



Wyvols Court  
Old Basingstoke Road  
Swallowfield  
Berkshire  
RG7 1WY  
Tel +44 1189880237,  
Fax +44 1635 528276

## **Unsubscribe Management BluePrint**

### **Purpose of the BluePrint**

To provide best practice unsubscribe management, meeting current EU directive and CAP guidelines

### **Features**

Landing Page for standard unsubscribe link  
Web confirmation if Unsubscribe chosen  
Email confirmation if Unsubscribe chosen  
Delayed profile field setting for unsubscribe  
.txt file with EU language unsubscribe words listed  
Subscription options as alternative to unsubscribe  
Links to Customer Data Verification form for customer data update

### **Contents of BluePrint Package**

BluePrint for version 4.2 of Pivotal MarketFirst  
Unsubscribe management guide for using Blueprint

### **RRP**

£500 + VAT without customization  
Quote + VAT with customization & Integration