

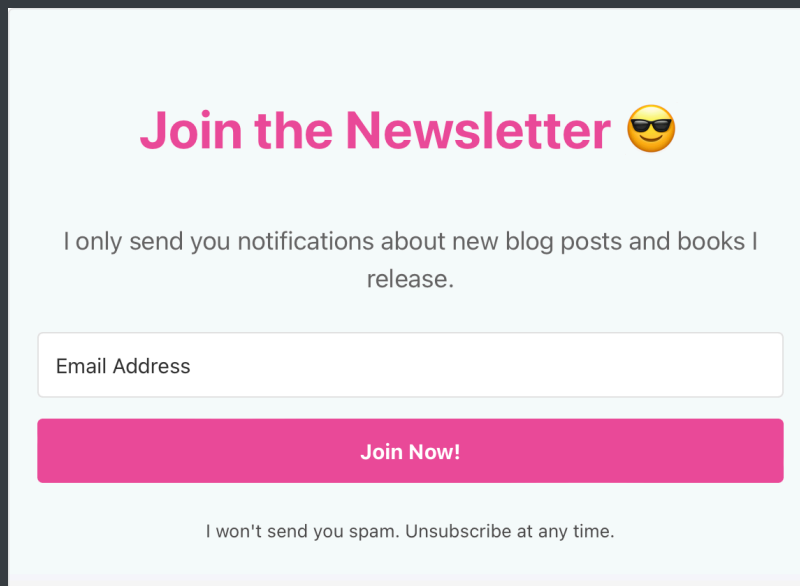
In the upcoming pages, I'll discuss these features in more detail, and after that, we're ready to write some user stories and design the domain model of our own ConvertKit Clone.

Subscribers

Subscribers represent people in an e-mail list. Usually, a subscriber has an e-mail address and other custom fields, like first name, last name, etc. A subscriber can be added to a list in several different ways:

- Manually
- By submitting a subscription form
- Via CSV import

We'll cover all of these use cases in our application; however, I won't implement a fully responsive works-on-every-device form builder because it's out of the scope of this book (and I'd probably lose the fight between me and CSS). By the way, a form looks like the one from my blog:



Join the Newsletter 😎

I only send you notifications about new blog posts and books I release.

Email Address

Join Now!

I won't send you spam. Unsubscribe at any time.

Subscribers can also have tags. Tags can be used to filter out people from a particular e-mail. Let's say you have an e-mail list that contains people who haven't opened your e-mails in the last six months (you can get this statistic from ConvertKit). First, you query them and mark them with an inactive tag. Later, you can write an e-mail where you try to re-engage with these people. When you send this e-mail, you want to apply a filter with the inactive tag, so only those subscribers will get it.