

# Confirmation request email

## What it is

The registration confirmation email is a message sent by default to recipients that have been [imported](#) or have subscribed through [subscription forms](#) so that they can confirm their intent to subscribe to the list. Sending this email allows new contacts to confirm their intention to subscribe to the newsletter; as long as they do not confirm, the contact remains pending, only by clicking on the registration link they became subscribed.

## How to add the registration link

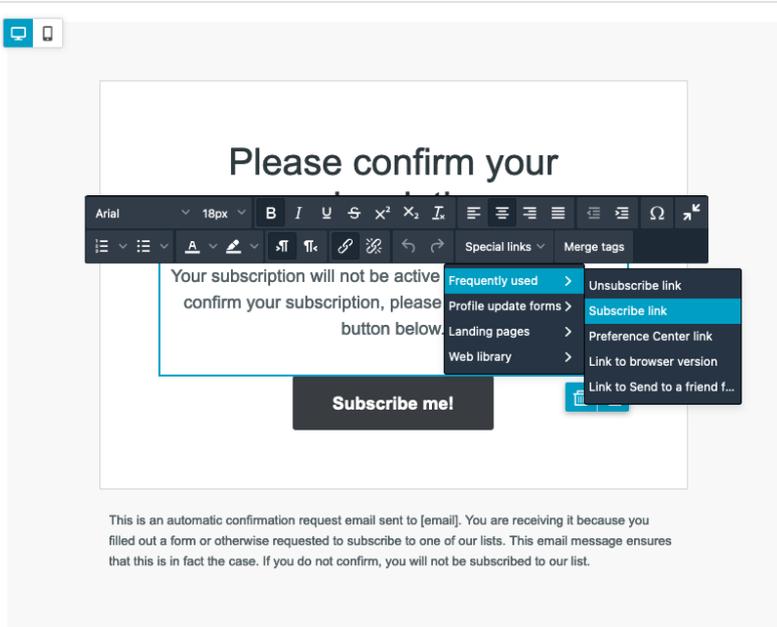
To give the new contacts collected the possibility to confirm their registration and pass from "pending" to "subscribed" it is necessary to insert the registration confirmation link.

### In the drag & drop editor: where to find the registration link

Select the text or button on which you want to add the subscription confirmation link. Add a "Special links", go to the "Frequently used" category and then click on "Subscribe link".

Example of link added on text:

