

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 e-mail address or domain on your account's unsubscribe list will never receive an e-mail 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 e-mail Group, in cases where a subscriber may be in more than one JangoMail Group. 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 e-mails, 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 e-mailings. 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 e-mails and unsubscribe instructions to your text e-mails. 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 e-mail 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 e-mails:

To avoid receiving future e-mails 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 `here` to avoid receiving future e-mails from us.

This is how it will look to your recipient:

Click [here](#) to avoid receiving future e-mails from us.

Note that the link will only operate properly after it is sent as part of a JangoMail e-mail 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 e-mail address has been unsubscribed. You can customize this page with your company logo by setting your company logo at **My Options --> Company Logo**, or you can choose to have the recipient redirected to a page on your own web site. You can set this under **My Options --> Unsubscribe Link**.

Which method is better?

If you are sending HTML e-mails, 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 e-mail 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 e-mail address is placed on your account's unsubscribe list. This list is viewable by going to **Reporting --> Lists of Addresses --> Unsubscribes**. From this section, you can:

- View the list of currently unsubscribed e-mail addresses
- Manually add e-mail addresses to the list
- Remove e-mail 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 e-mail address is on the unsubscribe list, JangoMail will not send an e-mail to it under any circumstances, even if you try sending an e-mail to it. Similarly, if a

domain is on the unsubscribe list, JangoMail will not send an e-mail to any address of that domain under any circumstances. The recipient's address is not automatically removed from any stored Groups, but is blocked from receiving future e-mails.

Viewing unsubscribe e-mail messages:

Those actual messages received by the JangoMail system where your recipients replied to your mass e-mail with "unlist" or "unsubscribe" in the Subject line are stored under **Reporting --> Incoming E-mails --> Unsubscribes**. JangoMail allows you to see the full text of the received e-mail that resulted in a particular address being placed on the unsubscribe list. In fact, JangoMail looks for other phrases in replies to your mass e-mails 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 e-mail 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 e-mail address as your From Address or Reply-To address.*

When would I need to manually add an e-mail address to the unsubscribe list?

Sometimes when you send an e-mail broadcast, even though you include unsubscribe instructions, the recipient may not always follow those instructions. Instead, the recipient may reply to your e-mail 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 e-mailing asking to be unsubscribed, it is your responsibility to manually add that e-mail 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 e-mail addresses from my Groups?

If you are using JangoMail Groups to store your e-mail lists, then you may want to periodically delete e-mail addresses from your Groups that are on your account's unsubscribe list. When a recipient unsubscribes, the e-mail 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 Groups. If you wish to delete unsubscribed addresses from your Groups to keep your Groups clean, you may run a **"Group Scrub"** by going to the **"Groups and E-mail Addresses"** tab, selecting your Group, and clicking the **"Scrub Group Members"** button. You can also set scrubs to run automatically on a schedule of your choice.

What if I want to provide my recipient the ability to unsubscribe from just a specific Group 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 Group. For example, let's say

your account sends out three types of e-mailings: A monthly newsletter, quarterly press releases, and weekly coupons. *You have two choices for how you would organize your data within JangoMail Groups. You could create three individual Groups, one for each type of mailing. Or you could create one Group for everybody, but have a field in the Group that delineates which types of e-mailings the recipient wishes to receive.*

In the first scenario, where you have three distinct Groups, you might send out your monthly newsletter to the corresponding Group, 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 Group. Remember, you also have to give the recipient the option to unsubscribe from all of your e-mailings. 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 e-mailings 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 Group member's unique identifier. When the Group member clicks the link, his record will be deleted from your Group.

In the second scenario, where you have one Group instead of three, instead of providing a link to delete himself from the Group, you can provide a link for the recipient to modify his own subscription preferences. This will enable the recipient to modify the Group field that delineates which types of e-mailings 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 Group member's unique identifier. When the Group member clicks this link, he will be taken to a web page where he can modify his Group 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 **"Groups and E-mail Addresses"** tab, select your Group, and then click the **"Manage Group Fields"** button.

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 e-mail from you, JangoMail will receive a notification from AOL and will automatically unsubscribe that e-mail address from your account. These addresses will appear as "manual" entries when you view your list of unsubscribed addresses under

Reporting --> Lists of Addresses --> Unsubscribes.

Bounces

JangoMail provides bounce handling capabilities such that after an e-mail address has bounced a certain number of times, JangoMail will cease sending to that address in future e-mail 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 e-mail 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 e-mail address has bounced three times, JangoMail will stop sending future e-mail campaigns to it, even if you try to send to it. This parameter is configurable, however, under **My Options --> Bounce Settings**.

Viewing Bounced E-mail Addresses:

You can view and delete bounced e-mail addresses under **Reporting --> Lists of Addresses --> Bounces**. 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 e-mail address being placed on the bounce list.

Viewing Bounced E-mail Messages:

You can view the actual text of the bounce message that resulted in a particular address being added to the bounce list under **Reporting --> Incoming E-mails --> Bounces**. 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 e-mail data from an external database, rather than using JangoMail Groups, 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 **My Options --> Web Site Database --> Unsubscribe Action** and **Bounce Action**. Synchronization with local desktop databases is currently not available. *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 e-mail 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 e-mails around your organization, you can create your own tracking domain. For more information on this, see **My Options --> Tracking Domain**.