Subscriptions

The driving force behind any email program is the Opt-in/Opt-out process that has been put into place. This will allow customers to start receiving your email campaigns or stop receiving them.

In CONNECT, Subscriptions helps you manage this process and track which contacts with your DataMart have explicitly opted-in or out of your email program.

Depending on your unique set-up, you might require a single subscription or multiple. This is highly dependent on your email program and the options or preferences you provide to your contacts. Before creating subscriptions, you want to take a moment to think about the different categories of emails that you will be sending to your contacts and if you want to provide them with the option of opting in or opting out of those categories.

> Emma wants to send out two different categories of email messages to her contacts. She plans to send out a monthly newsletter and she wants to send out occasional promotional emails that provide offers to her customers. Emma has 2 options for her email program and how contacts opt-in and out of it.
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> **Option A** - Emma has 2 subscriptions, *Newsletter* and *Promotions*. She creates a subscribe form that allows new subscribers to opt-in to one or both of these subscriptions. When the subscribers wish to unsubscribe from her email program, they have the option to stop receiving one or both of the categories/subscriptions.
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> **Option B** - Emma has 1 subscription, *General*. She has a simple subscribe and unsubscribe form that opts each contact in and out of all emails she sends.

The most crucial part of subscriptions is how the data is imported into CONNECT for the process to be managed properly. Whether you leverage the Web Form and Landing Page tools within the platform or build your pages outside the tool and provide the data through our API, you must ensure each Subscription has a defined opt-in and opt-out process.

Revision #7
Created 15 July 2020 16:23:45 by Andrew Keith
Updated 22 July 2020 00:16:42 by Andrew Keith