

HOW TO SET UP DOUBLE OPT-IN

A double opt-in means that after a contact submits a form, they are sent an email asking them to confirm their subscription to your list.

This option is configured on MatchDayMailCloud FORMS. By default the double opt-in is turned on, but it can be disabled at any time.

To re-enable the double opt-in confirmation for your form, follow the steps below:

1. **Click on "FORMS"** from the main menu.
2. **Click "EDIT"** for your form.
3. **Click the "OPTIONS" tab** on the right side of your form editor.
4. **Click the cog** icon next to your "subscribes to list" action located in the "Form Action" box.
5. A pop up window will appear. **Click the toggle** to re-enable your double opt in.
6. **Click "Save."**

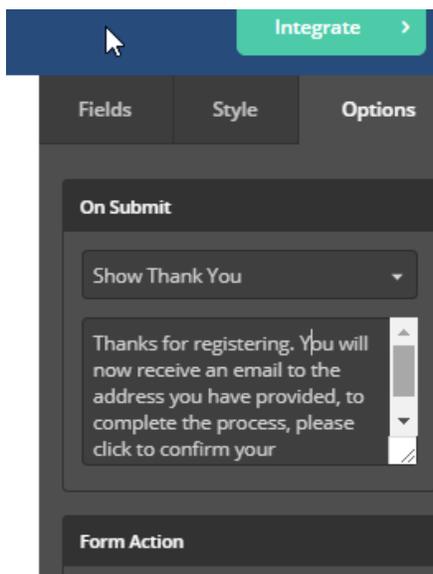
EDITING THE DEFAULT MESSAGING

You have the option of using a default version of the text your subscriber will see on screen when they submit the form that has double-opt-in enabled and the email they will receive where they have to click confirm, or, you can tailor both these messages so that they are a little more personal.

On screen message

When your contract clicks submit on the form to join your list they may not realise that they will also need to confirm their subscription by clicking on an email if you have double-opt-in enabled.

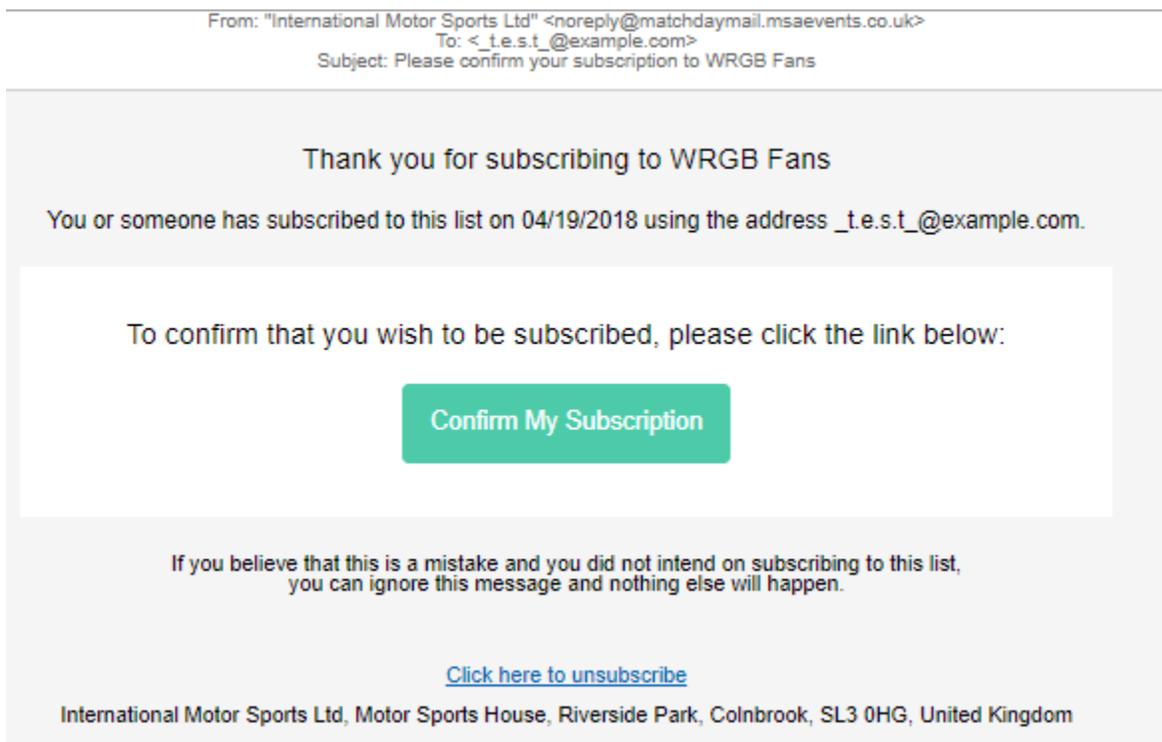
The default text provided is 'Thank you for signing up'
However, I suggest you prompt your subscriber to visit their inbox so that they can immediately confirm their subscription and be added to the list.
You can edit this text in the OPTIONS panel on the left-hand side of the screen



Email Confirmation

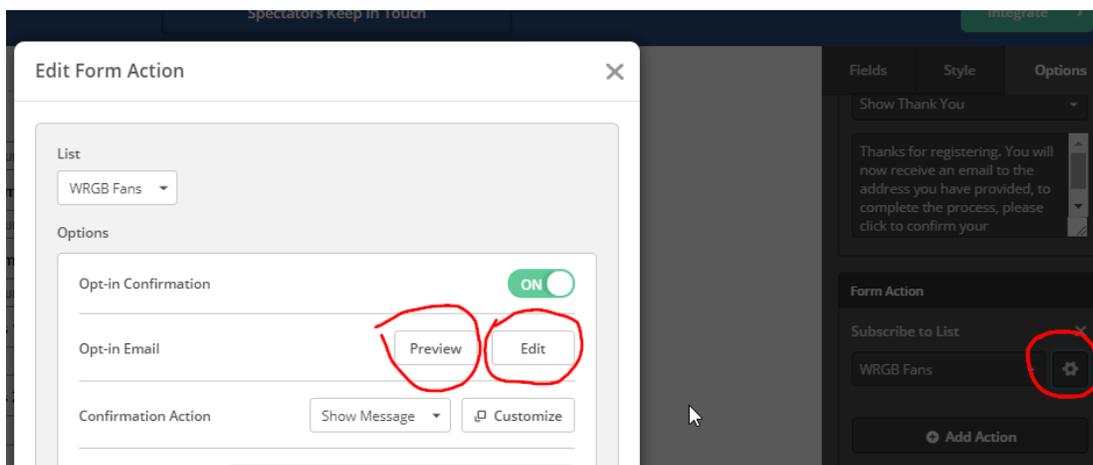
If you have double-opt-in enabled, your contact will receive an email straight to their inbox that contains a link which they need to click to join the list. If they do not action this, they will not be added.

This is an example of the default email they will receive



It is possible to edit this email to include different text and perhaps a company logo.

To do this you need to be in the OPTIONS panel. Click on the cog wheel alongside where you have designated the list you want the contact to be subscribed to and you will be presented with the screen below



By clicking the EDIT option (circled above) you will be able to edit elements of the email using the drag and drop editor.

You can also edit the message that contacts see when they confirm their subscription by clicking the link in the email.

You can chose for them to be direct to a webpage (redirect to URL) which has a thank you message on it, or you can chose for them to see a final message within the email which has the default text 'Thanks for signing up!' If you want to edit this text please select the CUSTOMIZE button (see below) and edit the text in the window.

Finally, click SAVE

Opt-in Confirmation

Opt-in Email

Confirmation Action

Address