List-unsubscribe, what's the deal?

Deployteq - Suzanne Martens - 2026-09-21 - Comments (0) - Deliverability

As communicated earlier, major email providers Gmail and Yahoo will implement stricter rules for senders of bulk mailings starting from February 1, 2024. You can find more information about this in our blog: ***https://deployteq.com/gmail-and-yahoo-inbox-update/***

One of the requirements for senders from then on is to provide a simple unsubscribe mechanism. A recipient must be able to unsubscribe with just one click.

> From Deployteq, we include this list-unsubscribe information by default. Therefore, you don't need to make any adjustments in Deployteq to comply with this tightened requirement from Gmail/Yahoo.

What should you do?

As a sender, it's important to always use a clearly visible unsubscribe link, preferably prominently displayed at the top of the email.

When a customer clicks this link, their opt-in status is set to No and they are unsubscribed from the campaign.

What do we do?

In addition, from Deployteq, we also ensure that every email sent in bulk (not single emails or test emails) includes the list-unsubscribe. The list-unsubscribe is a piece of information for mailbox providers placed in the email header, enabling mailbox providers to offer the functionality for easy unsubscribing to their users.

Default

Note: Not every mail provider supports this list-unsubscribe option in the same way, so the link may not be displayed in some providers even if the option is present in the headers of your email.