail:

Unsubscribing

Database building / Unsubscribing

Choose the unsubscription style that suits best to your business

The unsubscription link will be added automatically to each message footer. To add it manually, use "Special links" in our editor. [Learn more](#)



One-click unsubscribe

Give recipients an immediate unsubscription: with one click, and no confirmation.

[Modify](#)



Confirmed unsubscribe

Ask subscribers to confirm their subscription. This option minimizes unsubscriptions by mistake.

[Modify](#)



Unsubscribe with list preferences

Show recipients all the lists they can subscribe to: they may want to stop receiving certain messages, but would love to keep getting other.

[Modify](#)



Unsubscribe with options

ACTIVE

Give alternatives to an unsubscription. Sometimes recipients just want to receive fewer messages or pause their subscription.

[Preview](#) [Post-unsubscription page](#) [?](#)



Preference center

Give complete control to your subscribers: with the Preference center you choose which lists to show and allow subscriber data update and export.

[Modify](#)



[CUSTOMIZE](#)

- **One-click unsubscribe:** Recipients wishing to unsubscribe will be unsubscribed immediately when they click on the unsubscribe link in your messages.
 - Make sure your messages contain an unsubscribe link. The best way to go is to include one in the footer that is used for every message sent (**Settings > List settings > Preferences > Footer**).
 - Make sure that the link is clearly marked as the unsubscribe link as customers that click on it will be instantly unsubscribed. There is no additional step for the customer to take (the customer will not need to confirm the intention to unsubscribe).
- **Confirmed unsubscribe:** Recipients wishing to unsubscribe will be presented with a page where they can confirm their preference. This not only allows you to confirm that they didn't click on a wrong link in the message but also to show them some custom text.
 - Make sure your messages contain an unsubscribe link. The best way to go is to include one in the footer that is used for every message sent (**Settings > List settings > Preferences > Footer**).
 - To configure the page that will be shown when they click on the unsubscribe link, click on the "Modify" button. Make sure that the page includes a sentence that allows them to complete the unsubscribe process. For example: "To confirm your intention to unsubscribe, please click here".
 - Highlight the word(s) that you want to turn into the unsubscribe link and click on the **UNS** button in the HTML editor toolbar (in the case of the message above, you would highlight the words "click here").
 - When customers click on that link, they will be unsubscribed.
- **Confirmed unsubscribe with list preferences:** Recipients will be presented with a page where they will view all the lists they are currently subscribed to, with the chance to choose to unsubscribe from just some of them. Make sure your messages contain an unsubscribe link. The best way to go is to include one in the footer that is used for every message sent (**Settings > List settings > Preferences > Footer**). Here is an example of how this page may look (the header and footer portions are fully customizable).
- **Confirmed unsubscribe with options:** Recipients wishing to unsubscribe will be presented with a page where they can change their preferences, rather than unsubscribe. For example, they may choose to receive those messages, but with a personal vs. a work email address, or indicate that they wish to receive fewer messages.

Make sure your messages contain an unsubscribe link. The best way to go is to include one in the footer that is used for every message sent (**Settings > List settings > Preferences > Footer**).

- **Preference center**: a single destination for your recipients to update their preferences and check their privacy settings. Recipients will be able to update their subscriptions, change their profile, change frequency settings, and more.