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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