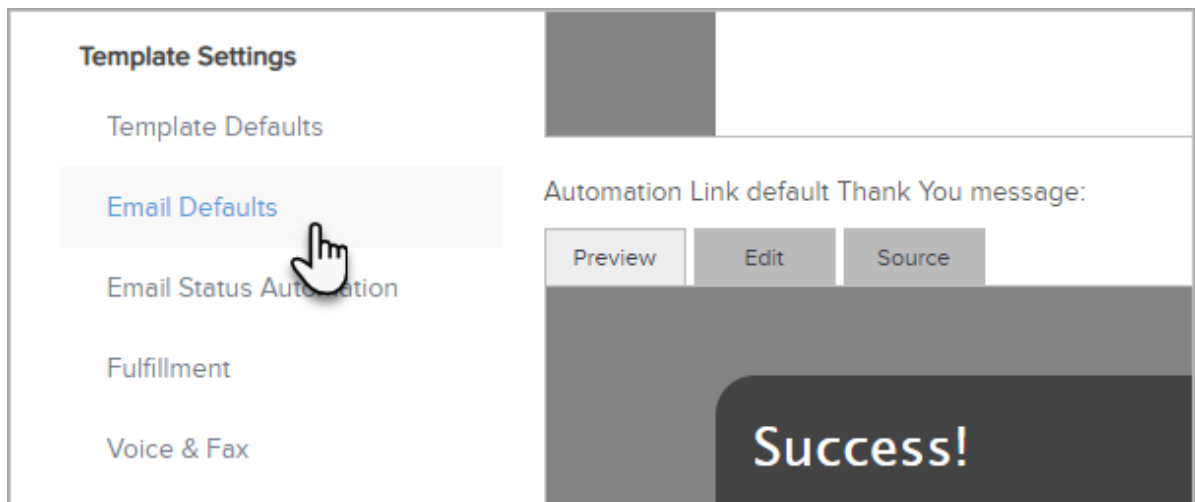


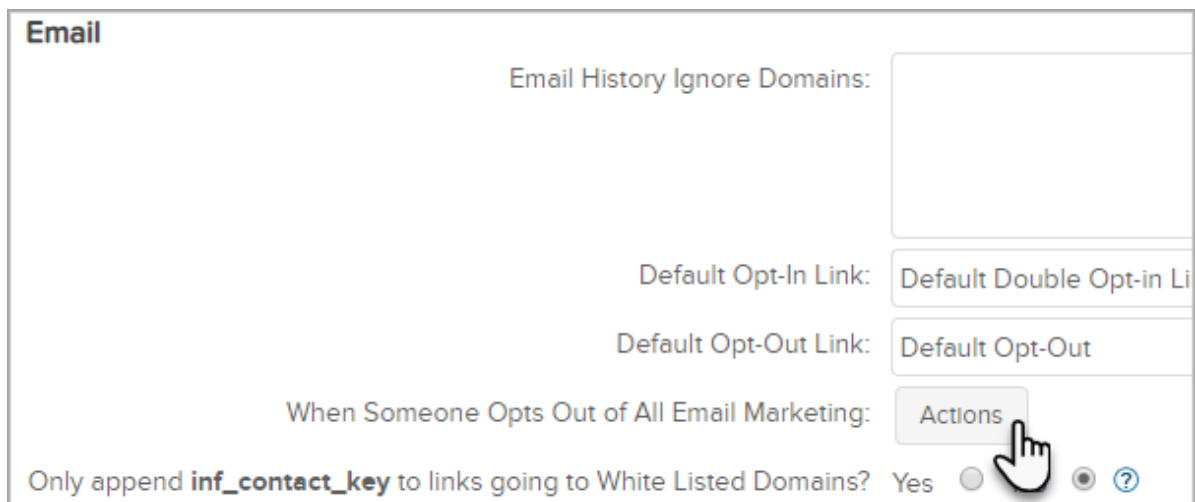
Apply action when customer opts out of all email marketing🔗

Whenever a customer opts out receiving your marketing emails, you can apply actions to that contact. This is useful if you want to set up a tag on opted-out contacts and alert a user to delete those tagged contacts from your database.

1. Go to **Marketing > Settings**
2. Click **Email Defaults** under Template Settings



3. Click **Actions**



4. Select the action from the drop-down list
- 5.

Email

Email History Ignore Domains:

Default Opt-In Link:

Default Opt-Out Link:

When Someone Opt's Out of All Email Marketing:

Only append **inf_contact_key** to links going to White Listed Domains? Yes ☐ ☒ ☐

6. Configure the action

7. Click **Save**

Customer Feedback -> Send Feedback Survey

Customer Tags -> Birthday

Customer Tags -> New Customer

Customer Tags -> Opted Out

Create a new Tag...

☐ Only run this action when certain rules are met