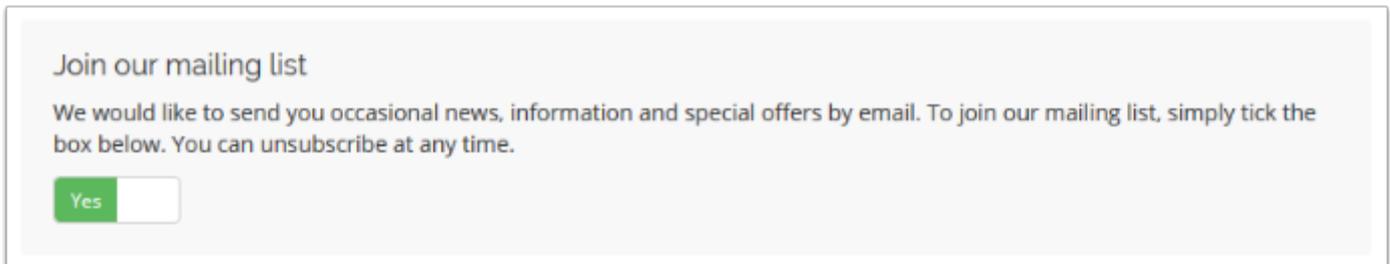


Requiring Clients to Opt In to Marketing Emails

You may want or need to offer clients the ability to opt in and out of the marketing emails that you send.

Users can opt in when they check out using the Client Area order form:



Join our mailing list

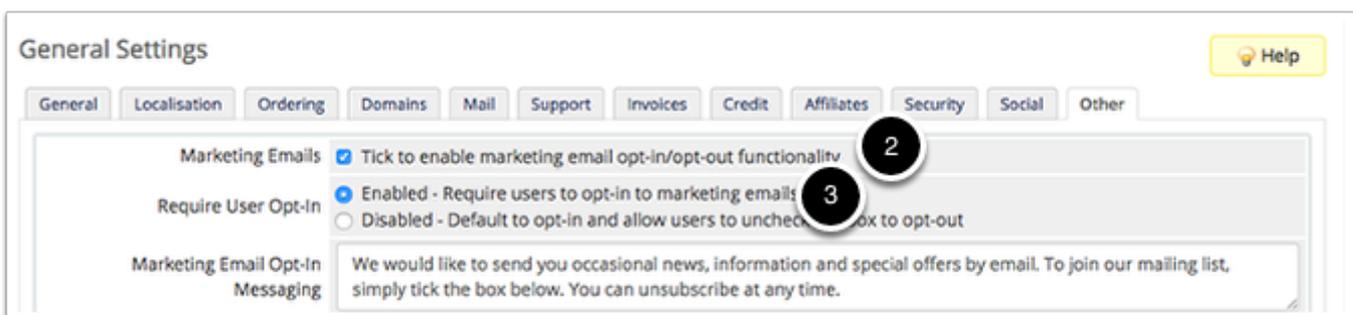
We would like to send you occasional news, information and special offers by email. To join our mailing list, simply tick the box below. You can unsubscribe at any time.

Yes

Require Clients to Opt In

To configure this:

1. Go to the **Other** tab at **Configuration > System Settings > General Settings**.
2. Check or uncheck **Marketing Emails** to enable or disable the ability to configure a requirement.
3. For **Require User Opt-In**:
 - Select *Enabled* to configure the opt-in toggle to default to *No*, which requires the user to select *Yes* to opt in.
 - Select *Disabled* to configure it to default to *Yes*, which will opt the user in unless they manually select *No*.



General Settings

General Localisation Ordering Domains Mail Support Invoices Credit Affiliates Security Social Other

Marketing Emails Tick to enable marketing email opt-in/opt-out functionality

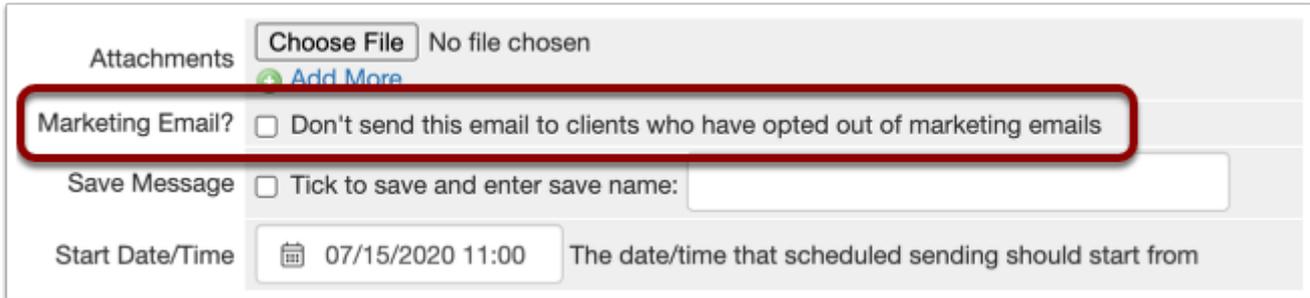
Require User Opt-In **2**
 Enabled - Require users to opt-in to marketing emails **3**
 Disabled - Default to opt-in and allow users to uncheck box to opt-out

Marketing Email Opt-In Messaging
We would like to send you occasional news, information and special offers by email. To join our mailing list, simply tick the box below. You can unsubscribe at any time.

4. Click **Save Changes**.

Sending Marketing Emails

When sending a marketing email, make certain to select **Marketing Email?** at **Utilities > Email Campaigns** or, prior to WHMCS 8.0, **Clients > Mass Mail**.



The screenshot shows a form with several sections:

- Attachments:** Includes a "Choose File" button, "No file chosen" text, and a green "Add More" link.
- Marketing Email?:** A checkbox labeled "Marketing Email?" with the text "Don't send this email to clients who have opted out of marketing emails". This section is highlighted with a red border.
- Save Message:** A checkbox labeled "Save Message" with the text "Tick to save and enter save name:" followed by an empty text input field.
- Start Date/Time:** A date/time picker showing "07/15/2020 11:00" and the text "The date/time that scheduled sending should start from".

Users can change their marketing email preferences at any time using their profile page in the Client Area. Admins can change it in the user's profile in the Admin Area.