JangoMail Tutorial

Unsubscribe and Bounce Management

Summary and Overview

JangoMail provides robust and flexible unsubscribe and bounce management capabilities. Individual addresses or entire domains can be unsubscribed. Any email address or domain on your account's unsubscribe list will never receive an email from your JangoMail account, even if you try sending to it. In addition to giving your recipients the option to unsubscribe from your entire account, you can give them the option to remove themselves from just a particular email List, in cases where a subscriber may be in more than one JangoMail List. With respect to bounces, you can specify how many times an address must bounce before JangoMail stops sending to it. The default value is three. JangoMail only counts a message as a bounce if the message indicates that the address is not valid, regardless of whether it is a hard or soft bounce. Messages such "as out-of-office" autoreplies and "mailbox full" messages do not count as bounces. In the cases of both unsubscribes and bounces, a new JangoMail account is set by default to automatically handle unsubscribes (if JangoMail does not detect an unsubscribe link in your emails, it automatically adds one) and bounces, so **the material in this tutorial is meant for those who may wish to customize unsubscribe and bounce functionality or learn more about how JangoMail has implemented unsubscribe and bounce functionality.**

Unsubscribes

Giving Your Recipients the Option to Unsubscribe:

There are two methods available to your recipients to unsubscribe from your emailings. The recipient can reply with the word "unlist" or "unsubscribe" in the Subject line, or you can provide an unsubscribe link for your recipient to click. *By default, if JangoMail does not detect the presence of these elements, it will automatically add an unsubscribe link and CAN-SPAM compliant footer to your HTML emails and unsubscribe instructions to your text emails. Please note that JangoMail can only process replies with "unlist" and "unsubscribe" if replies are directed to JangoMail, so this will not work if you are using your corporate email address as your From Address or Reply-To address.*

Below is an explanation of each method:

Example 1 - have recipient reply back with "unlist" in subject

Insert the following text at the bottom of your emails:

```
To avoid receiving future emails from us, please reply back to this message
with "unlist" in the subject line.
```

Example 2 - give recipient link to click on to unsubscribe

HTML Code Sample:

```
Click <A HREF="http://jngo.net/u.z?***uniqueid****">here</a> to avoid
receiving future emails from us.
```

This is how it will look to your recipient:

```
Click here to avoid receiving future emails from us.
```

Note that the link will only operate properly after it is sent as part of a JangoMail email message because only then will the ***uniqueid**** part be replaced by the recipient's actual unique JangoMail identifier.

When a recipient clicks this link, he will be taken to a simple web page telling him that his email address has been unsubscribed. You can customize this page with your company logo by setting your company logo in the **Assets** section by clicking the **Company Logo** tab, or you can choose to have the recipient redirected to a page on your own web site. You can set this under **Settings --> Reply Management --> Unsubscribe Request Handling**.

Which method is better?

If you are sending HTML emails, it is strongly recommended that you provide an unsubscribe link. This option provides the most accurate method for your recipient to unsubscribe.

For example, you send an email to **johndoe@company.com.** This account is set to forward to **johndoe@yahoo.com. So, johndoe@yahoo.com reads it and replies** back with "unlist" in the Subject. The reply comes from **johndoe@yahoo.com**, which is unsubscribed. The original address of **johndoe@company.com** will not be added to your unsubscribe list because the reply did not come from that address. But if you provide a link to click on, the link will be set specifically to unsubscribe **johndoe@company.com** regardless of where it forwards.

What happens once a recipient unsubscribes?

When a recipient unsubscribes, that email address is placed on your account's unsubscribe list. This list is viewable by going to **Reports** and clicking on the **Unsubscribed Addr.** link under **Management Reports & Tools**. From this section, you can:

- View the list of currently unsubscribed email addresses
- Manually add email addresses to the list
- Remove email addresses from the unsubscribe list (which will enable JangoMail to begin sending to it again)
- View the list of currently unsubscribed domains
- Add domains to the list
- Remove domains from the list

If an email address is on the unsubscribe list, JangoMail will not send an email to it under any circumstances, even if you try sending an email to it. Similarly, if a domain is on the unsubscribe list, JangoMail will not send an email to any address of that domain under any circumstances. The recipient's address is not automatically removed from any stored Lists, but is blocked from receiving future emails.

