

How to...
DOUBLE OPT-IN



How to... Double Opt-In

The last thing anyone wants is fraudulent signups in their account. Imagine how easy it would be to put in a friend's email address into a website and sign them up for a joke. Now imagine your friend not getting the joke and marking the email as spam! Only the account holder suffers.

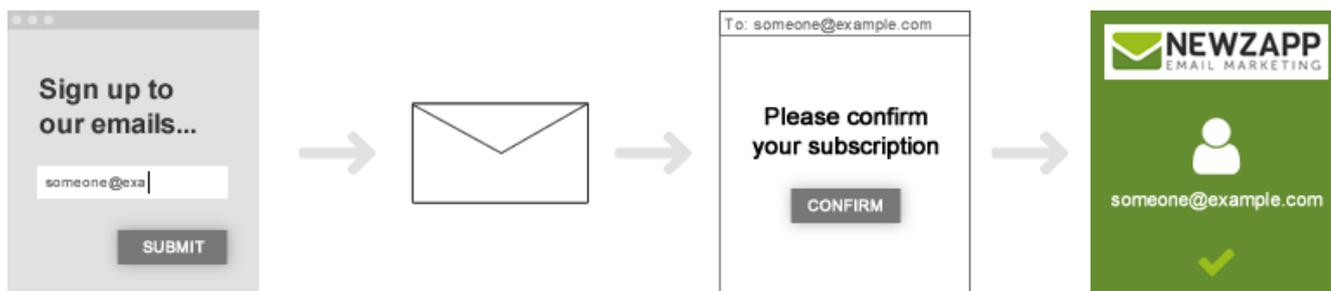
Double opt-in prevents this.

Double opt-in is a setting that works with any website email signup form that is linked to a NewZapp account.

Making the decision to require Double opt-in from your online Subscribers is not mandatory for NewZapp users, but is considered to be best practice to comply with the [GDPR](#) and other data protection legislation.

How does Double opt-in work?

Double opt-in is a four step process:



Step 1:

An online signup form is added to your website. In the background of the form, there's code which means that any new Subscribers are added to a particular Group or Groups in your NewZapp account.

Step 2:

An email is sent to the email address that was submitted in the form, for confirmation. This ensures that the email address entered was correct, and that the address owner submitted the form themselves.

Step 3:

The email is received at the address submitted in the online form. It includes a link that the recipient must click to confirm their sign-up. The recipient clicks the link to confirm their subscription.

Step 4:

Ta daaaa!
The new Subscriber's details are automatically added to your NewZapp account's mailing list. Their details will be visible in the Group(s) that your online signup form were wired up to.

Note: If the recipient does not click the link in the email to confirm their subscription, they are not added to your NewZapp account's mailing list.

Will everyone I add to my account be required to double opt-in?

No. 'Double opt-in email' is a setting that ONLY works with a website email signup form that is linked to a NewZapp account. Subscribers that you add manually or via Import will not receive a double opt-in confirmation email.

How do I set up Double opt-in for my new online Subscribers?

First of all you will need to have an online form connected to your NewZapp account. We have a guide available to show you, or your web provider, how to do this. Download here [How to... Account Signup Form](#).

Alongside this, you will need to have the 'Double opt-in' setting in your NewZapp account set to 'ON'. All new NewZapp accounts have Double opt-in email set 'ON' by default.

This means that the systems sends a confirmation email to every new online Subscriber on your behalf.

Note: Whilst 'Double opt-in email' is now a default setting in all new accounts, if you have an account that pre-dates this setting, and have ever saved changes to your settings, we will not have over ridden your existing preferences. So if you create a new online signup form that is connected to your NewZapp account, you should check your settings and switch the 'Double opt-in email' setting 'ON' if necessary.

How do I check my Double opt-in setting in my NewZapp account?

To check your double opt-in email setting, go to the Settings area inside your NewZapp account. You can reach this via the cog icon top right of the screen when logged into your account.



You will then see various settings relating to your account. Under the 'Subscribers / Subscriber sign up' section you will find an option for Double opt-in email. It has a 'slider' option to turn the setting on or off.

'Double opt-in email' switched ON - ensures that online Subscribers receive a double opt-in email, sent by the system on your behalf. The Subscriber will need to click the link in this email to complete the subscription process and be added to your mailing list. Without confirming the subscription, the Subscriber will not be added into your account. This can be a useful method to ensure that the email address is valid and in use, and that a third party hasn't been involved in the subscription.

'Double opt-in email' switched OFF - will mean that any online Subscribers are added to your account without the need for them to confirm via a link emailed to them.

Please be aware of the GDPR legislation, it's purpose and requirements and what it can mean if you did not have this option turned on from the 25th of May 2018.

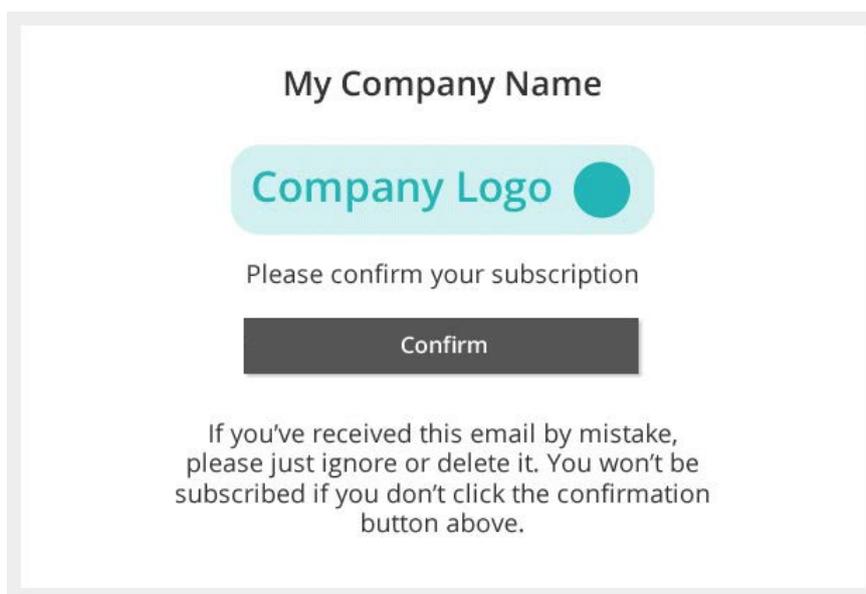
If your account does not have all the features mentioned in this guide, [contact us](#) for more information.

What does the double opt in email look like?

The opt-in email that the system sends on your behalf is a default style provided by NewZapp.

You cannot edit the text within the email, but it will include:

- Your company name (as saved in the Company Branding section of your Settings)
- Your company logo (if you have the option available to you on your Settings screen).



Example of the default double opt-in email, showing the position of company name and logo (where applicable)

Which email address will the double opt in email be "from"?

The opt-in email that the system sends on your behalf will be sent from the 'Default 'From' email address' saved in the Create section of your Settings screen.

How do you set up a Welcome email after subscription has been confirmed?

Every NewZapp account has a Welcome Automation available for you to use as the next step of engagement with your Subscriber. This can be set up in the 'Automation' part of the Subscribers section of any account.

Other related resources:

[GDPR Compliance](#)

[How to... Add an online signup to your web site](#)

[How to... Add an online signup form to Facebook](#)

[NewZapp API Guide](#)

[How to... Ask Subscribers to re-confirm their subscription](#)

[How to... Welcome Automation](#)

[How to... Add a company logo](#)

[How to... Subscriber preferences](#)

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