# Creating a New Email Preference Category or Modifying an Existing Email Preference Category [1]



November 8, 2019 by jennifer.mortensen [2]

**NOTE** This task requires assistance from your <u>eComm Specialist</u> [3].

eComm possesses well over 300 email preference categories for all campuses and units combined. That unfortunately equates to a lot of behind the scenes work not only to maintain preferences but also to create new ones and modify existing categories.

If you want to add a new email preference or modify an existing one, please contact your <u>eComm Specialist</u> [3] to discuss options. Before deciding to create a new preference category, we encourage you to think about the following questions:

- Can the email preference I want be combined with an email preference category that already exists?
- If not, what are the specific business reasons why I need a separate preference category?
- Is there an alternative to creating a new preference category that I may have not considered?

Your eComm Specialist can help you consider options and detail the path forward if it is determined that a new preference is needed.

**ALERT** eComm Specialists: Please note that as of November 2019, all new email preference requests and requests for changes to existing email preferences are ON HOLD pending a new preference management solution from the COE. Please contact <u>Jennifer Mortensen</u> [4] if you have questions.

## **Related Content**

How do constituents manage their own email preferences? [5]

How do I opt a contact out of all emails or specific email preferences? [6]

How do I opt a contact back in to all emails or specific email preferences? [6]

### **Display Title:**

Creating a New Email Preference Category or Modifying an Existing Email Preference Category

### Send email when Published:

Yes

**Source URL:**https://www.cu.edu/blog/ecomm-wiki/creating-new-email-preference-category-or-modifying-existing-email-preference

### Links

- [1] https://www.cu.edu/blog/ecomm-wiki/creating-new-email-preference-category-or-modifying-existing-email-preference [2] https://www.cu.edu/blog/ecomm-wiki/author/13789
- [3] https://www.cu.edu/ecomm/strategy/leadership [4] mailto:jennifer.mortensen@cu.edu
- [5] https://www.cu.edu/blog/ecomm-wiki/constituent-management-email-preferences
- [6] https://www.cu.edu/blog/ecomm-wiki/manually-managing-email-preferences