Action required: confirm your subscription

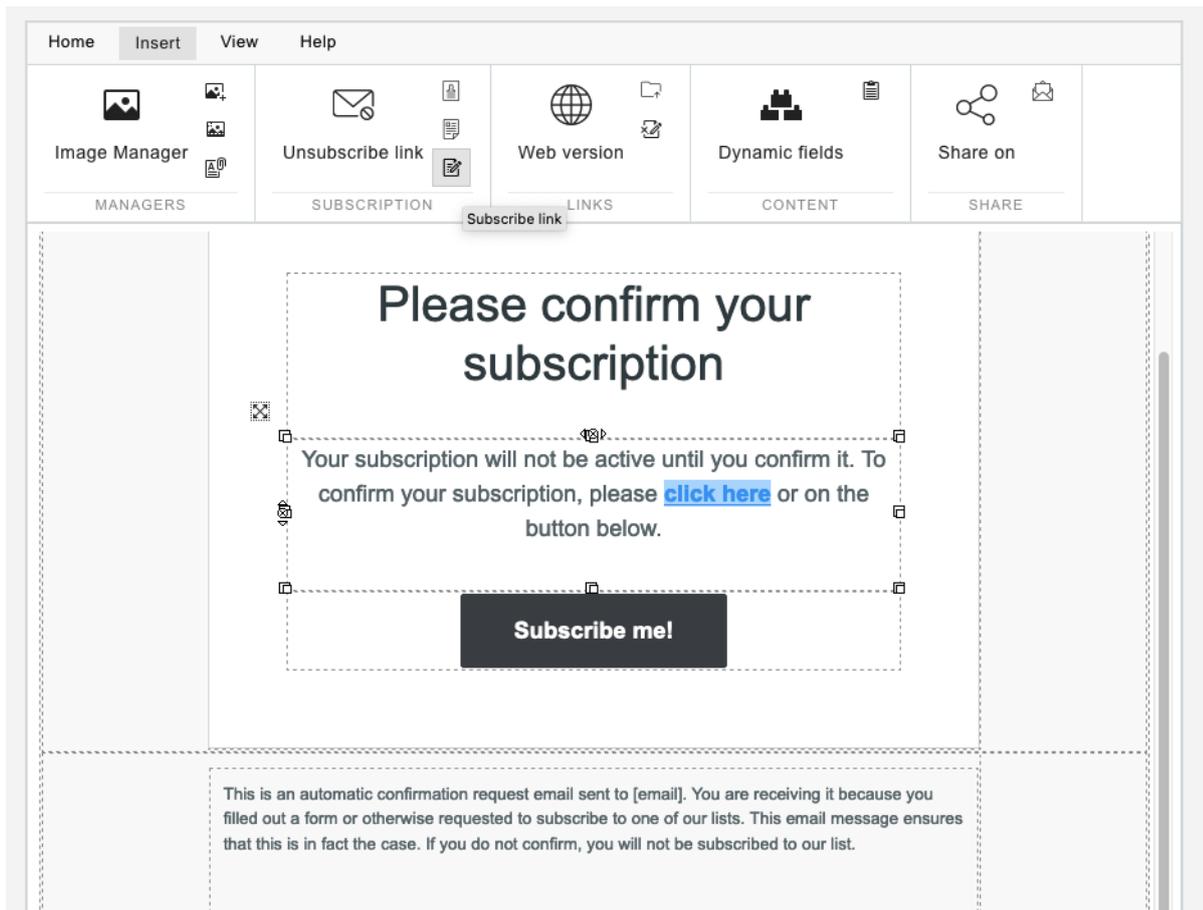


The screenshot shows a drag & drop editor interface. On the left, a preview of an email template titled "Please confirm your" is visible. The text in the preview reads: "Your subscription will not be active confirm your subscription, please button below". A "Subscribe me!" button is also present. A "Special links" menu is open, showing a "Frequently used" category with the "Subscribe link" option selected. On the right, a settings panel is visible with tabs for "CONTENT", "ROWS", and "SETTINGS". The "CONTENT PROPERTIES" section shows "Unlocked" status, "Text color" set to #5F6C72, and "Link color" set to #449BF6. The "BLOCK OPTIONS" section shows "Padding" settings: Top (0), Bottom (35), Right (0), and Left (0).

### In the WYSIWYG editor: where to find the registration link

Select the text or button on which you want to add the subscription confirmation link. In the header of the editor, choose "Insert", in the "Subscription" section click on the icon to add the subscribe link.

Example of a link added on a text:



## Why use "double opt-in"

Sending prospective new subscribers to your list a request to confirm their intent to subscribe is an **email marketing best practice**. It's called *double opt-in* or *confirmed opt-in*. It's the only positive way to prevent invalid email addresses and "spamtraps" from being added to your recipients' database as subscribers since only humans actually interested in receiving messages from you will click on the confirmation link.



Please note that MailUp considers the subscribers' consent collection a fundamental requirement.

If according to your evaluations, you may require to collect subscribers' consent. In this case, you can import again your contacts using the confirmed opt-in procedure. But, be aware that only a low percentage of your database will confirm their subscription.

## How it works

In the Request confirmation section, accessible through Database building > Subscriptions > Confirmation request email, you can find all the eligible messages to be used as confirmation request message and/or the active message, if any. To enable a message, from the Actions menu on the right, select "Enable notification".

If you'd like to personalize the confirmation request message you can:

- create a new message with the BEE editor by clicking "New email" button
- choose one of the messages created previously, by selecting the button "Select an existing one"
- create a message from scratch using the HTML editor through the button "New with Wysiwyg editor"

After having personalized the email, make sure that there is at least one **subscription confirmation link** in the body of the message. Otherwise, MailUp will not recognize the message as Confirmation request notification.

Another way to enable the Confirmation request notification is from the message Overview page. As shown in the example below make sure that the checkbox is enabled. If it is not, this may mean that the message does not contain the confirmation link.

Finally, if the message is inactive as in the image below, click on "Manage notifications" and follow the steps listed above in the paragraph "How it works".

The screenshot shows the 'Overview' tab selected. On the left, a preview of an email with the subject 'Please confirm your subscription' is visible. The main content area on the right includes fields for ID (9), Subject ('Action required: confirm your subscription'), Preheader ('This text is shown next to the subject line in many inboxes (e.g. Gmail)'), Notes, and Tags. At the bottom, the 'Use as Confirmation request email' toggle is turned off, with the notification status shown as 'INACTIVE' and a 'Manage notifications' link.

In the image below you can see how the tab in the Overview page changes when the message is active:

This screenshot shows the 'Use as Confirmation request email' toggle turned on, with the notification status updated to 'ACTIVATE' and the 'Manage notifications' link.

**Short and clear**  
Make sure that the message is short and to the point. It's very important that recipients understand that they must click on the subscription link to activate their subscription to your newsletter or other communication.

**!** Please note that if your list already contains **active recipients**, all new contracts imported with the Confirmation request email turned on will be moved into the **Pending** recipients. The platform doesn't make any difference between active recipients imported without double opt-in and new recipients moved temporarily in the Pending group that still need to confirm their subscription.