

All emails designed in our email designer automatically generate a standard opt-out (unsubscribe) form appended below the footer upon an email send. However, if you would like to direct customers to a customized *opt-out form* rather than use the auto-generated form, please follow the steps below:

In this article:

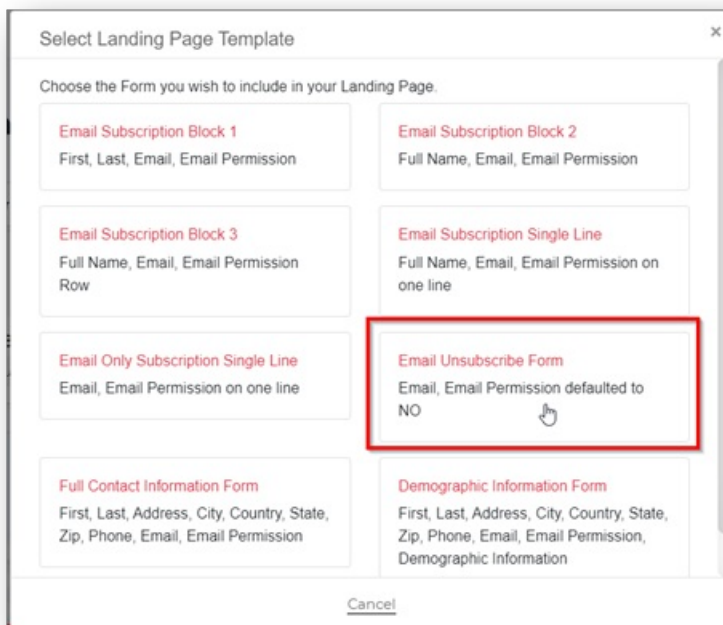
- [Building an Unsubscribe Form](#)
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## Building an Unsubscribe Form

Landing Pages > All Landing pages

- Please refer to [Ascent360 Landing Page Builder Overview](#) for any questions related to creating a form.
- Select "Email Unsubscribe Form" as the template for this landing page.

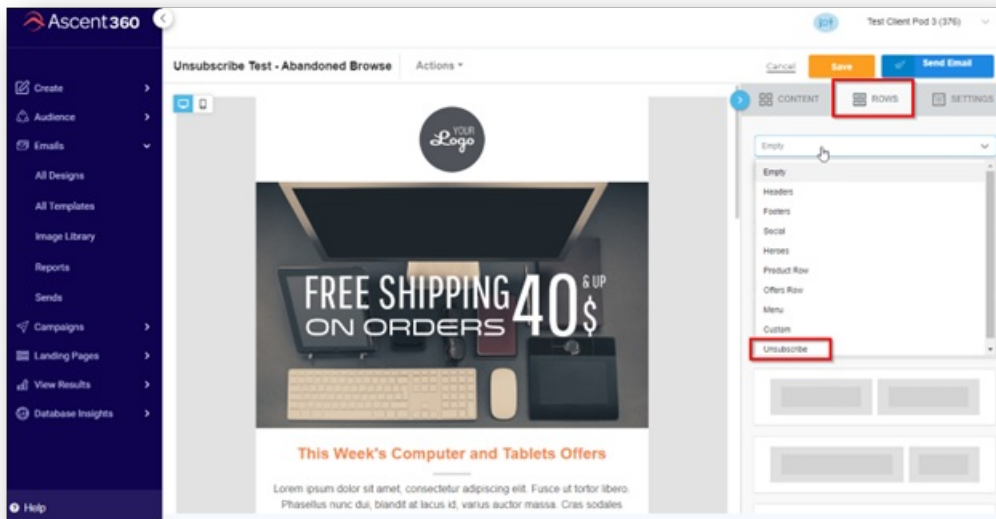


- Once the form is built and published, follow the steps below to add the form to an email design.

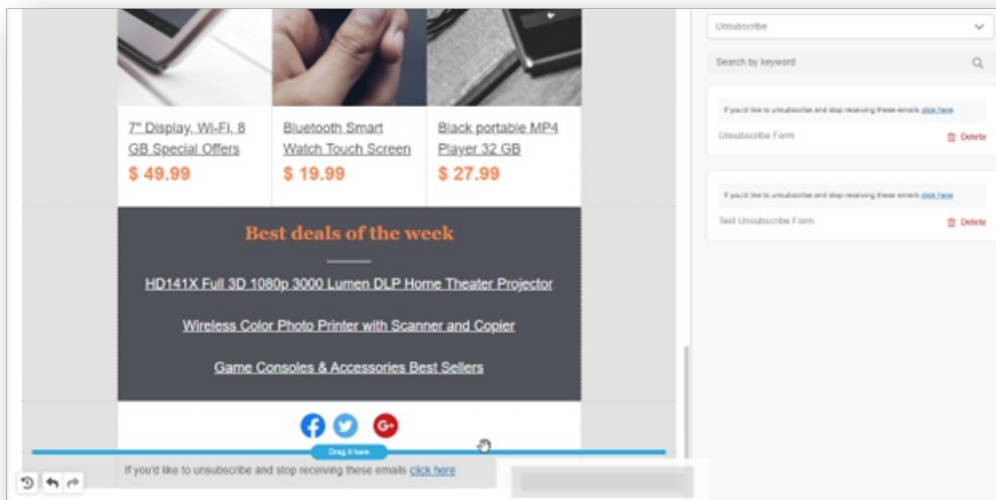
## Adding an Unsubscribe Form Link to an Email Design

## Emails > All Designs or New Template

- On the email building canvas, select "Rows" on the right side.
- In the drop-down menu where it says "Empty", expand the drop-down options and select "Unsubscribe".



- The available unsubscribe form(s) created in the platform will show in the preview screen on the right.



- Click on the preview text (from the right-hand panel) and drag it to the bottom of the email. This is where the opt-out should be located.

**Important: Styles in this row can be changed but do not make any edits to the "click here" URL hyperlink.**

- When the email is sent, the *click here to unsubscribe* will direct the end user to the form and pre-fill the form with the recipient's email address. This will only happen on a live send and will not show in the test version of

the email.

**Note:** You will have to make this adjustment on every email unless you save your design as a template. (We recommend saving it as a template).

## Considerations

- To successfully replace the default Unsubscribe opt-out link, the inserted form must be a **Form Type: Unsubscribe**. This is indicated on the form tile in the Landing Pages library.

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Form Type: Unsubscribe

The Unsubscribe row must exist as its own row in the email. Do not copy and paste the Unsubscribe text into another row with other content blocks.