

An email opt-out is an email recipient who has chosen to unsubscribe from emails, marking themselves as "opted out".

There are two ways you can view email opt-outs in the Ascent360 Platform.

- 1. In audience builder, by filtering on email permission status.
- 2. In email reports, by looking at the subscriber report.

Audience Builder Method (allows for exporting a list)

Start by creating an audience with the field "Email Permission Status" and selecting the value "No". You can then export this to a file and view all the email addresses there. Click the icon 'send contacts' and choose File Management / Send to File.

	Unsubscribe Contact			
	Advanced Query			
Email Permission Status	S 🗢 🗢 S			
Equals : No				
Raw Count:				

To collect the file, go to File Manager (profile icon > files) and click into your folder. Select the file and click download.

Viewing Unsubscribes on the Subscriber Report

The other way to view unsubscribes is via Email > Reports.

Select a specific email name from the drop-down list. Then, click on the number of people to whom your email was sent to. This number is in **blue**, signifying a hyperlink. 😜

Ascent 36	50 (8 Boulder Mountain Gear V
Create	~	L_372Days_ComeBack		Switch Report Find an email	~
🖧 Audience	~				
🖾 Emails	^	Audience: Lapsed Customer	From name: Boulder Mountain Gear	Reply to: info@bouldermountaingear.com	n
All Designs		Subject	From Fmail:	Last Sent-	
All Templates		We want you back! Here's 15% off your next purchase	marketing@bouldermountaingear.com	12/20/2023, 12:35:32 AM	
Image Library		* all datas and times are shown in Mountain Time (MT)			
Reports		an valos and unres are shown in Mountain Title (MT)			
Sends		Last 12 months (12/20/2022 - 12/20/2023) V			

This will bring up a detailed report of the audience that this email was sent to as well as the bounce and subscribe information. You can then download this report into Excel to learn more about your bounces/unsubscribes for that email.

PP_7Day_CrossSell	
Data and trends across your 111.1k recipients	
Audience:	From name:
Cross Sell	Boulder Mountain Re
Subject:	From email:
Exclusive offer: Free samples of award-winning nutrition bars	marketing@boulderm

Here is an example Subscriber Report, which highlights the Unsubscribed column, which has a true/false flag for whether the recipient unsubscribed from this email's footer.

PP_7Day_CrossSell Subscriber Report (Example)									
Choose Columns:		Columns Display 👻					View:	10 ~ 4	Download
	FIRST NAME	LAST NAME	DELIVERED	LAST OPENED	OPENS	LAST CLICKED	CLICKS	UNSUBSCRIBED	BOUNCED
			8/6/2022 1:32 PM	8/6/2022 8:54 PM	1	8/6/2022 8:55 PM	7	false	false
-	Concerne and the second	in the second	8/6/2022 1:32 PM		0		0	false	true
	1000	100	8/6/2022 1:32 PM	8/7/2022 6:33 AM	2	8/7/2022 6:33 AM	7	false	false
	10000	100	8/7/2022 1:34 PM	8/10/2022 12:45 PM	1	8/10/2022 12:45 PM	7	false	false
-	- States	in the second	8/8/2022 1:31 PM		0		0	false	false
1000		April 1	8/8/2022 1:31 PM	8/8/2022 9:44 PM	2	8/8/2022 9:44 PM	2	false	false
in the second	in the second	in the second se	8/9/2022 1:32 PM	8/13/2022 11:32 AM	1	8/13/2022 11:32 AM	7	false	false

You can also download this report by clicking the download icon. The file will be downloaded to your desktop and should automatically open in Excel.

Please reach out to us with any questions or concerns.