

USE CASE

MANAGING UNSUBSCRIBES

INTRODUCTION

PURPOSE

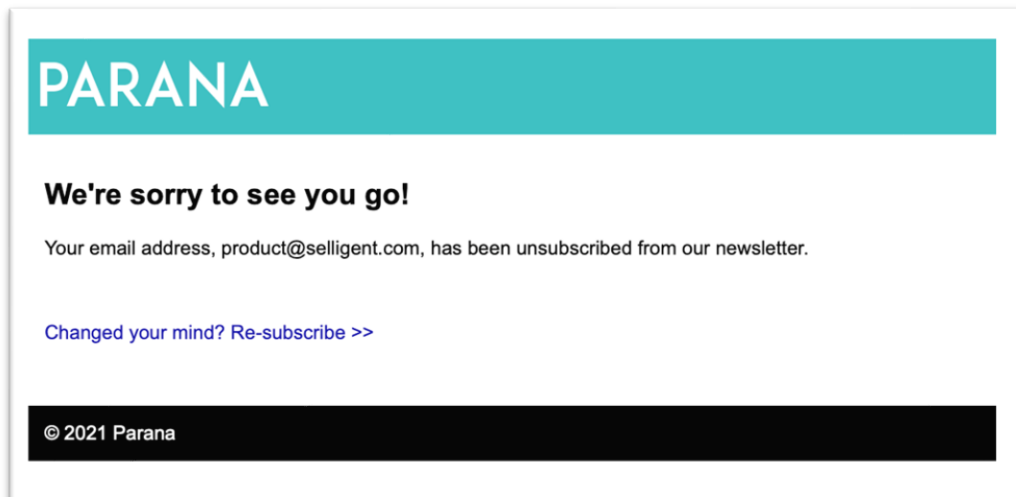
This Custom Journey manages unsubscribing contacts from the newsletter. The process includes updating the contact's record as well as displaying a confirmation page.

FEATURES USED

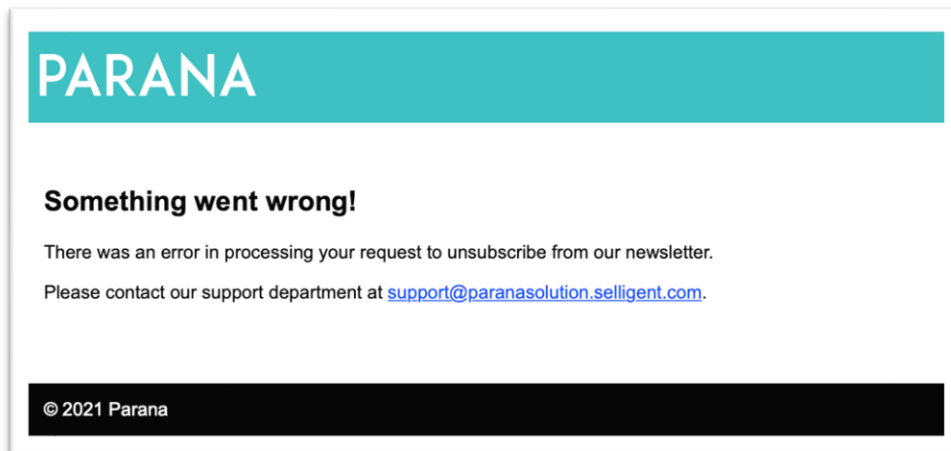
- Content
 - Unsubscribe Confirmation Page
 - Unsubscribe Error Page

REQUIRED ASSETS

UNSUBSCRIBE CONFIRMATION PAGE



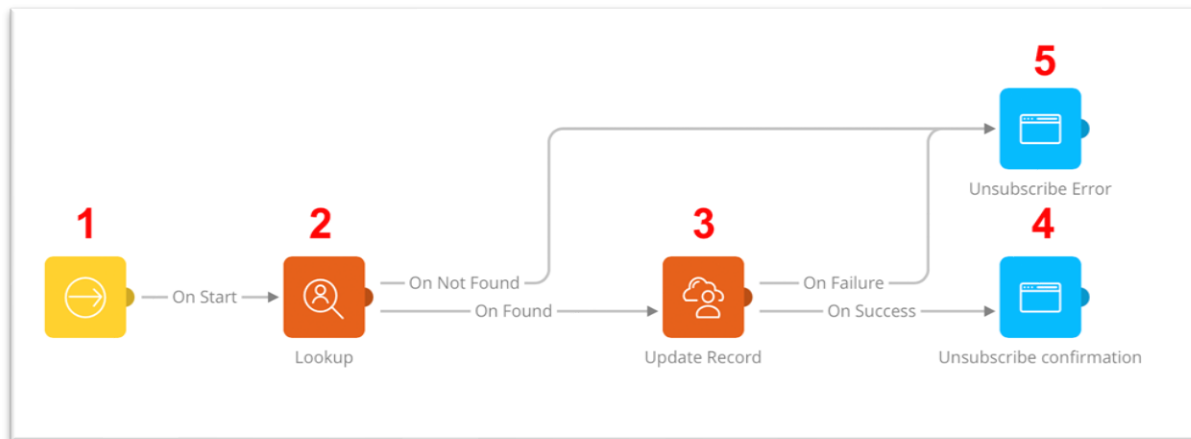
UNSUBSCRIBE ERROR PAGE



CONTACT POINT OF VIEW

1. When I click the link in an email message to unsubscribe, I am shown a Confirmation page.
 - a. If there is an error, I am shown an Error page.

CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place an Input Component on the Left edge of the Journey canvas. This Input Component is selected as the destination for the unsubscribe links in email messages. In the Parameters enter MAIL to ensure the contact's email address is available.
2. Place a Lookup Component immediately to the right of the Input Component and connect the two components. In the Lookup properties, select the option to switch to profile then click Edit Filter Create a constraint that requires the MASTER.MAIL field to be equal to the *requestValue* of MAIL. Using the *requestValue* function allows you to create a query that uses the contact's email address.
3. Place a Data Component after the Lookup Component. Connect the two using the On Found event. In the Data Component properties, name the component "update record" then configure the MASTER.OPTOUT field to be changed to 9, which indicate a contact has unsubscribed using a link in a mail message. Update the MASTER.OPTOUT_DT field with the current date. This can be achieved using the Personalization builder and selecting the current date option from the System section. Apply dd/mm/yyyy formatting.
4. Add a Page Component after the Data Component and connect the two using the On Success event. In the Page properties, select the Unsubscribe Confirmation page from the dropdown.
5. Add another Page Component. Connect the Lookup Component to the Page using the On Not Found event. Connect the Data Component to the Page using the On Failure event. In the Page properties, select the Unsubscribe Error page from the dropdown.