



You can use the [email marketing](#) features of Kentico with websites that are presented by a [separate MVC application](#).

In this scenario, you manage and send marketing emails from the administration interface of the Kentico application. All settings related to email marketing that you configure in Kentico apply (both global settings and the configuration of individual email feeds).

On the side of the MVC application, you need to handle the following:

- Actions that visitors perform on the pages of the website – newsletter subscription and unsubscription for all types of email feeds. See: [Handling newsletter subscriptions on MVC sites](#)
- Processing of marketing email tracking requests (opened emails and clicked links). See: [Tracking marketing emails on MVC sites](#)
- Troubleshooting of problems you may encounter when working with marketing emails. See: [Troubleshooting marketing emails on MVC sites](#)