

Unsubscribe Details ^[1]

April 23, 2020 by [Melanie Jones](#) ^[2]

While unsubscribing is explained quite simply at [New User Training](#), there is a little bit more to it. Dig into the details of how the technology supports changes to constituents' preferences.

Commercial communications require numerous components, but the main one is allowing constituents to opt-out of messages they do not wish to receive. While Marketing Cloud and Salesforce are configured to automatically do the heavy lifting, it only works when the right processes are followed. Learn more about the intricacy of how unsubscribing (and subscribing) works.

Unsubscribe

Below is a breakdown on how to get a constituent unsubscribed depending on your role, explained at a high-level. You can also explore the [intricacies of this CAN-SPAM compliance in Marketing Cloud and Salesforce](#) ^[3].

- [Constituent](#)
- [User](#)
- [eComm Specialist](#)

A constituent has the power to manage their own email preferences within every commercial email they receive - which is why this is the most popular route. Instruct email recipients to:

- scroll to the bottom of the email
- **click *Manage my Email Preferences*** in the footer
- check the appropriate boxes to subscribe or un-subscribe



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This email was sent to: melanie.jones@cu.edu

This email was sent by the University of Colorado

[Manage your email preferences](#)

[Update your contact information](#)

Your CU ID:003r400000mJOpFAAW

- **check the box** next to the desired action
- click **Submit** to save the update



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

My Email Preferences

You are currently receiving emails from categories that are checked below. Please be aware that you are updating your preferences only for the email categories below and not for all emails from the University of Colorado. To add or remove a category, simply click the checkbox. Click the [Submit] button at the bottom of the page to save your changes. If you would like more information on managing your email preferences or would like to opt out of all CU emails, please email contact@cu.edu for assistance.

Name: **Melanie Jones**

Email: melanie.jones@cu.edu

University of Colorado
Denver

CU Denver Office Of The Chancellor

CU Denver Chancellor
Communication from the CU Denver Chancellor.

Event Announcements
General event announcements at CU Denver

Opt-out of all CU Denver emails.
This will opt you out of all the email categories listed above. You may continue to receive other emails from the University of Colorado.

To opt-out of all University of Colorado emails, click the "View all University of Colorado email lists" link below and select the "Opt-out of all emails" option at the bottom of that page.

[View all University of Colorado email lists.](#)

- If someone wants to opt-out of all CU emails, they can instead **select View all University of Colorado email lists** at the bottom.



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Name: **Melanie Jones**

Email: melanie.jones@cu.edu

**University of Colorado
Denver**

CU Denver Office Of The Chancellor

- CU Denver Chancellor**
Communication from the CU Denver Chancellor.
- Event Announcements**
General event announcements at CU Denver
- Opt-out of all CU Denver emails.**
This will opt you out of all the email categories listed above. You may continue to receive other emails from the University of Colorado.

To opt-out of all University of Colorado emails, click the "View all University of Colorado email lists" link below and select the "Opt-out of all emails" option at the bottom of that page.

[View all University of Colorado email lists.](#)

- From the next page, scroll down and **check the box for Opt-out of all emails**
- Click **Submit** after to save the change

▶ Supporting CU Anschutz Medical Campus
▶ CU Anschutz Office of Communications
▶ CUA University Events



Opt-out of all emails

Unsubscribe me from all emails from CU (including those not listed on this page)



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NOTE

If this option is not available in the footer of a Marketing Cloud email, that's because the CU FOOTER FOR ALL EMAILS was not applied to the email. If the email's content is commercial in nature, this message was sent incorrectly.

Although less common, a constituent might take an alternative route to unsubscribe. [4]

Users can not change any constituents' email preferences, although they can view them in Salesforce.

- If a constituent has reached out to unsubscribe (or subscribe), relay this information to an eComm specialist to get the change made.



eComm specialists can unsubscribe constituents' from individual email preference categories, whole Business Units or the entire enterprise. Follow these instructions once logged into Salesforce and consider the implications to the source system [5]:

- Navigate to the Contact
- *If opting a constituent out of ALL CU emails:*
 - **Scroll down** the Contact's page until the **Email Information section**
 - **Click the pencil icon** to the right of the **Email Opt Out field**

<div style="background-color: #f0f0f0; padding: 5px;"> ▼ Email Information </div>		
Email	melanie.jones@cu.edu	Email Opt C
HCR Email ⓘ	melanie.jones@cu.edu	Identify F

- Check the **Email Opt-Out** box
- Click **Save** towards the bottom

▼ Email Information

Email	melanie.jones@cu.edu	<input checked="" type="checkbox"/> Email Opt Out
UCB Email ⓘ	melanie.jones@cu.edu	<input type="checkbox"/> Identikey Email
UCCS Email ⓘ		<input type="checkbox"/> Hospital Email
UCD Email ⓘ	melanie.jones@ucdenver.edu	<input type="checkbox"/> Work Email
SYS Email ⓘ	melanie.jones@cu.edu	
Do Not Contact ⓘ	<input type="checkbox"/>	

[Boulder Email Preferences](#) [UCCS Email Preferences](#)

[Denver Email Preferences](#) [Anschutz Email Preferences](#)

▼ Address Information

- For more granular opt-ins, navigate to the correct **Email Preference Campus** tab



Contact

Melanie Jones

Email (5) ▼

melanie.jones@cu.edu

Email Opt Out

Employee ID

234558

SID

100

Details

Related

UCB Email Prefs

UCD Email Prefs

Ans

Name

Melanie Jones 

Account I

Middle Name

Jean

Contact P

Advance Constituent
Type 

*3AL-BU; 3SS; 8SF

Email Pre

Is Private?

