deployteq

Unsubscribe object: register unsubscribe `Closed - Fixed`

- Chantalle de Heer
- **Forum name:** #Verbetervoorstellen

In campaigns we can use the unsubscribe object, which either unsubscribes customers from a campaign or alters their opt-in status. However, many times we refrain from using this object because we don't want to modify the email opt-in status or unsubscribe customers from a campaign. Consequently, this leads to a lack of visibility into the unsubscribe rate within analytics. Could we enhance the unsubscribe object by adding the capability to solely 'register' the unsubscribe event without making any changes to the opt-ins? This would be very helpful for building unsubscribe campaigns (and preference centers) in which we are updating customer opt-ins.

Comments (2)

Chantalle de Heer

1 year ago

Note: Currently, all unsubscribe options are configured to remove records from the campaign, thereby emptying all associated campaign fields. This action should be specific to the 'unsubscribe from campaign' option. Otherwise, all unsubscribes will result in the removal of all data from unsubscribe/preference center campaigns.

Deployteq - Suzanne Martens

7 months ago

Will be in release 3.11.65