

## Set up a subscription reconfirmation email

If you have permission-based subscribers who have not been emailed in some time, it's a good idea to reconfirm their interest before you start sending campaigns.

Checking with recipients to see if they're still interested shows you're treating them with respect. This builds trust with subscribers who choose to stay, and scrubs your list of those who are unlikely to be responsive to anything you send them.

### First, make sure you have permission

Before you set up a reconfirmation email, make sure you have permission to contact the recipients. As we state in our anti-spam policy, permission doesn't age well.

If you email subscribers who gave their permission a while back, you risk spam complaints from those who don't remember opting in. You're also likely to get a few hard bounces from recipients who have changed their email address.

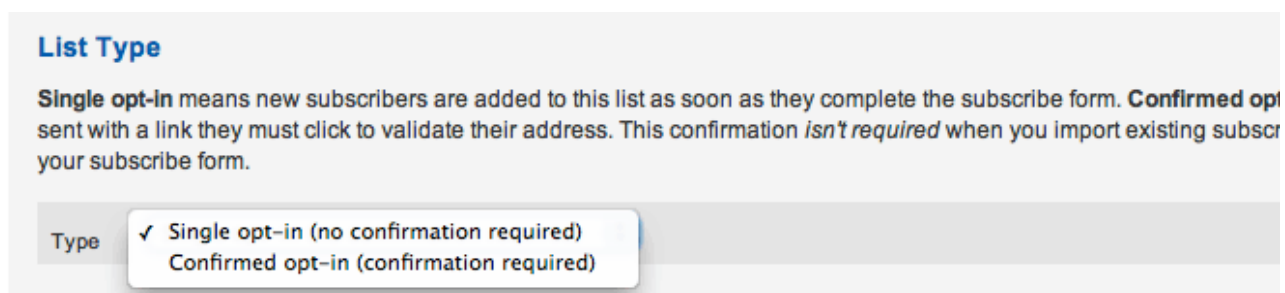
Bounces and spam complaints, especially the latter, damage your sender reputation which affects deliverability, making it harder to get emails to your subscribers who really want them.

## Creating a permission reconfirmation email

Follow these instructions to create a permission reconfirmation link to send in a one-off campaign. Recipients who click the link will be added to a new subscriber list that you will send all future campaigns to.

### 1. Create a new list for the client

In your account click **Lists & Subscribers**. From there, create a new single opt-in subscriber list, as shown here:



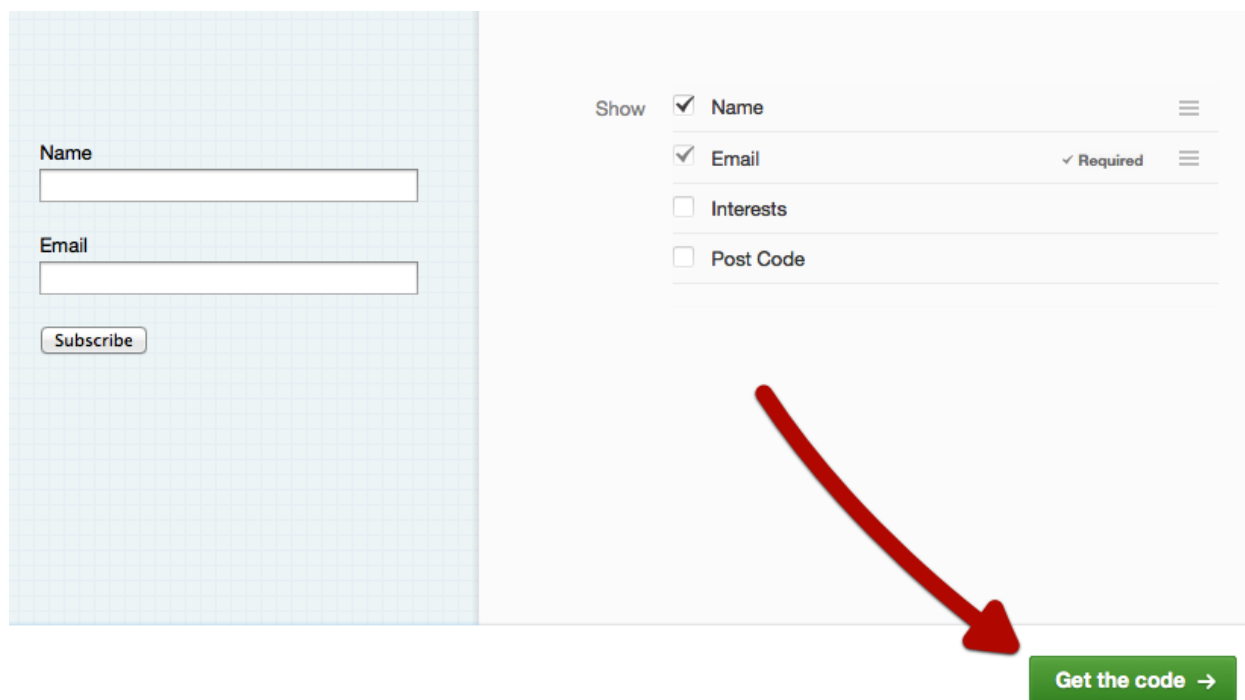
This new list is the list your reconfirmed subscribers will be added to.