Viewing unsubscribe email messages:

Those actual messages received by the JangoMail system where your recipients replied to your mass email with "unlist" or "unsubscribe" in the Subject line are stored in the **Reports** section at **Management Reports & Tools --> Account Reports --> Unsubscribe**. JangoMail allows you to see the full text of the received email that resulted in a particular address being placed on the unsubscribe list. In fact, JangoMail looks for other phrases in replies to your mass emails that indicate the recipient wishes to be unsubscribed. For example, if the subject line or the first few lines of the reply includes the phrase "take me off", then JangoMail's incoming email processor interprets that message as an unsubscribe request and places that address on your account's unsubscribe list. *Remember, JangoMail can only record and process replies with "unlist" and "unsubscribe" if replies are directed to JangoMail, so this will not work if you are using your corporate email address as your From Address or Reply-To address.*

When would I need to manually add an email address to the unsubscribe list?

Sometimes when you send an email broadcast, even though you include unsubscribe instructions, the recipient may not always follow those instructions. Instead, the recipient may reply to your email and ask you to take him off your list. JangoMail attempts to decipher these replies automatically, but sometimes these requests slip past our filters and are counted as valid reply messages rather than unsubscribe requests.

If you receive a reply to your emailing asking to be unsubscribed, it is your responsibility to manually add that email address to your account's unsubscribe list. If you are using an addressing option that means you receive all replies directly, you will need to handle all unsubscribes by reply manually.

How can I clear out unsubscribed email addresses from my Lists?

If you are using JangoMail Lists to store your email lists, then you may want to periodically delete email addresses from your Lists that are on your account's unsubscribe list. When a recipient unsubscribes, the email address is added to your account's unsubscribe list to prevent future sending to it, but JangoMail does not automatically delete that address from your Lists. If you wish to delete unsubscribed addresses from your Lists to keep your Lists clean, you may run a **"List Scrub."** Go to the **Lists** section and click the **Edit Icon** next to your list. In the Edit Screen, click the **Settings Icon** and select **Scrub the List.** Choose how you would like to scrub the list and then click the **Scrub Now** button. You can also set scrubs to run automatically on a schedule of your choice by going to the **Scrub by Schedule** tab.

What if I want to provide my recipient the ability to unsubscribe from just a specific List and not my entire account?

While it is required that you do provide instructions or a link so that a recipient can unsubscribe from your entire account, you can additionally provide a link which will allow the recipient to delete himself from just one List. For example, let's say your account sends out three types of emailings: A monthly newsletter, quarterly press releases, and weekly coupons. *You have two choices for how you would organize your data within JangoMail Lists. You could create three individual Lists, one for each type of mailing. Or you could create one List for everybody, but have a field in the List that delineates which types of emailings the recipient wishes to receive.*

In the first scenario, where you have three distinct Lists, you might send out your monthly newsletter to the corresponding List, and the recipient might wish to "unsubscribe" from the monthly newsletter but continue to receive your press releases and coupons. In this case, you can provide a link for the recipient to delete himself from the Monthly Newsletter List. Remember, you also have to give the recipient the option to unsubscribe from all of your emailings. Here is some sample code to accomplish this:

```
To receive no future monthly newsletters, <a
href="http://jngo.net/d.z?%%MemberID%%">click here</a>.  To unsubscribe from
all emailings from our organization, <a href="http://jngo.net/
u.z?***uniqueid****">click here>/a>.
```

The link to `http://jngo.net/d.z?%%MemberID%%` will be modified at send time so that the `%%MemberID%%` will be replaced with the List member's unique identifier. When the List member clicks the link, his record will be deleted from your List.

