

CreateSend.ie – List Cleaning

To clean your list there are 3 steps:

1. Send an email to your subscribers which contains 2 buttons; one to click if they would like to continue to receive emails and one to click if they want to opt-out from hearing from you.
2. Create a segment to identify those that clicked to opt-out, those that didn't click any button and those that didn't open the email.
3. Once those subscribers have been identified you can then delete them from your subscriber lists.

If there is more than one list to clean, the below steps should be repeated for each list.

Please see the below instructions:

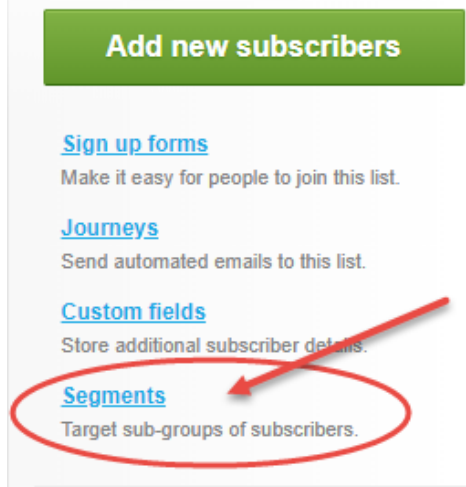
Create and send the email

1. Create an email campaign to send to your subscribers asking them if they would like to continue to receive emails from you or if they would like to opt-out from hearing from you.
2. Below the text content in your email create two buttons, please see below example:
 - a. A Yes button - to continue to receive emails from you
 - b. A No button - to opt-out from hearing from you
3. These two buttons, when clicked, should redirect to two pages on your site, the Yes button page advising your subscribers that they've been reconfirmed and the No button page advising your subscribers that they will be removed and will no longer hear from you. If you cannot create these two pages on your website we can give you a URL to use for each button.
4. Once the email content has been created, choose the recipients and send the email.
5. When the email has been sent - you will then need to create a segment which will identify those who clicked the No button, those who did not click any button and those that did not open the email.

Create the segment

6. Go to the 'Lists & subscribers' tab
7. Click the name of list the email was sent to

8. On the right side click 'Segments'



9. In the Segment there are 3 simple rules to create – to take into account the criteria of those who clicked the No button, those who did not click any button and those that did not even open the email.

10. Rule 1:

- a. Click the 'Define a rule based on ...' button

[Lists & Subscribers](#) > [List Cleaning](#) > [Segments](#) > [Create a new segment](#)

Create a new segment

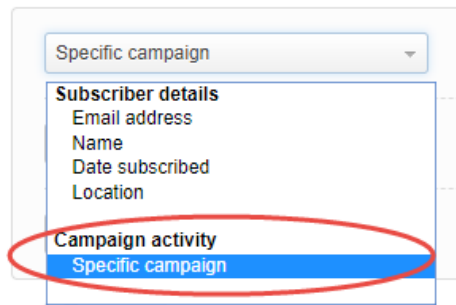
Segments make it easy to target certain types of subscribers in your list based on



- b. Choose 'Specific campaign'

Create a new segment

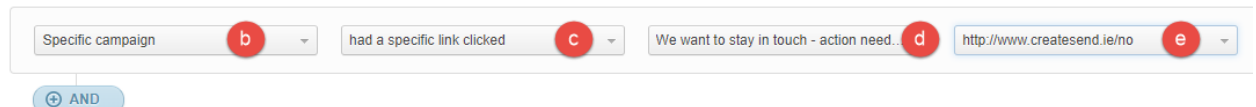
Segments make it easy to target certain types of subs



- c. Choose 'had a specific link clicked'
d. Choose the name of the email campaign that was sent
e. Choose the URL the No button was linked to

Create a new segment

Segments make it easy to target certain types of subscribers in your list based on simple rules ([learn more](#)). For example, everyone that subscribed in the last month, or just males over 30.



f. On the right side click the blue 'OR' button

11. Rule 2:

- a. Click the 'Define rule based on ...' button and choose 'Specific Campaign'
- b. Choose 'was opened with no links clicked'
- c. Choose the name of the email campaign that was sent

Create a new segment

Segments make it easy to target certain types of subscribers in your list based on simple rules ([learn more](#)). For example, everyone that subscribed in the last month, or just males over 30.

Specific campaign had a specific link clicked We want to stay in touch - action need... http://www.createsend.ie/no

Specific campaign **a** was opened with no links clicked **b** We want to stay in touch - action need... **c**

AND

d. On the right side click the blue 'OR' button

12. Rule 3:

- a. Click the 'Define rule based on ...' button and choose 'Specific Campaign'
- b. Choose 'was not opened'
- c. Choose the name of the email campaign that was sent

Create a new segment

Segments make it easy to target certain types of subscribers in your list based on simple rules ([learn more](#)). For example, everyone that subscribed in the last month, or just males over 30.

Specific campaign had a specific link clicked We want to stay in touch - action need... http://www.createsend.ie/no

Specific campaign was opened with no links clicked We want to stay in touch - action need...

Specific campaign **a** was not opened **b** We want to stay in touch - action need... **c**

AND

13. In the Name your segment box type in the name you want to call the segment and click the green 'Save and Preview' button.

Create a new segment

Segments make it easy to target certain types of subscribers in your list based on simple rules ([learn more](#)). For example, everyone that subscribed in the last month, or just males over 30.

Specific campaign had a specific link clicked We want to stay in touch - action need... http://www.createsend.ie/no

Specific campaign was opened with no links clicked We want to stay in touch - action need...

Specific campaign was not opened We want to stay in touch - action need...

AND

Name your segment Save and preview

14. Any email addresses that meet these criteria will then display.

15. As time passes and more subscribers interact with the email, the subscriber numbers in this segment will change.
16. Later, after the desired amount of time you have set has passed, you can export this segment of subscribers and delete them from your account.