

You can manage marketing email recipients in the following ways:

- [All marketing email recipients](#)
- [Specific marketing email recipients](#)
- [Manage unsubscriptions from all marketing emails](#)

You can also import and export recipients:

- [Importing recipients](#)
- [Exporting recipients](#)

Displaying all marketing email recipients

You can display all email marketing recipients in the **Contact management** application on the **Contacts** tab.

Displaying to which newsletters a contact is subscribed

To see an overview of all newsletters to which a contact is subscribed:

1. Open the **Contact management** application on the **Contacts** tab.
2. **Manage** (🔍) a contact.
3. On the **Profile** tab, you can see the contact's **Newsletter subscriptions**.

The contact profile displays all newsletters the contact subscribed to on your live sites.

Managing recipients in specific marketing emails

You can work with the recipients of individual marketing emails by editing (✎) a specific email feed.

Email feeds

Opt-out list

Template management

Email widgets

New email feed

<div>≡</div> <div>Actions</div> <div>Email feed</div> <div>▲</div>	Last email	Type
<div>✎</div> <div>🗑</div> <div>...</div> <div>Coffee 101</div>	1/9/2017 9:20:39 AM	Newsletter
<div>✎</div> <div>🗑</div> <div>...</div> <div>Coffee club membership</div>	1/15/2017 9:16:16 AM	Email campaign
<div>✎</div> <div>🗑</div> <div>...</div> <div>Colombia coffee promotion</div>		Email campaign
<div>✎</div> <div>🗑</div> <div>...</div> <div>Colombia coffee sample promotion</div>	12/26/2016 9:16:16 AM	Email campaign
<div>✎</div> <div>🗑</div> <div>...</div> <div>Dancing goat newsletter</div>		Newsletter



To learn about the legal side of the anti-spam law, visit our blog posts regarding [opt-ins](#) and [opt-outs](#).



License limitations for email recipients

Kentico websites have a maximum limit on the number of marketable recipients for each email feed. The limit depends on the [License Edition](#) under which the site is running:

- **Kentico CMS Base:** 500
- **Kentico CMS Ultimate:** 5000
- **Kentico EMS:** unlimited

If an email feed exceeds the recipient limit, sending of marketing emails within this feed is not possible.

Adding recipients to an email campaign

To add recipients to an email campaign:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) an email campaign.
3. On the **Emails** tab, **edit** (✎) the marketing email for which you want to add recipients.
4. Switch to the **Email recipients** tab.
5. Here, you can manage recipients:
 - **Contact groups** – the tab allows you to add [contact groups](#).
 - **Recipient list** – the tab allows you to see whether contacts from the added contact groups are receiving your marketing emails.

Adding recipients to a newsletter

To add recipients to a newsletter:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) a newsletter.
3. Switch to the **Recipients** tab.
4. Here, you can add different forms of recipients:
 - **Add contact groups** – the button allows you to select [contact groups](#) (all contacts that belong to the selected groups are added as recipients).
 - **Add contacts** – the button allows you to select from a list of all [contacts](#). This way, you can also add [customers](#) who have purchased any of your [products](#).

Duplicate recipient email addresses

Even though all regular marketing email recipients need to have a unique email address, it is still possible to have a single address subscribed to a marketing email multiple times through contact groups. In these cases, the system filters out the duplicate addresses when sending the emails. This way each email address only receives the marketing email once.

Removing and approving recipients in individual newsletters

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) a newsletter.
3. Switch to the **Recipients** tab.
4. Here, you can perform the following actions:
 - **Remove from newsletter** – removes the selected contact or contact group from the newsletter.
 - **Approve subscription** – approves the given subscription. Only approved recipients receive marketing emails.

Displaying email addresses opted out from all marketing emails

You can view the recipients who opted to be [unsubscribed from all](#) marketing emails.

1. Open the **Email marketing** application.
2. Switch to the **Opt-out list** tab.

Unsubscribing recipients from all marketing emails

You can manually unsubscribe individual recipients (email addresses) from all marketing emails.

1. Open the **Email marketing** application.
2. Switch to the **Opt-out list** tab.
3. Click the **Opt out email address** button.
4. Enter the email address of the contact you want to unsubscribe from all marketing emails.

5. Click **Save**.

The unsubscribed email address will no longer receive any marketing emails. However, the system will still be able to send transactional emails to the address.

Removing recipients opted out from all marketing emails

You can remove the recipients (email addresses) that unsubscribed from all marketing emails.

1. Open the **Email marketing** application.
2. Switch to the **Opt-out list** tab.
3. **Remove** () the email address.

The recipient (email address) starts receiving emails from all the marketing emails it is subscribed to.

Importing recipients

If you need to add or modify a large number of recipients, you can use the tool for importing contacts to save your time.

1. Open the **Contact management** application on the **Contacts** tab.
2. Click the **Import contacts** button.
3. Prepare a list of recipients, for example, in the following format: *email,firstname,lastname*
 - The email section is required and the name sections are optional. The following examples are all valid:

```
david.scott@localhost.local,David,Scott mary.jones@example.com,Jones frank.
maguire@localhost.local,Frank monica@localhost.local
```

4. Click the **Select a file** button.
5. Select the file from which you want to import contacts.
6. Segment the imported contacts into a contact group by selecting from the following:
 - *Create a new contact group*
 - *Import contacts into an existing contact group*
 - *Do not segment imported contacts*
7. Map the email values from your file to the email address contact field in Kentico:

FirstName	LastName	Email
louis	wright	louis.wright90@example.com
andrew	stevens	andrew.stevens60@example.com
bonnie	crawford	bonnie.crawford92@example.com
joann	james	joann.james68@example.com

8. Click the **Import contacts** button.
 - Once the process is finished, you can see a confirmation screen showing the result of the import.



For more details on contact import, see [Importing contacts](#).

Once you have imported the recipients, you can subscribe the contacts to marketing emails as described in [adding recipients to marketing emails](#).

Exporting recipients

You can export the newsletter recipient data into other file formats (XLSX, CSV, XML) using the general export feature, which is available for all lists of data in Kentico.

To export the data of all recipients subscribed to a specific newsletter:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** () a newsletter.
3. Switch to the **Recipients** tab.
4. Click the  icon in the **Actions** column header of the recipient list.
5. Select one of the export formats.

For more details, refer to [Exporting data from the user interface](#).