In the second scenario, where you have one List instead of three, instead of providing a link to delete himself from the List, you can provide a link for the recipient to modify his own subscription preferences. This will enable the recipient to modify the List field that delineates which types of emailings he receives from you. Here is some sample code to accomplish this:

```
To receive no future monthly newsletters, <a
href="http://jngo.net/d.z?%%MemberID%%">click here</a>.  To modify your
subscription preferences, <a href="http://jngo.net/m.z?%%MemberID%%">click
here>/a>.
```

The link to `http://jngo.net/m.z?%%MemberID%%` will be modified at send time so that the `%%MemberID%%` will be replaced with the List member's unique identifier. When the List member clicks this link, he will be taken to a web page where he can modify his List member information. For more information on how to customize the page and the form that the recipient sees when clicking this link, go to the **Lists** section, click the **Edit Icon** next to your list, click the **Settings Icon** and then go to **Create an Opt In Form**.

Automatic Unsubscribes:

JangoMail has setup whitelisting relationships and user feedback loops with several major Internet Service Providers (ISPs), including AOL and Outblaze. For example, if an AOL user clicks the "This is spam" link in the AOL interface after receiving an email from you, JangoMail will receive a notification from AOL and will automatically unsubscribe that email address from your account. These addresses will appear as "manual" entries when you view your list of unsubscribed addresses under **Reports --> Management Reports & Tools --> Inbox --> Unsubscribe**.

Bounces

JangoMail provides bounce handling capabilities such that after an email address has bounced a certain number of times, JangoMail will cease sending to that address in future email campaigns. JangoMail does not distinguish between hard and soft bounces but does categorize between more granular categories of bouncebacks, including out-of-office autoreplies, mailbox full, and user-not-found bounces. Only bounceback messages indicating that the email address is truly invalid are actually counted as true bounces. Out-

of-office autoreplies and mailbox-full bounces are never counted as true bounces. By default, your JangoMail account is set so that after an email address has bounced three times, JangoMail will stop sending future email campaigns to it, even if you try to send to it. This parameter is configurable, however, under **Settings --> Reply Management --> Bounce Handling**.

Viewing and Deleting Bounced Email Addresses:

You can view and delete bounced email addresses under **Reports --> Management Reports & Tools --> Address Reports --> Bounced Addr.** If an address occurs more than once on the bounce list, every occurrence of that address will be deleted even if you only delete a single instance. Depending on the age of the bounce occurrence, you might be able to click the bounced address to view a full copy of the bounced message that resulted in that email address being placed on the bounce list.

Viewing Text of Bounced Email Messages:

You can view the actual text of the bounce message that resulted in a particular address being added to the bounce list under **Reports --> Management Reports & Tools --> Inbox Reports --> Bounce**. JangoMail periodically purges the actual bounced messages because they take up so much space, but JangoMail never automatically purges bounced addresses.

Miscellaneous

Synchronizing with an external database:

If you are using JangoMail to pull email data from an external database, rather than using JangoMail Lists, then you may want to synchronize unsubscribe/bounce data with this database. If you are connecting to an Internet web site database, then you can set this synchronization under **Settings --> Integrating JangoMail with Other Systems --> Web DB Event Management**. You can set synchronization with local desktop databases under **Settings --> Integrating JangoMail with Other Systems --> Local DB Event Management**. *Remember that it is not **necessary** to synchronize unsubscribe/bounce data with your external databases since JangoMail will always store these lists internally in your account and cross-check any email campaigns you send out against these lists.*

Branding Note:

In this document, the sample code references the jngo.net domain, which is the default JangoMail tracking domain. To even further brand your emails around your organization, you can create your own tracking domain. For more information on this, see our blog on the importance of setting up a custom tracking domain for email marketing campaigns.