



Email Data Group
Your Green Marketing Partner

Are you making it easy for them to opt-out?





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Introduction

A recent report from a research firm indicates that more than 13% of the email using companies in US, continued to send emails even after 10 days of receiving an unsubscribe request. What they have failed to understand is that this practice can damage their e-reputation beyond repair and often lead to get blacklisted by ISPs as Spammers. It is a widespread belief that having an easy and striking unsubscribe link prompts email receivers to simply opt-out, even if they do not intend to. However, it is important to realize that not giving an opt-out option or elaborating the opt-out process is only going to annoy the email recipients and increase their unhappiness about the sender. This write-up will help you understand the importance as well as advantages of having a unsubscribe options in your emails. You will also learn different opt-out mechanisms that are used by smart email marketers.

Can you try to turn them around?

Many email marketers see 'opt-out' process as a curse, but, they are unaware of the advantages of this best practice of email marketing. With a simple opt-out process, you can:

- **Make** readers happy by showing an easy way out
- **Gain** feedback about what they feel about your emailing system
- **Learn** their interests and get them signed for your other email communications
- **Plant** a seed in them so they come back to you later

Here are few methods through which you can make the opt-out process more appealing, which might even make un-subscribers consider you once again:

- **Do not** complicate the opt-out process unnecessarily; have no more than few clicks to complete the entire process. A recipient would prefer to click on the 'Report Spam' button than having to go through lengthy procedure.
- **Allow** subscribers to change their email addresses and modify their personal profiles or interests so that they are not forced to opt-out to get new information
- **Permit** subscribers to decide how they would like to receive your emails in terms of topic, format (text or HTML) or frequency (daily, weekly, monthly, etc)
- **Ask** un-subscribers the reason why they are leaving by either giving options or a box where they can let you know their concerns. You can even customize these options to convince them to stay if for any specific reasons. For instance, you can ask them if they would stay subscribed to receive only limited number of emails in a month.
- **Make** sure that opt-out requests are honored and those email ids are removed from your email lists within 10 business days. It is also important that you keep this suppression list safe from data theft.

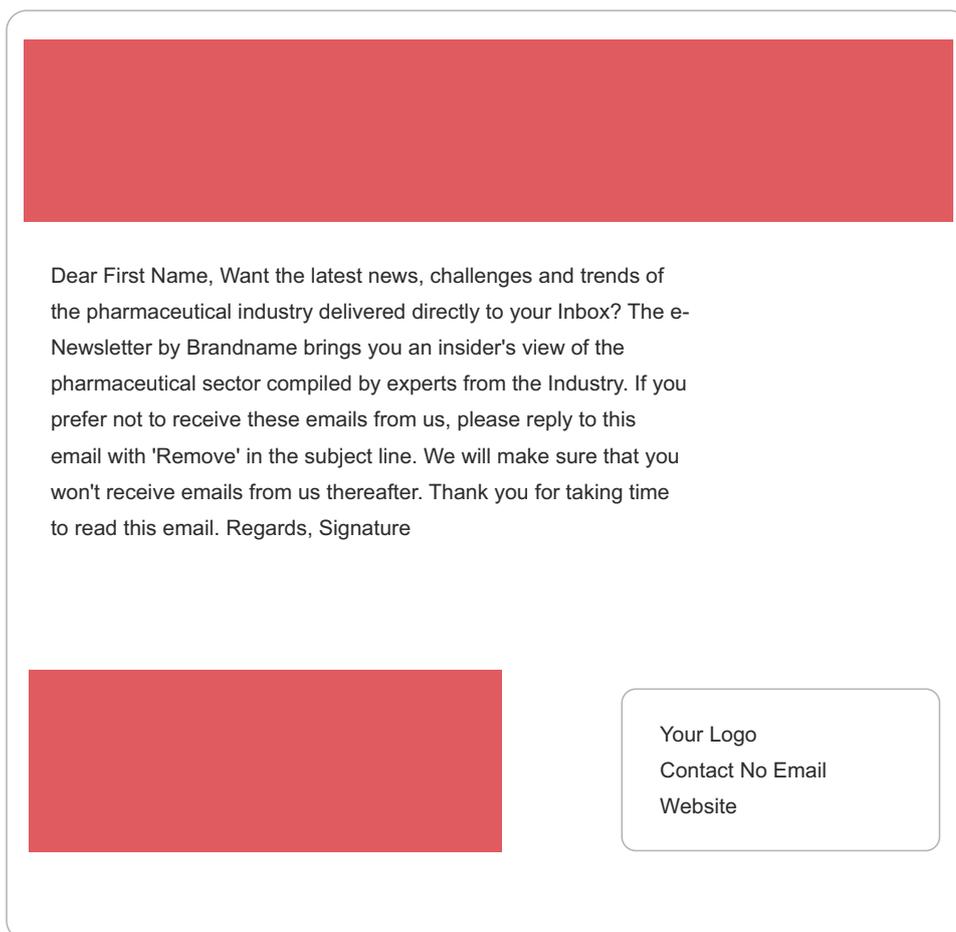
How can you allow recipients to unsubscribe easily?

Smart marketers have already realized that by giving subscribers options to make their own choices results in a enhanced customer engagement. They even inform recipients that they can opt-out any time and how to do it. This pro-activeness has often turned out to be beneficial with subscribers assuring back that they do not want to unsubscribe. Here are a few most popular opt-out techniques used by such smart email marketers:

- Asking subscribers to reply with 'Unsubscribe' or 'Remove' as their subject lines
- Making subscribers click to reach a landing page where they are asked to enter their email ids
- Asking subscribers to simply click on a link that says 'Remove' or 'Unsubscribe' that confirms that their opt-out request is taken

- Making subscribers click and land on a page that allows them to modify or specify their email preferences
- Sending out verification emails or opt-out emails to know if you have the recipients' permission to send emails

Sample opt-out email template:



Bottom line

As email is the most direct tool to have one-to-one or personal interaction with customers and prospects, it is important that utmost care is taken while constructing the message. Even a bit of negligence in small but important matters like opt-out option might result in a bad email experience and a spoiled brand image. So, logical and appropriate use of unsubscribe mechanisms can boost your growth, keep you in-line with CAN-SPAM and more than anything, keep your email recipients happy. Do you want our subscription management experts to handle your email campaign projects? Contact us.