

Unsubscribing

Ways to unsubscribe a recipient

There are many ways to unsubscribe a recipient in MailUp:

- The recipient may unsubscribe directly using the unsubscribe link that you have provided in the email message itself
- You may manually unsubscribe a recipient in the admin console by visiting the recipient profile page
- You can bulk-unsubscribe recipients [when importing recipients](#)
- You can unsubscribe recipients using a simple call to [unsubscribe.aspx](#)
- You can use methods of the [SOAP API](#)
- You can use methods of the [REST API](#) (search for the word *unsubscribe* on that page)
- You can use [Webhooks](#) triggered by an unsubscribe event that happened somewhere else in MailUp (e.g. another List, or another MailUp account)
- You can upload a CSV file via FTP and have MailUp automatically import and unsubscribe the recipients that it contains.
 - Open a support ticket to request that this option be activated for your account
 - A setup fee may apply

Unsubscribe code

The HTML code for an unsubscribe link in a message sent with MailUp is as follows:

```
<a href="http://[unsubscribe]/">Unsubscribe</a>
```

- You can insert the link in a message easily by using the corresponding feature in our email editors
- What happens after the recipient clicks on the unsubscribe link is based on the [List settings](#) for that list.