

Q & A

Understanding the New Changes To Pinpointe's Unsubscribe Feature



UNSUBSCRIBE



Q: Why has Pinpointe changed the way their 'unsubscribe' feature works?

A: Up until now, Pinpointe has used an easy 1-click unsubscribe system. In their ongoing quest to offer the best email marketing solution in the market, Pinpointe thought it necessary to provide their customers with a more flexible unsubscribe feature that reduces opt-outs and spam complaints, along with accidental unsubscribes.

Q: What is the main difference between Pinpointe's old and new 'unsubscribe' feature?

A: The unsubscribe feature is no longer just a 1-click step that removes a recipient only from the list the email campaign was sent to. Now when a recipient hits the unsubscribe button, they will be directed to a landing page where they are given a choice of what email lists they can unsubscribe from. A user can select which list(s) to be removed from OR to be removed from everything. This reduces your list churn because previously, a contact would just be removed from the list you sent the campaign from. Now they have the option to stay on (or be removed from) one or more lists. If they select 'remove from everything,' they are added to a system managed master unsubscribe list and will not get further emails from you.

Q: How does the new unsubscribe feature reduce spam complaints?

A: If you are a Pinpointe customer with contacts on multiple lists, your subscribers now can unsubscribe from the email lists they choose, or they can select 'Unsubscribe me from all mailing lists.' This eliminates the probability of irritating a subscriber who thought they unsubscribed from all of your email communication, when in actuality they only unsubscribed from the list your email campaign was sent to. Those recipients who select "Unsubscribe me from all mailing lists" will be removed from all future emails, thus reducing future spam complaints. If that contact is uploaded into a Pinpointe account in the future, they will be filtered from receiving any emails because they are now on a global unsubscribe list. This global unsubscribe list can be viewed and downloaded, but not edited.

Q: How do list names show up on the 'unsubscribe' landing page?

A: List names are displayed as what the list was named when the Pinpointe customer created the list in Pinpointe. Therefore, it is best to use meaningful list names that resonate with recipients. Avoid names like 081520_A, Dump of our CRM, Merged List of Dummies Who Never Open My Emails, etc.

Create a Contact List

Contact lists are used to store details about subscribers or leads, which include their email address and other details such as name, company, age, etc.

If you would like to rename any of your lists, you can go back and edit the name by going to Contact Lists > View Contact Lists > click Edit on the list you want to rename > click the Save button.

Q: Can you add descriptions to the email lists that are listed on the 'unsubscribe' landing page?

A: Yes. This is optional, but recommended. Each list now has a 'List Description' field. List descriptions will show up underneath each specified list name on the Subscription Preferences (Unsubscribe) page and on 'Modify Details' forms for subscribers.

Contact List Details

* List Name: ⓘ

List Description: ⓘ

* Default Send-From Text: ⓘ

* Default Send-From Email Address: ⓘ

List Description
The description of the list as it will appear both in the control panel and on unsubscription forms.

Q: Can your contacts also subscribe to other email lists on the 'unsubscribe' landing page?

A: Yes. Recipients can select 'yes' or 'no' as to whether they want to be subscribed to a particular email list, or they can choose 'Unsubscribe me from all mailing lists.' If they select the latter, as mentioned earlier, they will be added Pinpointe customer's global unsubscribe list and will not receive any future emails.

SUBSCRIPTION PREFERENCES

Communication Preferences

ebranham@pinpointe.com [edit](#)

If this is not your email address please ignore this page since the email associated with this page was most likely forwarded to you.

Select the type(s) of email you **want** to receive:

Yes No **Demo Contacts**
This is the description of the list. It can have up to 255 characters. This description will display in the Modify Details and Unsubscribe Form.

Yes No **Branham List**

Yes No **Arts & Finds Newsletter**

Check here to never receive any emails:

Unsubscribe me from all mailing lists.

UPDATE EMAIL PREFERENCES

If a subscriber checks this, their email address will be added to a 'do not mail to' list and they will no longer be able to receive your email communications.

Q: Are there any additional steps Pinpointe users need to take to be compliant with the new 'unsubscribe' feature?

A: Yes. All Pinpointe lists now need to have physical address included.

Q: Do you have a short information video I can watch to better understand the changes to the unsubscribe process?

A: Yes. You can view it by clicking on the image below.



For any additional questions, please contact Pinpointe support at support@pinpointe.com.