Unsubscribe Workflows - Salesforce & Marketing Cloud
CAN-SPAM Compliance
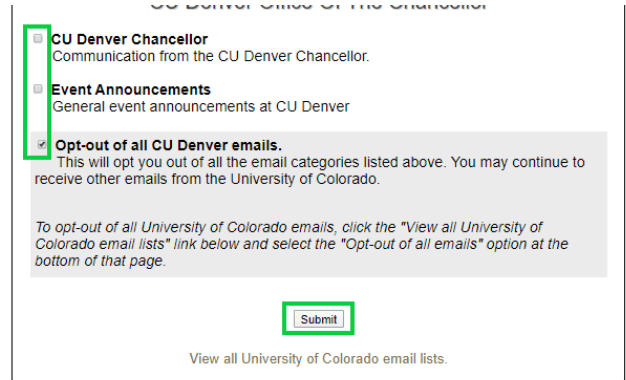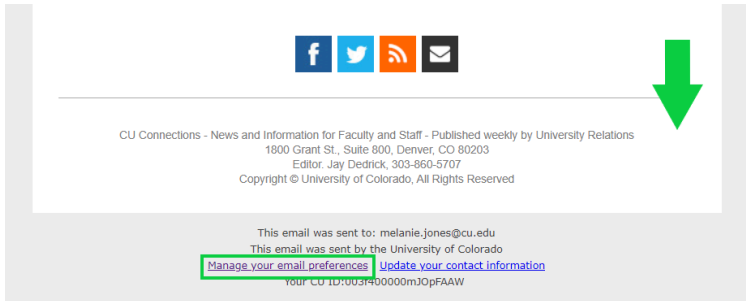*See following pages for table details including screenshots.*

	Footer Category or BU	Footer Opt-Out All	Unsubscribe Subject Line	Unsubscribe Email Client
Frequency	Most common		Rare	
Issues		Tracking who unsubscribes via the CU Footer FOR ALL EMAILS is difficult. This information only lives in Salesforce (Email Preferences) and can only Report on current information. We would need to change history fields on every email preference (SF limitation).		
Salesforce		Email Opt-Out = Checked	Email Opt-Out = Checked	Email Opt-Out = Checked
***Marketing Cloud Subscriber |** Business Unit	Green Shirt	Red Shirt	Red Shirt	Red Shirt
***Marketing Cloud Subscriber |** Enterprise	Green Shirt	Red Shirt	Red Shirt	Green Shirt
Marketing Cloud Tracking | Unsubscribes	No	No	Yes	Yes

- Subscribers with a Red/Gray/Yellow shirt **will not get Commercial emails** from Marketing Cloud.
- Subscribers with a Red/Gray/Yellow shirt **will get Transactional emails** from Marketing Cloud.

Unsubscribe via Footer FROM CATEGORY
How-To

CU Denver Chancellor
Communication from the CU Denver Chancellor.

Event Announcements
General event announcements at CU Denver

☑ Opt-out of all CU Denver emails.
This will opt you out of all the email categories listed above. You may continue to receive other emails from the University of Colorado.

To opt-out of all University of Colorado emails, click the "View all University of Colorado email lists" link below and select the "Opt-out of all emails" option at the bottom of that page.

[Submit]

View all University of Colorado email lists.

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1800 Grant St., Suite 800, Denver, CO 80203
Editor. Jay Dedrick, 303-860-5707
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This email was sent to: melanie.jones@cu.edu
This email was sent by the University of Colorado
Manage your email preferences | Update your contact information
Your CU ID:003f400000mJOpFAAW

View from Marketing Cloud Subscriber

	Email Address	Subscriber Key
Export		Copy
	melanie.jones@cu.edu	003f400000mJOpFAAW

View from Marketing Cloud Tracking - DOES NOT APPEAR

My Tracking > 2020_04 Pres NL > **Unsubscribes**

Select Lists   Search   Export All   Copy All   View Properties   View History

	Subscriber Key	Email	Unsubscribe Time
☐	003f400000mJUo3AAG	kendall.weinberg@colorado.edu	4/20/2020 2:56 PM

View from Salesforce

Contact
Melanie Jones

Email (5) ▼	Email Opt Out	Employee ID	SID	Advance ID
melanie.jones@cu.edu	☐	234558	100609225	0000768381