### 2. Build a reconfirmation link for the new list

Although you are not creating a public-facing subscribe form for the new list, you need to generate the code for a form so you can grab the form action URL and input field names.

With your new list open, click **Grow your audience** in the right sidebar then, on the following page, select **Copy/paste a form to your site**.

This will load the subscribe form editor with the **Email** field selected. You can use that field only, or select **Name** and any other custom fields you have set up. Then click **Get the code**.

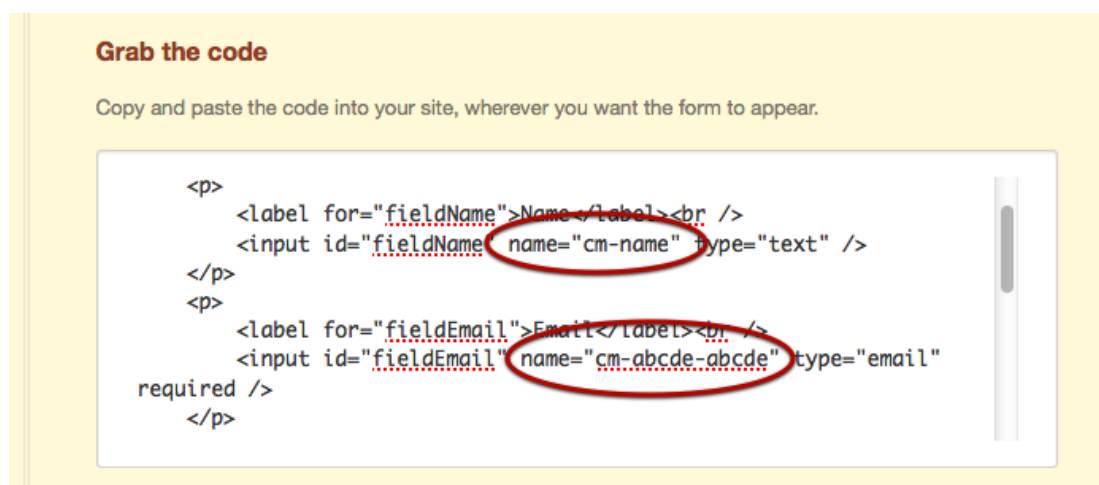


When you've got the code, copy the form action URL. It will look something like this:

```
http://account.createsendusa.com/t/1/s/d/
```

You now have the beginning of your reconfirmation link. Next, copy the input field names from the form code and add those to the URL as well.

The code we generated for this example includes just the name and email fields. Below, we've circled the input field names you're looking for:



The "name" input field name is the same for everyone: `cm-name`

The "email" input field name is unique; it will look something like: `cm-abcde-abcde`

Copy those, then string it all together using CreateSendUSA.com personalization tags for name and email. The full reconfirmation link will look something like:

```
http://account.createsendusa.com/t/1/s/d/?cm-abcde-abcde=[email]&cm-name=[fullname, fallback=]
```

Remember you need to use the actual parameters from your form code, not those used in our example URL above.

### 3. Create and send a reconfirmation email

From the **Create & Send** section of your account, click **Create a new campaign**. Make sure the email clearly explains who you are and includes a reminder for recipients about how you got their email address.

The reconfirmation URL you built in step two is included in the email content. For example, it could be a text link that reads: *Yes, I'm still interested*.

When a recipient clicks the link, the variables are automatically replaced with the field values from the list you're sending to.

Make sure you have configured the reconfirmation URL correctly. To do this, send yourself a test email using a random recipient's details to test personalization, as shown here:

**Personalization options**

We have detected personalization tags in your email, select how you'd like to test this below.

Send the test using a random recipient's details to test personalization  
Replace any personalization tags in your campaign with data from a recipient of this campaign.

John.Holt@ezymail.com - From the "Widget Fans" list

Send the test using the fallback terms I supplied  
Select this option to replace any personalization tags with the fallback terms you supplied.

The email will be sent to the test address you specify. When you get it, click the reconfirmation link which will open a subscription confirmation page in a new window.

Check the page URL to make sure it has replaced the personalization tags with the field values of your random recipient. For example:

```
http://account.createsendusa.com/t/1/s/d/?cm-abcde-abcde=john.smith%40email.com&cm-name=John+Smith
```

Give recipients a couple of weeks to confirm their subscription, and then you should only send to the newly opted-in list.