Journey Email Unsubscribe Best Practices

Honoring Unsubscribe Requests

It is important to ensure that a journey correctly honors the request when an email recipient clicks the "unsubscribe from this list" link in an email sent by that journey. Without the workflow below, recipients may still receive other emails later from the same journey.

> **Note**
> If the contact clicked the "unsubscribe from all future mailings" link, they will stop receiving emails from that journey and any other campaign across the sender's organization, regardless of the journey setup.

All journeys that send emails to contacts should include a workflow segment similar to the one shown below. If transactional emails are available and included in the journey, this procedure may be adjusted accordingly.
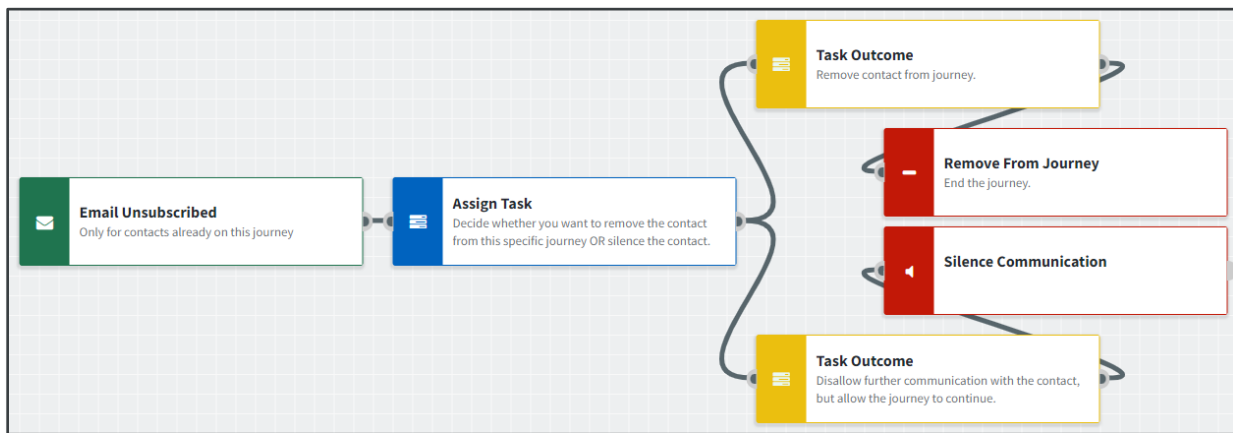
The task is assigned to a user: when that user selects a task outcome, one of two paths is determined:

- preventing further emails only from the current journey
- silencing all communication from any channel

In the second case, the contact stays on the journey in case there are important actions in the journey other than sending email. This might include user tasks, user notifications, or workflow items such as group assignments. Other communication, such as text messaging, is also prevented in this case.

> **Tip**
> If some or all of the organization's users will not regularly log in to Total Expert where they can select a task outcome, remove the manual step and simply remove the contact from the journey automatically.
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You also might want to consider the following additions:

1. Assign a task as part of the sequence, which notifies the user by email, telling them to follow up with the contact via phone.
2. Change the journey status to the one designated as the Failed Conversion Status for that journey.
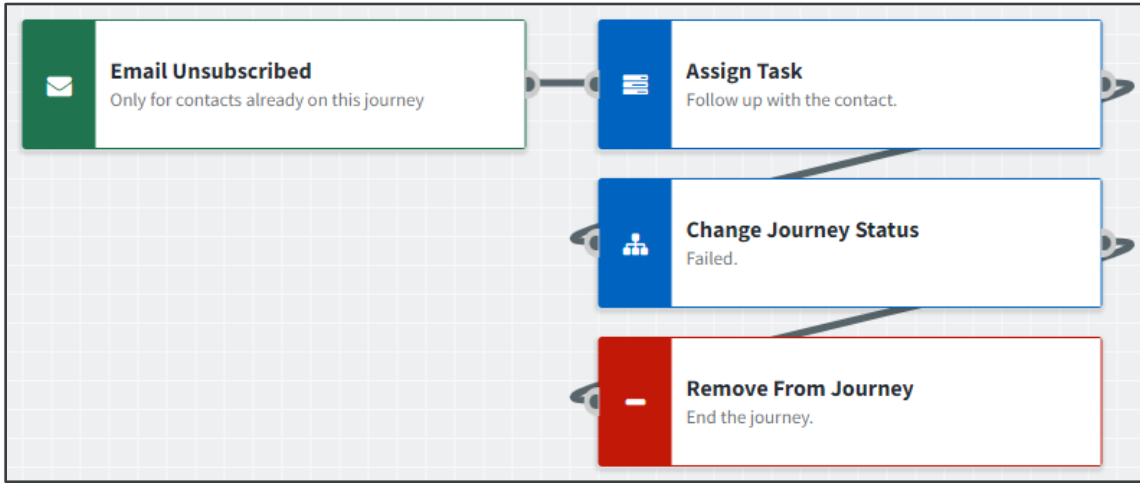
Preventing Re-Triggering

In addition to the workflow segment suggested above, you should review the journey design to ensure that a contact who unsubscribes and is removed from the journey cannot be added back onto the journey by another trigger.

Warning
The approach below will prevent *any* contact from re-entering the journey, even if they have not unsubscribed. Always use settings that make sense for the scenario that the journey covers.

1. For a trigger that onboards contacts onto a journey that sends emails, set its occurrence limit to **once per contact**.
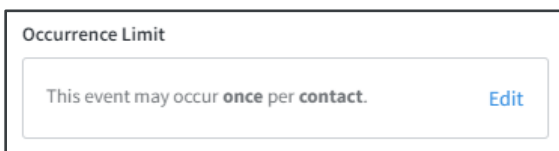
2. If multiple triggers lead into the the first email of the journey, set the occurrence limit of the first email to **once per contact** instead. This prevents a contact from re-entering the journey via another trigger.