Details   Related   UCB Email Prefs   UCD Email Prefs   **Sys Email Prefs**   More ▾
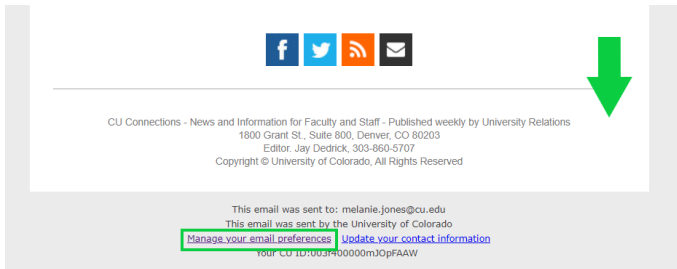
System and Advancement Email Preferences

⌄ CU Office of the President Communications

CU President eNews ❶ ☐		Opt-Out of CU Sys Office of Pres Comms ☐
CU Advocates ❶	☑	CU President ❶ Announcements ☐
CU Connections	☑	Office of Government Relations ☑
System Events & ❶ Outreach	☑	Office of Outreach and Engagement ☑

Unsubscribe via Footer FROM ALL

How-To

This will opt you out of all the email categories listed above. You may continue to receive other emails from the University of Colorado.

To opt-out of all University of Colorado emails, click the "View all University of Colorado email lists" link below and select the "Opt-out of all emails" option at the bottom of that page.

Submit

View all University of Colorado email lists.

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Editor. Jay Dedrick, 303-860-5707
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This email was sent to: melanie.jones@cu.edu
This email was sent by the University of Colorado
Manage your email preferences | Update your contact information
Your CU ID: 003f400000mJOpFAAW

▶ Supporting CU Anschutz Medical Campus

▶ CU Anschutz Office of Communications

▶ CUA University Events

Opt-out of all emails
Unsubscribe me from all emails from CU (including those not listed on this page)

Submit

View from Marketing Cloud Subscriber - BU

Email Address	Subscriber Key
melanie.jones@cu.edu	003f400000mJOpFAAW

Export   Copy

View from Marketing Cloud Subscriber - Enterprise

Email Address	Subscriber Key
melanie.jones@cu.edu	003f400000mJOpFAAW

Export   Copy

View from Marketing Cloud Tracking - DOES NOT APPEAR

My Tracking > 2020_04 Pres NL > **Unsubscribes**

Select Lists   Search   Export All   Copy All   View Properties   View History

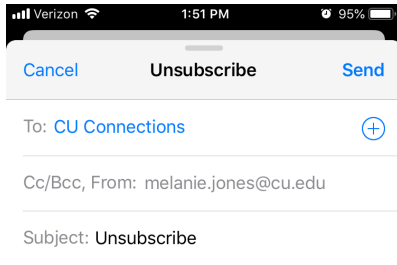| Subscriber Key	Email	Unsubscribe Time
003f400000mJUo3AAG	kendall.weinberg@colorado.edu	4/20/2020 2:56 PM

View from Salesforce

Email Opt-Out = Checked

Contact
Melanie Jones

Email (5) ▼
melanie.jones@cu.edu

Email Opt Out
☑

Unsubscribe via Subject Line

How-To

View Marketing Cloud Subscriber - BU

	Email Address	Subscriber Key
	melanie.jones@cu.edu	003f400000mJOpFAAW

View Marketing Cloud Subscriber - Enterprise

	Email Address	Subscriber Key
	melanie.jones@cu.edu	003f400000mJOpFAAW

View from Marketing Cloud Tracking

My Tracking > 2020_04-23 CU Connections Email > **Unsubscribes**

Select Lists   Search   Export All   Copy All   View Properties   View History

	Subscriber Key	Email	Unsubscribe Time
	003f400000mJOpFAAW	melanie.jones@cu.edu	4/24/2020 1:51 PM
	003f400000mIZDTAA4	madeline.echelman@colorado.edu	4/23/2020 11:18 AM

View from Salesforce

Email Opt-Out = Checked

Contact
Melanie Jones

Email (5) ▼
melanie.jones@cu.edu

Email Opt Out
☑

Unsubscribe via Email Client

How-To

View from Marketing Cloud Subscriber - BU

View Marketing Cloud Subscriber - Enterprise

View from Marketing Cloud Tracking

View from Salesforce

- Email Opt-Out = Checked