Manually switching on/off of the List-Unsubscribe header Closed - Rejected

- Mark Kruisman
- **Forum name:** #Verbetervoorstellen

As per the current situation, Deployteq automatically adds a List-Unsubscribe header to every email that is sent either as a Quickmail (to a profile selection) or as a multi-flow send (for example, a selection that is sent to following a CSV Trigger). And that's exactly where they should be, of course.

However, we also have campaigns where the content is non-commercial but productrelated. For example, campaigns with administrative reasons, maybe a change of interest rates. You have to inform customers on that, even when they opt-out of your emails.

We can now follow up a CSV Trigger in a campaign flow with a split-object, splitting to flow to parts of 1 (which would eventually make it a single-flow) to avoid the List-Unsubscribe header being added. It works fine, but it would be more logical to be able to switch off the List-Unsubscribe header in the Settings-tab for example.

Just as that we can decide not to add an unsubscribe link to the footer of such e-mails. I can understand there's a risk to this as it might result in people not knowing what they're doing and switching off the List-Unsubscribe header in a bulk send, potentially damaging the server's reputation. But I would like to throw this into the discussion to see if there are other options to do this.

Comment (1)

Jeroen Verschoor
2 years ago
Adding the required 'List-Unsubscribe header' while sending email is managed by the platform of Deployteq. Being able to omit this required header is, during the risk of reputation loss on our platform, not something we will offer under management for our users. Currently, the 'List Unsubscribe' header is indeed only ignored when sending transactional email (single mail).