

● TWO WAYS TO RUN A SUCCESSFUL ● OPT-OUT CAMPAIGN

Basic opt-out:

- 1 Ask your customers via email if they would like to opt-out of sensitive occasion marketing. Link to a form that collects their email addresses. This could be something you host internally, or as simple as a basic Typeform or survey on SurveyMonkey.
- 2 Before each sensitive occasion email you wish to send, download the list of email addresses you've collected, upload them into your Email Service Provider (e.g. Mailchimp) and create an opt-out exclusion list.
- 3 Be sure to exclude this list from your email if you're sending sensitive occasion messaging. Since this process is not automated and customers may continue to keep opting out over time, you'll need to update your list each time before your email sends. It would be worth continuing to link customers in your T&Cs to your opt-out page since your customers are unlikely to open all the emails you send them.
- 4 If you're doing this process manually and creating multiple audience lists, it's also important to make sure that you're cross-checking customers regularly between the different lists to make sure that you're not sending emails to anyone who has unsubscribed to either list.

Automated opt-out:

- 1 You'll still need to ask your customers via email and link to some form of email address or user-id capture form, assuming this is internally hosted on your website, you can get real-time opt-outs flagged on your database.
- 2 If you have an API that connects your database to your Email Service Provider, you can update user profiles in real-time with an opt-out flag or "custom attribute/variable".
- 3 When you're building segments to send your sensitive occasion emails in your Email Service Provider, you can use this "custom attribute/variable" to exclude customers from your email sends.

Still need help?

We're happy to chat to anybody looking to implement opt-out messaging. Send us a note to isabella@lvly.com.au and we'll find time to chat!

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