Not Privacy Enabled

Meets eC
Criteria

eComm User Affiliated

System

- If opting out of an individual preference, **un-check** the box next to the **Email Preference Category** you want them opted out of
- If opting out of a business unit, **check** the box next to the **Opt-Out of Business Unit Name** that you want them opted out of
- Complete the request by clicking **Save**

Details Related **UCB Email Prefs** UCD Email Prefs Ans

CU Boulder Email Preferences

Boulder Email Preferences

Name Melanie Jones Em

▼ CU Boulder Alumni Association

Roaming Buffs ⁱ Traveler	<input type="checkbox"/>	Opt-Out of U
Forever Buffs Insider ⁱ	<input type="checkbox"/>	F
CU-Boulder Alumni ⁱ Programs and Services	<input checked="" type="checkbox"/>	Colorada
Career Services	<input checked="" type="checkbox"/>	CU Boulde

Subscribe

When a new contact is added to Salesforce, by default they will be opted into every Email Preference Category. **This does not mean they will receive every CU communication, however.** A constituent would have to meet the target audiences' entire criteria. Being opted into a preference category is one component among many that are considered when creating an audience.

- *For example, a new CU Denver student will automatically be opted into the 'CU Boulder Today' Email Preference Category (and all categories) but will not receive CU Boulder Today. That's because this message is sent to CU Boulder faculty/staff/students who are subscribed to the CU Boulder Today category, not everyone subscribed to CU Boulder Today.*

This 'opt-in to all' model will apply to constituents who were previously subscribed. In other words, if they managed their preferences >> unsubscribed >> re-subscribed they will be opted back into all categories, rather than reverting back to their custom preferences. They would need to re-manage those preferences.

- Constituent

- User
- eComm Specialist

Manage Preferences | the constituent will need to receive a commercial email from CU to manage their preferences.

- *If someone is unsubscribed, they can't get a message to to manage their preferences. They will need to reach out and an eComm specialist will be able to update their email preferences accordingly.*



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This email was sent to: melanie.jones@cu.edu

This email was sent by the University of Colorado

[Manage your email preferences](#) [Update your contact information](#)

Your CU ID:003r400000mJOpFAAW

Users can not change any constituents' email preferences, although they can view them in Salesforce.

- If a constituent has reached out to unsubscribe (or subscribe), relay this information to an eComm specialist to get the change made.

eComm specialists can subscribe constituents' to individual email preference categories, whole Business Units or all CU emails. Follow these instructions once logged into Salesforce and be mindful of how it will work with the source system [5]:

- Navigate to Contact
 - *Confirm the* Email Opt-out field is not checked. If it is, it will need to be un-checked and saved.
 - They will automatically be opted back into all email preference categories.



Contact

Melanie Jones

Military Affiliation

Deceased

Deceased Date

FERPA Flag

N

Active Enrolled Count

0



Email Information

Email

melanie.jones@cu.edu

UCB Email

melanie.jones@cu.edu

UCCS Email

UCD Email

melanie.jones@ucdenver.edu

SYS Email

melanie.jones@cu.edu

Do Not Contact

Boulder Email Preferences

UCCS Email Preferences

Denver Email Preferences

Anschutz Email Preferences

Address Information

- Navigate to the correct **Email Preference Campus** tab
 - *If opting out of an individual preference, un-check the box next to the Email Preference Category* you want them opted out of
 - *If opting out of a business unit, check the box next to the Opt-Out of Business Unit Name* that you want them opted out of
- Complete the request by clicking **Save**



Contact

Melanie Jones

Email (5) ▼

melanie.jones@cu.edu

Email Opt Out

Employee ID

234558

SID

100

Details

Related

UCB Email Prefs

UCD Email Prefs

Ans

Name

Melanie Jones 

Account M

Middle Name

Jean

Contact P

Advance Constituent
Type ⓘ

*3AL-BU; 3SS; 8SF

Email Pre

Is Private?

Not Privacy Enabled

Meets eC
Criteria

eComm User Affiliated

System

Details

Related

UCB Email Prefs

UCD Email Prefs

Ans

CU Boulder Email Preferences

Boulder Email Preferences

Name Melanie Jones

Em

▼ CU Boulder Alumni Association

Roaming Buffs ⓘ
Traveler

Opt-Out of U

Forever Buffs Insider ⓘ

CU-Boulder Alumni ⓘ
Programs and Services

Colorada

Career Services

CU Bould

Marketing Cloud

Check the associated Contact's Subscriber Record in Marketing Cloud to ensure they either:

- **are an existing subscriber with an active status** | If the subscriber is anything but active (green shirt), submit a help ticket to remedy it. Otherwise the message WILL NOT be delivered. **OR**
- **does not already exist as a Subscriber** | they will be automatically be created as a Subscriber during the send with a Status of Active.

Related Wiki's

- [Workflow: Managing the Salesforce Email Opt-Out](#) [3]
- [How isn't someone receiving my email?](#) [6]
- [Why can't I send a Marketing Cloud email?](#) [7]

Display Title:

Unsubscribe Details

Send email when Published:

Yes

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/unsubscribe-details>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/unsubscribe-details> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/39> [3] <https://www.cu.edu/blog/ecommerce-wiki/workflow-managing-email-opt-out-field-salesforce> [4] https://docs.google.com/document/d/1TEQTy_1vHZIUB9-bCezxr4nIvI4LmTH1Ugl73hPOoBl/edit?usp=sharing [5] <https://www.cu.edu/blog/ecommerce-wiki/manually-managing-email-preferences> [6] <https://www.cu.edu/blog/ecommerce-wiki/someone-not-receiving-marketing-cloud-messages> [7] <https://www.cu.edu/blog/ecommerce-wiki/unable-send-email-or-start-data-extension>