

How does someone opt back in after they've opted out?

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Applies To: ☒ PoliteMail Desktop ☒ PoliteMail Online ☐ PoliteMail M365

Version: ☒ 4.9 ☒ 5.0 ☒ 5.1+

Allowing a User to Opt In

While you can always add an [opt-out link](#) to your messages and customize it so that users can opt in as well, users who have opted out already will not receive those messages. In addition, you may want to provide users with an opt-in link via a messaging system such as Slack or Teams, and then create a new Mailing List from those who have agreed to Opt-In. Here's how:

1. You can view the Opt-In settings for any Mailing List marked as a [Subscription List](#).
 - To mark a List as a Subscription List, select it to reveal the pane on the right and check the 'Subscription' box. You will also need to select a sender name and sender email address from the drop-downs. Then click 'Save'.

The screenshot shows the PoliteMail web interface. On the left is a sidebar with a 'New Email' button and a menu containing 'Account', 'Mailing Lists', 'Contacts', 'Undeliverable', 'Opt-out', 'Content', 'Campaigns', and 'Results'. The 'Mailing Lists' section is active. The main content area has a header with a search bar and buttons for 'New', 'Import', 'Actions', 'Sync', and 'Delete'. Below this is a table of mailing lists. The table has columns: 'Mailing List Name', 'Members', 'Last Sent', 'Subscription', 'Attention Rate', 'Owner', 'Region', and 'Business'. A context menu is open over the 'EZ-Test_HTML' row, showing options: 'List Operations', 'Set Sharing', 'Set Owner', 'Set Business', 'Set Region', 'Set Subscription', 'New Message', 'View Opt-in Settings', 'View Opt-in Page', 'Reset Columns', 'Export All', and 'Export Selected'. The 'Set Subscription' option is highlighted.

Mailing List Name	Members	Last Sent	Subscription	Attention Rate	Owner	Region	Business
EZ-Test_HTML	4	3/9/2023	✓	100%	Scott Rowland	Unassigned	Unassigned
All Employees	12,472	3/9/2023	✗	24.0%	All Users	Unassigned	Unassigned
Support Team	12	10/27/2022	✗	83.0%	Paul Stewart	Unassigned	Unassigned
Sent: 9/29/2022 10:37 AM	1	9/29/2022	✗	71.0%	Ashley Varney	Unassigned	Unassigned
Marlene's List	2	9/22/2022	✗	22.0%	Marlene Cahill	Unassigned	Unassigned
sb-mi-sept	6	9/22/2022	✗	0%	Sally Buchanan	Unassigned	Unassigned
Support team Plus Latisha	10	9/16/2022	✗	50.0%	Paul Stewart	Unassigned	Unassigned
Latisha Basic Auth Clients	27	8/17/2022	✗	63.0%	Latisha Bodge	Unassigned	Unassigned
MM CA Healthcare 6.14.22	346	6/14/2022	✗	14.0%	Mike McNeilly	Unassigned	Unassigned
MM Benchmark Campaign 6.9.22	111	6/9/2022	✗	28.0%	Mike McNeilly	Unassigned	Unassigned
Customer Advisory Board Q122	20	6/7/2022	✗	57.0%	Melissa Katski-Berry	Unassigned	Unassigned
Steve Zoominfo May List 1	220	5/20/2022	✗	52.0%	Steven Gregoire	Unassigned	Unassigned
Consolidate Admins #2	1,671	5/12/2022	✗	37.0%	Heather Franas	Unassigned	Unassigned
ADP Users 5-12-2022	123	5/12/2022	✗	44.0%	Melissa Katski-Berry	Unassigned	Unassigned
Steve May List	307	5/10/2022	✗	25.0%	Steven Gregoire	Unassigned	Unassigned
May Wellness Resume List	24	5/9/2022	✗	92.0%	All Users	Unassigned	Unassigned
dan_test_list	4	4/27/2022	✗	83.0%	Dan Metivier	Unassigned	Unassigned
Multiple	6	4/13/2022	✗	76.0%	Elizabeth Merrick	Unassigned	Unassigned

2. Select any Subscription List, then click on **Actions > View Opt-in Settings**. If the List you selected is not a Subscription List, you will get an error message. Otherwise, the Opt-In Settings window will appear.

- Set or remove the image to display using the 'Replace' and 'Clear Image' buttons, respectively.
- You can change the verbiage in any field in the opt-in form by entering your desired verbiage, then clicking 'Save'.

Note that changing these fields changes the settings for the Opt-In form for this List only, not all Subscription Lists.

Mailing Lists > Opt-in Settings

Customize your Opt-In page by adding your logo and corporate color.

PoliteMail®

Replace

PoliteMail-Logo-Blue-Black no tag white BG.png

Clear Image

Header Text

Please complete the form below to opt-in.

Header Description

A valid email is required.

Organization

PoliteMail

Display Name

Scott Rowland

Email

scott.rowland@politemail.com

Confirmation Header Text

Your Opt-In request has been received.

Email Validation Message

scott.rowland@politemail.com

Form Fields

City

3. To preview your Opt In form, select the Subscription List from the grid, then click on **Actions > View Opt-in Page**.

Sending the Opt In Page to Others

1. Select the Subscription List from the grid, then click on **Actions > View Opt-in Page**.
2. Copy the url that displays in the address bar of your browser. You can paste this link into any message (email, Teams, Slack, etc). Anyone who clicks the link will be taken to the Opt-In page to receive messages from your domain.

Opt-In versus Subscribing: What's the Difference?

- Using the process above will allow the user to receive **all** messages from your domain; it is typically used if they want to "undo" opting out.
- Subscribing, which you can learn more about [here](#), opens a window that displays all Subscription Lists, and the user can select which ones to join.