

How to...

REMOVE OR UNSUBSCRIBE



How to... Remove or Unsubscribe?

Everyone loves getting emails from you don't they? Of course they do! But sometimes there will be occasions when they don't, or when you just want peace of mind on who gets emails from you.

Knowing the right way to manage your data is key to good reputation; and you might even want to consider Suppression as an alternative to either of these options.

To help you work out the best for each situation, here's a summary of the differences between the ability to Remove, Unsubscribe or Suppress a Contact:

Remove

At various points you will see features in your NewZapp account with the option to 'Remove' a Contact, either one at a time or in bulk.



- To Remove a Contact is **not** the right option to use if someone states that they do not wish to receive any more emails from you, ever again.
- To Remove a Contact does **not** safeguard you against accidental uploading of that Contact's email address again in the future.
- To Remove a Contact does **not** prevent that Contact from unsubscribing themselves from receiving email from you in the future, by means of the link at the bottom of a past email from you from your NewZapp account.

Unsubscribe

Within in your NewZapp account, there is an option to 'Unsubscribe' a Contact. The ability to unsubscribe is also included as an option (link) at the bottom of every email sent from your account, for your Contacts to action themselves.



- To Unsubscribe a Contact **is** the right option to use if someone states that they do not wish to receive any more emails from you, ever again.
- To Unsubscribe a Contact **does** safeguard you against accidental uploading of that Contact's email address again in the future.

Suppression

Suppression is a means to temporarily suspend a Contact from receiving any emails from your account. It's similar to 'Remove' but in a much more flexible way that you can switch 'on' or 'off'.

Suppress

- Suppression of a Contact **is** the right option to use if you wish to temporarily stop sending them any emails, without the need to remove them and then add them to your account again from scratch at a later date when you are ready to send emails to them.
- Suppression of a Contact does **not** prevent that Contact from unsubscribing themselves from receiving email from you in the future, by means of the link at the bottom of a past email sent to them by you from your NewZapp account.

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.