

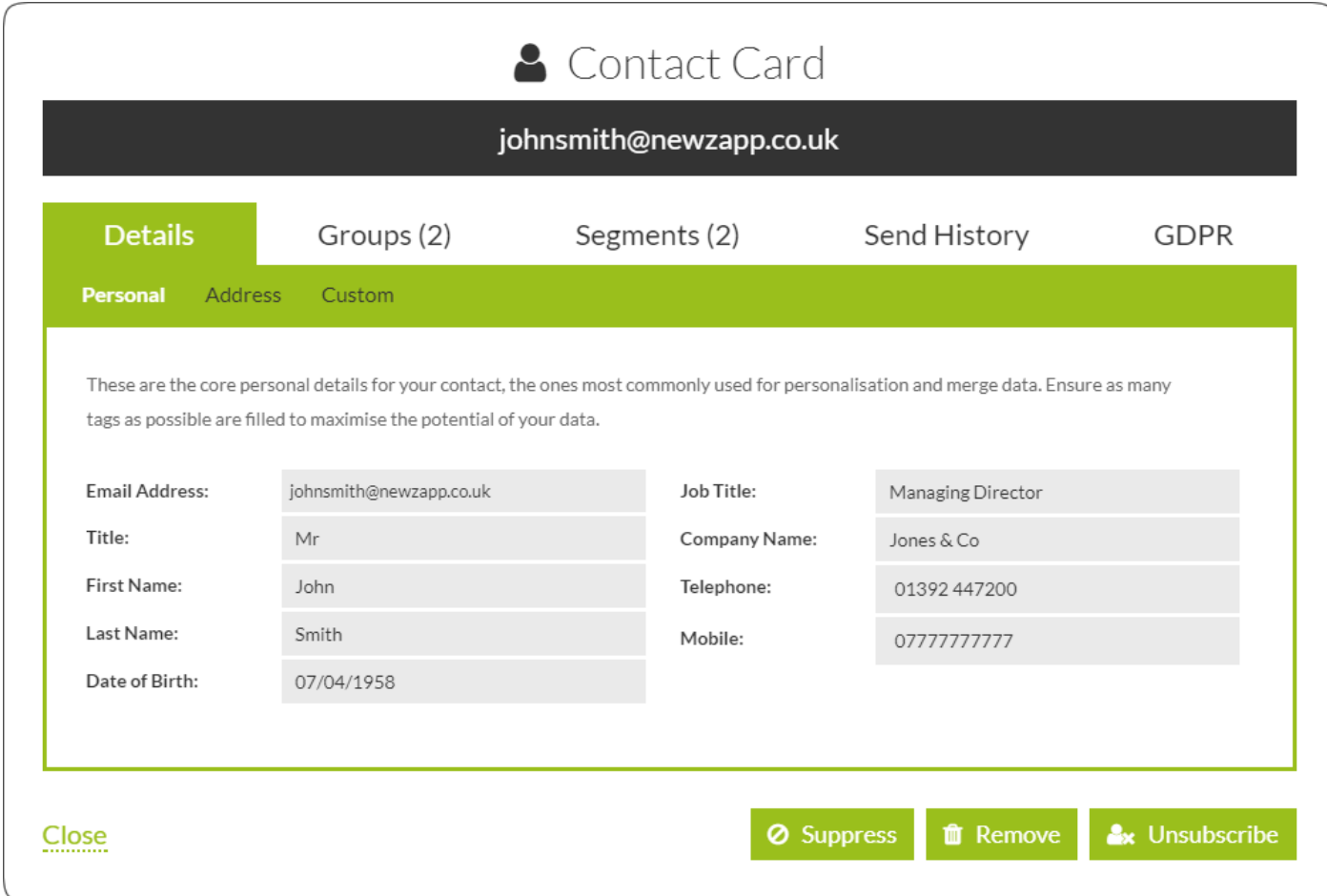
How to...  
**CONTACT CARD**



## How to... Contact Card

Each Contact has all their details stored in their Contact Card. To open a Contact's card, go to the Groups area in the Contacts section and click on a Contact in the data table.

The Contact card is made up of 5 information tabs – Details, Groups, Segments, Send History and GDPR.



**Contact Card**

johnsmith@newzapp.co.uk

Details Groups (2) Segments (2) Send History GDPR

Personal Address Custom

These are the core personal details for your contact, the ones most commonly used for personalisation and merge data. Ensure as many tags as possible are filled to maximise the potential of your data.

