

# Whitepaper

Unsubscribe

## Unsubscribe

No one likes it when subscribers opt-out to your newsletter, however it's bound to happen. The unsubscribe process is something a lot of marketers see as a necessary evil and therefore overlook the full potential it contains. The ruling mind set is; "they already decided to leave, so why should I put any effort in them?" However, marketers should think of the unsubscribe process and especially the unsubscribe page as their last chance to bring back subscribers and rekindle their love for your brand.

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If we look at the people who unsubscribe, we can classify them in three main groups. The unavoidable unsubscribers, temporary unsubscribers and the dissatisfied unsubscribers. In short, the unavoidable are bound to leave your lists. A good example would be someone that's changing jobs or is just not interested anymore. Temporary are people who would like to take a break from your mailings or change email addresses. And the last group, is still interested in your brand, but the mails you are sending are not doing it for them. It can be the frequency, the relevancy of the emails, or the mailings just don't display properly on their desired reading devices.

## General Tips

### Don't make it difficult

If a subscriber is truly done engaging with your brand, you need to make it easy for them to leave. However, this does not mean you can't try your best to keep them from leaving! Keeping it easy means that you don't hide the unsubscribe button. Subscribers are trained to look in the header or footer for a way to opt-out. And of course always use the word unsubscribe. If the subscriber has difficulty finding a way to unsubscribe the likelihood of them clicking the spam button increases dramatically.

Don't make it difficult, also applies for the unsubscribe landing page. Keep it simple and clear. Don't confuse them with language tactics or long forms they need to fill in, just to make sure they will not leave. Another great example of making it difficult would be the requirement to login before someone can unsubscribe. If you make them login, and in some cases search for a password, then you're only going to frustrate users.

### Pre-fill information

Pre-fill forms on the landing page with the recipient's email address and other details. This saves the user time and ensures the right address gets unsubscribed. Mentioning the subscribed email address in the email helps subscribers find the "right" email address quickly. It also helps you unsubscribe the correct address when people forward the email and ask to be taken off the list.

### Give options

Some marketers believe that an automatic unsubscribe is the way to go. (click on unsubscribe link, redirect to thank you page. No further action needed from unsubsubscriber) But as mentioned in the introduction. The unsubscribe landing page is the last chance you have to engage with your audience. So it would be wise to provide one of these following options:

- ✓ Unsubscribe? Yes, No, No please change frequency
- ✓ Pause your subscription
- ✓ Change your email address
- ✓ Change your preferences/ interests
- ✓ Subscribe/Unsubscribe to other mailing lists (adding a mail preview would be perfect)
- ✓ Unsubscribe from all

### Collect feedback

Wouldn't it be great to know why people opt-out from your emails? An important feature to add to the unsubscribe landing page would be the collect feedback part. Ask, can you tell us why you left? Or create a small but dedicated survey fully focused on this part. By asking subscribers why they are leaving gives them a chance to explain their reasons, and marketers feedback to improve on their email marketing campaigns.

## Call to Action

The emails we send, the websites we create are both full of call to actions. So why not also incorporate this in the unsubscribe landing page? They might not be interested in your mailings anymore, however this does not mean that they're not interested in your brand or products anymore. Use this last chance and start including call to actions like for example:

- ✓ a gift with a purchase
- ✓ a subscription to a loyalty program
- ✓ a percentage off on their purchase
- ✓ an actual discount on their purchase.

## Show Personality & Humor

The typical unsubscribe process is boring. Click on a link, go to a page, confirm your unsubscription and you're done. Subscribers will feel no regrets afterwards and that's also why this process should be optimized. Start by using personalization, like you would do when you send an email. It catches the attention of the reader and adding the customer's name to the unsubscribe page also humanizes the brand.

Don't forget to show your personality, every company has its own brand identity and tone of voice. Show this and try to use humour to reinforce this. You never know, a joke or two might just save a few people from unsubscribing. If that does not work, it will at least leave them with a positive final impression of your company. A great example of this would be the video that Groupon shows when people unsubscribe. It shows the CEO punishing the marketer because you are unsubscribing.

## Resubscribe!

Finally, after someone clicked the unsubscribe button, it might seem like that person is gone from your email lists forever. But, it's possible that it was a miss-click. Or a decision made in haste. For these situations, put a resubscribe button on the unsubscribe confirmation page.

## Examples

### UNSUBSCRIBE

Your Address: Email@email.com

Are you sure you want to unsubscribe?

☐ Yes


☐ No

☐ Please change the frequency of the mailing

☐ Pause mailing

Update preferences

1 Is this the end? Is it over? Ugh. That's so not Fab!




Okay, okay, to opt out of all communications click the button below...

*Just know a **IMPORTANT** thing first: (1) We will really miss you. (2) By opting completely out of all Fab.com communications we won't be able to email you even when you place an order. That means no order receipt, no shipping notifications, nothing, nada, zilch.*

Unsubscribe from all Fab.com communications

2 Okay, you still like us, just not as much.



Here is how to scale back on your daily dose of Fab.com design inspirations...

*Send me Fab.com sales newsletters --*

## YOU WILL BE MISSED

You have been unsubscribed from the Barneys New York email list.  
Please take a moment to tell us why you no longer wish to hear from us:

- ☐ I am not comfortable shopping online.
- ☐ I receive too many emails from Barneys New York.
- ☐ I am having difficulty receiving or viewing emails from Barneys New York.
- ☐ I don't think the content is relevant.
- ☐ I don't remember subscribing to receive emails from Barneys New York.
- ☐ I signed up during a promotion (or through a partner) and I am no longer interested in Barneys New York.
- ☐ Other (please explain below)

SUBMIT