There is a difference between the number of Unsubscribes in my reports

Deployteq - Suzanne Martens - 2024-11-04 - Comments (0) - Reports and Analytics

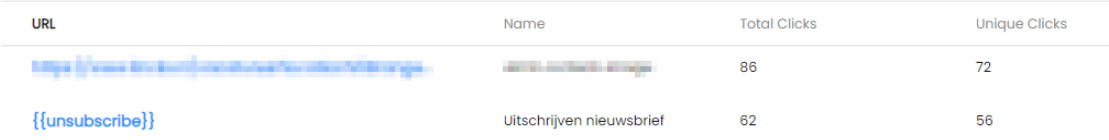
It sometimes happens that there is a difference in the number of unsubscribes shown on the 'General' tab of a report compared to the number mentioned next to the Unsubscribe button (or link) on the 'Visual Clicks' tab.

Example

Number of unsubscribes on the General tab:

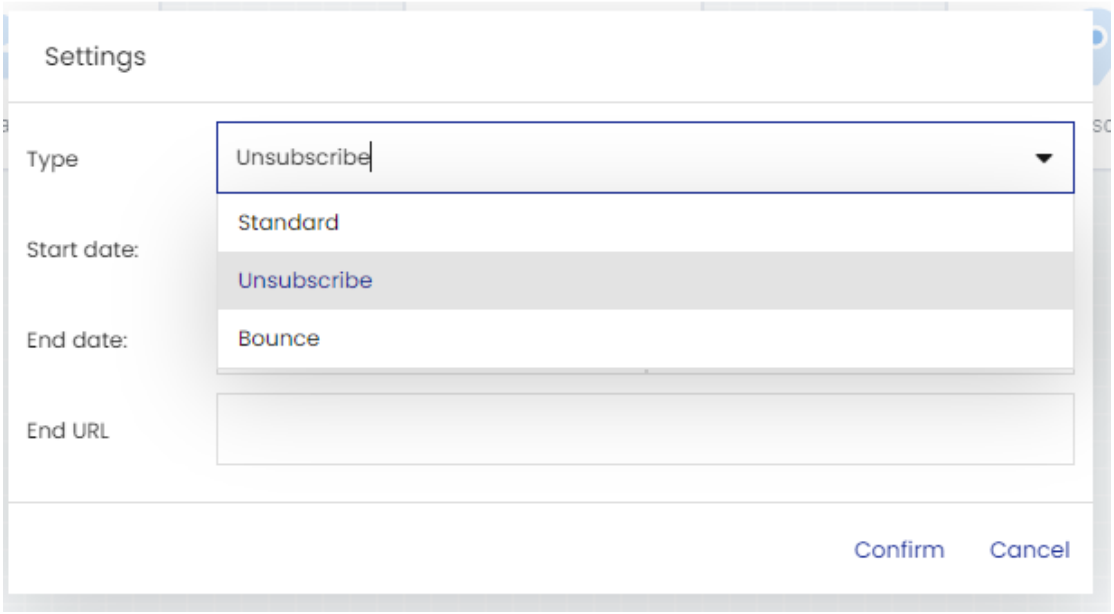


Number of unsubscribes on the Visual Clicks tab:

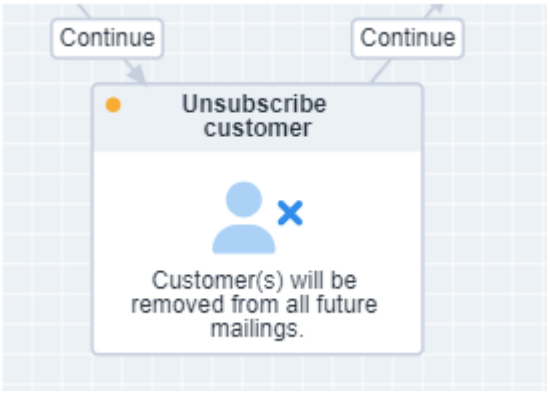


In that case, it’s a good idea to check two settings in the unsubscribe campaign that the unsubscribe button or link refers to:

1. Is the campaign **type** set to 'Unsubscribe'? You can adjust this in the campaign’s settings.



1. Is the 'Unsubscribe'- object included in the unsubscribe campaign?



If you do not include this object in your Unsubscribe campaign, the unsubscribes will not be reflected in the numbers in Reports. Only the list-unsubscribes via email clients will be displayed there.

> How does it work with List-unsubscribes again?

Note

It is not **necessary** to include this object in your Unsubscribe campaign, as the unsubscribe process for the customer will still function without it.

However, be aware that unsubscribes through that route will not be shown in the report.