Email Address:	johnsmith@newzapp.co.uk	Job Title:	Managing Director
Title:	Mr	Company Name:	Jones & Co
First Name:	John	Telephone:	01392 447200
Last Name:	Smith	Mobile:	07777777777
Date of Birth:	07/04/1958		

[Close](#) [Suppress](#) [Remove](#) [Unsubscribe](#)

The **Details** tab contains every piece of information you have stored for a Contact, divided into 3 sections:

1. **Personal** – Name and contact details including the Email Address tag.
2. **Address** – Geographical location details including Country and Postcode
3. **Custom** – details stored for any Custom Tags you have (if applicable)

Information added or changed in the Details tab will be automatically saved as you go.

The **Groups** tab indicates by the number in brackets on the tab top, how many Groups a Contact is currently associated with. Within the tab these Groups are shown highlighted in solid green and a tick.

Details **Groups (3)** Segments (2) Send History GDPR

You can add or remove the Contact from any Group by clicking it and just like information added or changed in the Details tab, changes on the Groups tab are automatically saved as you make them.

The **Segments** tab shows you which Segments the Contact currently meets the criteria of. The number in brackets on the tab top indicates how many Segments the Contact is currently in.

Details Groups (1) **Segments (2)** Send History GDPR

The **Send History** tab shows which campaigns the Contact has been sent and their behaviour with each.

Details Groups (1) Segments (4) **Send History** GDPR

Campaign	Send Date	Opened	Clicked	Shared	Bounced
My test Subject Line	17/10/2017 10:33	✓	✓	✓	✗
How to send better emails in just 5 clicks	17/10/2017 08:10	✗	✗	✗	!
New in this week	17/10/2017 07:53	✓	✓	✓	✗
Special Offers	17/10/2017 07:51	✓	✓	✗	✗

The **GDPR** (General Data Protection Regulation) tab contains all the information you have on that Contact with regard to how and when they entered your account and any relevant actions they've taken since then. There will be one or two fields above the table listing the date of subscribing and/or unsubscribing.

Details
Groups (1)
Segments (4)
Send History
GDPR

Date Added: 12-03-2014

Date Unsubscribed: 17-10-2017

Date/Time	Action	IP Address	Device	Email Address
12/03/2014 08:05	Opted-in to Public Group (Subscriber Preferences)	109.176.131.138	Desktop	johnsmith@newzapp.com
17/10/2017 08:06	Unsubscribed (by Admin)	109.176.131.138	N/A	johnsmith@newzapp.com
17/10/2017 08:07	Resubscribed (by Admin)	109.176.131.138	N/A	johnsmith@newzapp.com
17/10/2017 08:08	Unsubscribed (by Admin)	109.176.131.138	N/A	johnsmith@newzapp.com
17/10/2017 08:08	Changed Email Address (by Admin)	109.176.131.138	N/A	johnsmith@newzapp.com
17/10/2017 08:10	Unsubscribed	109.176.131.138	Desktop	johnsmith@newzapp.co.uk
17/10/2017 08:10	Resubscribed	109.176.131.138	Desktop	johnsmith@newzapp.co.uk

### Contact Status

When you suppress or unsubscribe a Contact this information is added to the top of the Contact Card along with different colour headers to let you know at a glance that this Contact is different.

A **suppressed** Contact has a light grey header and the message “Suppressed: This Contact does not receive any campaigns from your account”.

A Contact who has been **Unsubscribed (bounced)** after exceeding the bounce threshold has an orange header and the message “Unsubscribed (Bounced): This Contact does not receive any campaigns from your account”.

An **unsubscribed** Contact has a red header and the message “Unsubscribed: This Contact does not receive any campaigns from your account”.

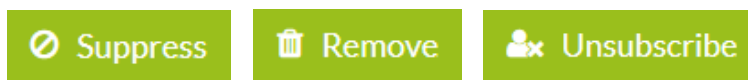
 Contact Card

 Unsubscribed: This contact does not receive any campaigns from your account

johnsmith@newzapp.co.uk

## Action buttons

When you're on the **Details** tab, at the bottom right of the Contact Card are 3 buttons. When you click on any of these buttons, you will be asked to confirm each action:



1. **Suppress:** Temporarily stop this Contact receiving any campaigns from your Account.
2. **Remove:** Remove this Contact from your Account. They can be re-added in future.
3. **Unsubscribe:** Permanently stop this Contact receiving any campaigns from your Account.

These buttons will vary according to Contact Status (see above). For example, the card may have Unsuppress or Re-subscribe options available if the Contact is suppressed or unsubscribed.

## Related Resources



For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on [support@newzapp.co.uk](mailto:support@newzapp.co.uk).