

How to...

# **PUBLIC & PRIVATE GROUPS**



## Public & Private Groups

Your NewZapp Account has the ability to give your Contacts the option of managing which emails they receive from you. Sending highly targeted email campaigns is a great way to improve response rates. Knowing what your Contacts are interested in is a huge step in this process. Your NewZapp Contacts section takes care of this for you with **Public** and **Private** Groups.

### Private Groups

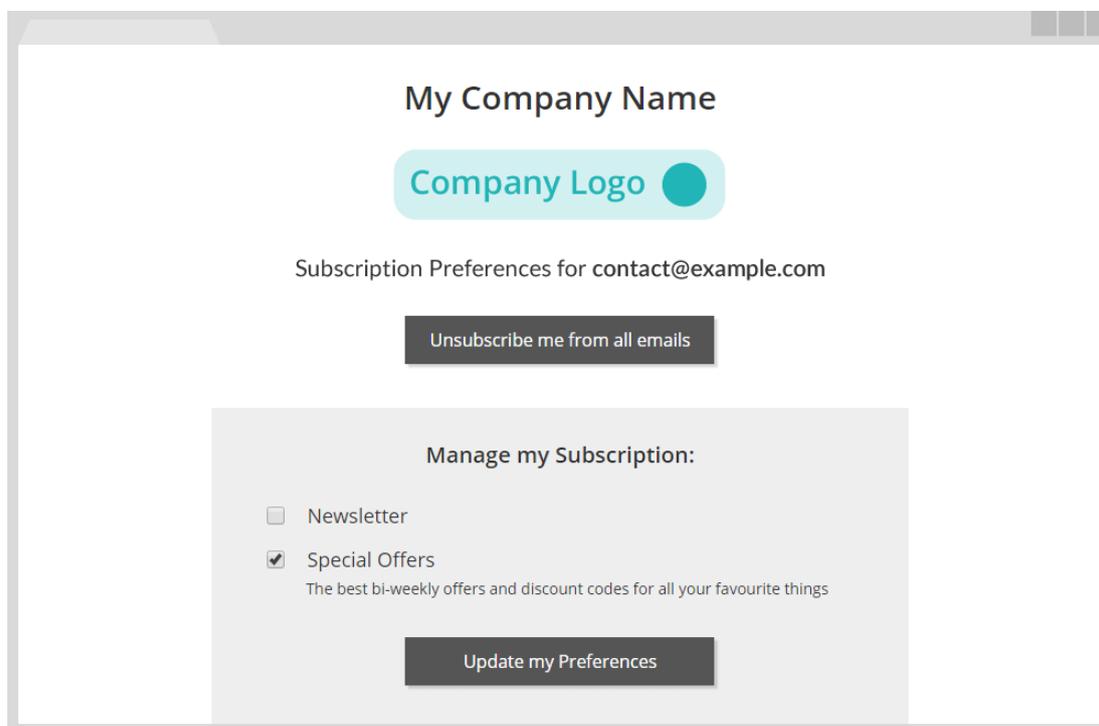
Private Groups are "for your eyes only", only you will be able to see these Group names inside your NewZapp Account.

- Private Groups **will not appear** on the Manage Preferences screen presented to your Contacts once they click the link at the bottom of your email.

### Public Groups

Public groups can be seen publically.

- Public Groups **will appear** on a Contact's Manage Preferences screen once they click the link at the bottom of your email. This screen will give them the opportunity to manage which type of emails they receive from you rather than unsubscribing altogether.



The screenshot shows a web form titled "My Company Name" with a "Company Logo" placeholder. Below the logo, it says "Subscription Preferences for contact@example.com". There is a dark button labeled "Unsubscribe me from all emails". A section titled "Manage my Subscription:" contains two options: "Newsletter" (unchecked) and "Special Offers" (checked). Under "Special Offers", there is a subtext: "The best bi-weekly offers and discount codes for all your favourite things". At the bottom of this section is a dark button labeled "Update my Preferences".

## Setting up your Groups

First you need to create the Group options for your Contacts. When creating a Group you'll be asked if you'd like it to be a **Private** or **Public** Group.

**PLEASE NOTE: You will not be able to alter a Private or Public Group type once it has been created.**

You can create a new Group during several processes in your Account, such as when you are uploading new data, or when you are copying a filtered list of Contacts.

The 4 steps for creating a **Private** or **Public** Group are the same:

**Step 1:** Choose the Group type.

### Add Group: Type Step 1 of 4

Private Groups are only seen by Account Administrators. Public Groups are visible to your Contacts as opt-in/opt-out options if they choose to Unsubscribe. Once a Group is made Public or Private this status cannot be changed.



Private



Public

[Cancel](#)

**Step 2:** Enter your Group name. If this is a Public Group your Contacts will see this Group name on their email preferences screen, so...

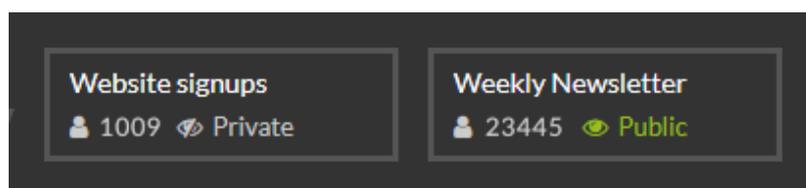
- ✓ **DO:** Use a name which describes the type of email a Contact can expect to receive if opting into it on the preferences screen
- ✗ **DON'T:** Use a name which is misleading or could offend, such as "Lazy People" or "Duff Emails"

**Step 3:** Add a Group description. If this is a Public Group your Contacts will see this Group description on their email preferences screen, so...

- ✓ **DO:** Use this as an ideal opportunity to expand on why Contacts should opt-in
- ✗ **DON'T:** Use a description which is misleading or could offend, as this will also be visible!

**Step 4:** From here you can upload new Contacts to the new Group or open it

Once created, **Private** and **Public** Groups are clearly marked inside your NewZapp Contacts section.



You will have total control over adding and removing Contacts from both types of Group unless a Contact opts out of a Public Group. In that instance NewZapp will safeguard you against uploading or moving a Contact into a Group which they are currently opted out of.

If your account does not have the Public Groups option, please [contact us](#) for more information.

Additional Resources in the NewZapp Help Centre:

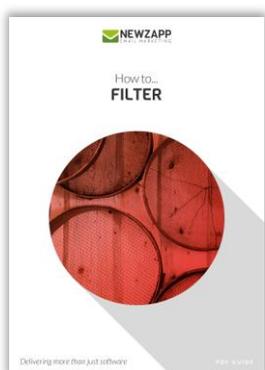
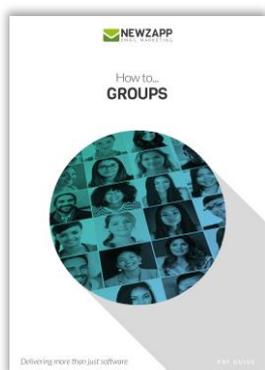
[How can my Contacts manage their preferences?](#)

[How can I add my company logo to NewZapp?](#)

[What is a Goodbye Email?](#)

[Delete, Suppress, Opt-in, Opt-out and Unsubscribe. What do they all mean?](#)

## 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).