

Kentico allows you to integrate email feeds, such as email campaigns and newsletters, into your sites by adding web parts for newsletter subscription and email feed unsubscription onto individual pages. You can also use a marketing automation step for subscribing contacts to newsletters and macros for unsubscribing contacts from email feeds.

Allowing site visitors to subscribe to newsletters

You can use the following web parts to allow visitors to subscribe to newsletters:

- **Newsletter subscription** web part – displays a dialog that allows website visitors to subscribe to newsletters.
- **Custom subscription form** web part – provides a newsletter subscription form similar to the *Newsletter subscription* web part. You can, however, set up this web part to use a different layout and appearance.

You need to define the customized subscription form as an [alternative form](#):

1. Open the **Modules** application.
 2. **Edit** (🔧) the **Email marketing** module.
 3. Select the **Classes** tab and edit the **Newsletter - Subscriber** class.
 4. Create the form on the **Alternative forms** tab.
- **My newsletter subscriptions** web part – users can use this web part to add or remove their newsletter subscriptions.
 - **My account** web part – you can configure this web part to display newsletter subscriptions. Users can then add or remove their subscriptions.

Subscribing contacts to newsletters via Marketing automation

You can use the **Newsletter subscription** [marketing automation](#) step to automatically subscribe contacts to newsletters.

Allowing recipients to unsubscribe from email feeds

You can use the following web part to allow contacts to unsubscribe from email campaigns and newsletters:

- **Email feed unsubscription** web part – unsubscribes users from an email campaign or newsletter and displays a confirmation message.

Kentico contains two macros that generate an address that you can use in unsubscription links of your email campaigns and newsletters:

- **EmailFeed.UnsubscribeFromEmailFeedUrl** – creates an address to the unsubscription page, as defined by the *Unsubscription page URL* property of the given email campaign or newsletter.
 - On the page, the recipient is unsubscribed from a specific email campaign or newsletter.
 - If 'Send confirmation email' is enabled in the 'Email feed unsubscription' web part, recipients receive a confirmation email.
 - Unsubscribing through a URL address created by this macro **logs** the 'Unsubscription from a single email feed' [activity](#).
- **EmailFeed.UnsubscribeFromAllEmailFeedsUrl** – creates an address to the unsubscription page, as defined by the *Unsubscription page URL* property of the given email campaign or newsletter.
 - On the page, the recipient is unsubscribed from all email campaigns or newsletters.
 - After unsubscribing, recipients **do not** receive a confirmation email.
 - Unsubscribing through a URL address created by this macro **logs** the 'Opted out from all marketing email' [activity](#).
 - You can segment contacts that unsubscribed from all marketing emails using the [UnsubscribedFromAllEmails macro](#).
 - Recipients unsubscribed from all marketing emails can still receive regular and transactional emails.

You can use these macros in:


- **Email templates** – for emails in email campaigns and newsletters that use a [predefined template](#)

Managing unsubscriptions from all marketing emails

- You can [unsubscribe a recipient](#) from all marketing emails manually.
- You can [remove a recipient](#) who unsubscribed from all marketing emails.

Email marketing web parts

To integrate [email marketing](#) into your website, place the following web parts onto pages:

Web part	Description
Newsletter subscription	Displays a dialog that allows website visitors to subscribe to newsletters.
Custom subscription form	<p>Provides a newsletter subscription form similar to the <i>Newsletter subscription</i> web part. You can, however, set up this web part to use a different layout and appearance.</p> <p>You need to define the customized subscription form as an alternative form:</p> <ol style="list-style-type: none"> 1. Open the Modules application. 2. Edit () the Email marketing module. 3. Select the Classes tab and edit the Newsletter - Subscriber class. 4. Create the form on the Alternative forms tab.
Email feed unsubscription	Unsubscribes recipients from an email campaign or newsletter and displays a confirmation message. Users are typically directed to the page containing this web part through Unsubscribe links in individual marketing emails. The exact email feed and recipient is read from parameters passed in the query string of the URL.
My newsletter subscriptions	This web part can be used by users to add or remove their newsletter subscriptions.
My account	Can be configured to display newsletter subscriptions. Users can then add or remove their subscriptions.
Subscription approval	Approves subscriptions to newsletters with double opt-in enabled and displays a confirmation message. Recipients are typically directed to the page containing this web part through a link in the double opt-in activation email. An identifier of the exact subscription is read from a parameter passed in the query string of the URL.