


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	10
Spam Report	1

Unsubscribe email addresses using file upload

You can unsubscribe email addresses by using a file upload.

1. Navigate to Data.
2. Go to File Management.
3. Click Create New Import.
4. Then Unsubscribes.

Unsubscribe sources

Source	Description
Manual	One-off unsubscribes via the unsubscribes UI.
List-Unsubscribe	Unsubscribed via the unsubscribe link.
List-Unsubscribe-Header	Unsubscribed via the list-unsubscribe email header.
Pixel	Unsubscribed via an unsubscribe pixel, typically on an external web page.
Spamreport	Unsubscribed via automatic unsubscribe rules for spam reports.
Bounce/Bounce	Unsubscribed via automatic unsubscribe rules for hard bounces.
Bounce/Blocked	Unsubscribed via automatic unsubscribe rules for soft bounces.
Email File	Unsubscribed via File Imports > Unsubscribes.
Merge	Unsubscribes due to merge conflicts.
Dropped	Unsubscribes due to previously bounced states.