Unsubscribes

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You can add/remove email unsubscribes on a one-off basis using this feature.

Add a new unsubscribe email

1. Navigate in Bluecore to the **Data** > **Unsubscribes page**.
2. Click on **Add Email Address**.
3. Select **Add Another** if there are additional email addresses to be added.
4. Enter the email address to unsubscribe. Once done, click **Add**.
5. This automatically adds the email address to the email ineligible list.

> Updates can take up to 24 hours.

Remove an email address from an unsubscribe list

1. Navigate in Bluecore to the **Data** > **Unsubscribes page**.
2. Search for the **email address** you wish to opt-in.
3. Select the **email address** and click **Remove**.
4. This removes the email address from the unsubscribe suppression list. Note: Updates can take up to 24 hours.

Search for an email address

1. Navigate in Bluecore to the **Data** > **Unsubscribes page**.
2. Navigate to the search bar and **enter the email address terms** to search.
3. The results displayed will show any email address matching those terms with the source of the unsubscribe request.

Automatic unsubscribe rules

Email addresses are unsubscribed if certain thresholds are met:

Event	Threshold
Hard Bounce	1

Event	Threshold
Soft Bounce	50
Spam Report	1

Unsubscribe email addresses using file upload

You can unsubscribe email addresses by using a file upload.

1. Navigate to **Data Imports** > **File Management**.
2. Click Create New Import.
3. Then Unsubscribes.