

Edit the Unsubscribe Message



Admin Permissions Required

What's in this article?

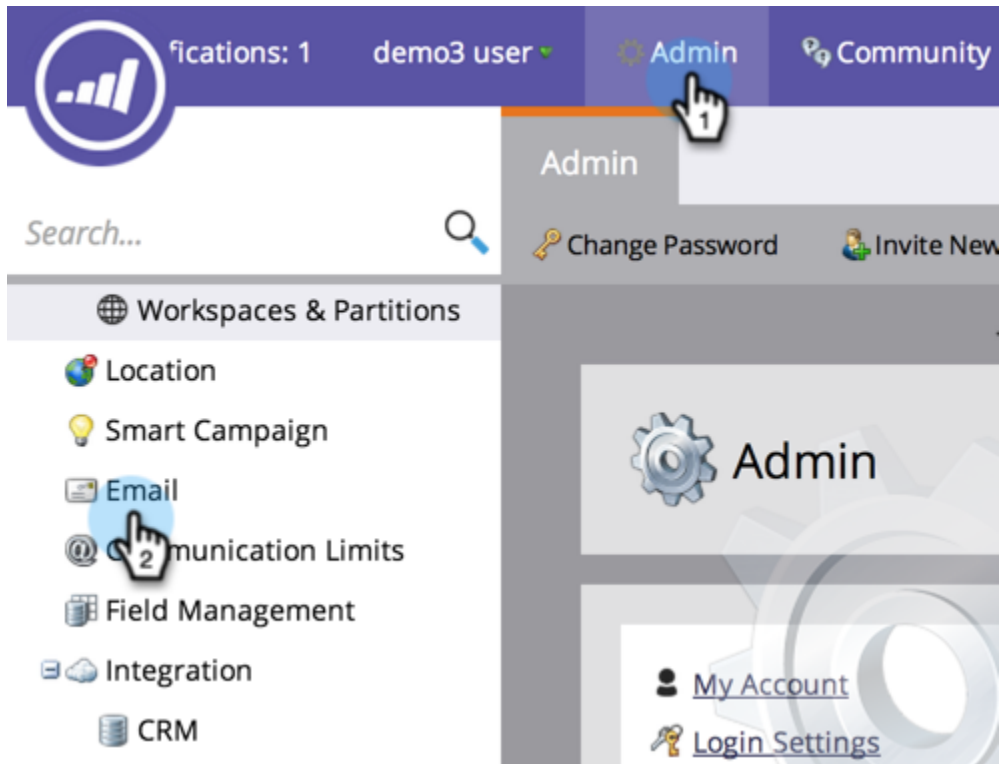
[Edit the Unsubscribe Message](#)

[Default Unsubscribe Text](#)

When you send marketing emails (non-operational), unsubscribe text and links are appended to the bottom. You can change the defaults. Here's how.

Edit the Unsubscribe Message

1. Under **Admin**, click **Email**.



Caution



The following variables are critical. Don't delete them!

- %mkt_opt_out_prefix%
- mkt_unsubscribe=1&mkt_tok=##MKT_TOK##

2. Edit the **Unsubscribe HTML** and **Unsubscribe Text** versions to your liking and click **Save Changes**.

Settings

From Email:

From Label:

Unsubscribe HTML:

```
<p><font face="Verdana" size="1">This email was sent to {{lead.Email Address}}. If you no longer wish to receive these emails you may <a href="%mkt_opt_out_prefix%UnsubscribePage.html?mkt_unsubscribe=1&mkt_tok=##MKT_TOK##">unsubscribe</a> at any time.</font></p>
```

Unsubscribe Text:

This email was sent to {{lead.Email Address}}. If you no longer wish to receive these emails you may unsubscribe here: %mkt_opt_out_prefix%UnsubscribePage.html?mkt_unsubscribe=1&mkt_tok=##MKT_TOK##.

View as Web Page HTML:

```
<div style="text-align: center"><font face="Verdana" size="1">To view this email as a web page, <a href="%mkt_webview_url%?mkt_tok=##MKT_TOK##">click here</a><br /><br /></font></div>
```

View as Web Page Text:

To view this email as a web page, go to the following address:
%mkt_webview_url%?mkt_tok=##MKT_TOK##

Tracking Link:

SAVE CHANGES

There you have it. **Make sure to test!** You don't want your marketing emails to have broken unsubscribe links.

Tip

You can customize the position of the unsubscribe HTML in your email by using [tokens](#).

Default Unsubscribe Text

If you ever need to revert to default system unsubscribe, copy/paste the following:

Unsubscribe HTML:

```
<p><font face="Verdana" size="1">If you no longer wish to receive these emails, click on the following link: <a href="%mkt_opt_out_prefix%UnsubscribePage.html?mkt_unsubscribe=1&mkt_tok=##MKT_TOK##">Unsubscribe</a><br/></font></p>
```

Unsubscribe Text:

```
%mkt_opt_out_prefix%UnsubscribePage.html?mkt_unsubscribe=1&mkt_tok=##MKT_TOK##
```

Related Articles

- [Edit the "View as Web Page" Message](#)

