



Enabling and disabling subscriptions

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If your customers didn't opt for marketing emails at the time of signing up on your Cartzy store but want to receive updates about the discounts and other special offers, then you can always enable an email subscription for them upon request.

Similarly, if a customer wishes to opt out of receiving the promotional emails, and are unable to do so, you can also take care of this by disabling the email subscription for that particular customer.

Path: Customers > Customer record > Edit Customer page

Enabling email subscriptions for customers

1. On the **Customers** page, open the customer in edit mode. To do so, click the **kebab menu icon** > select **Edit Customer**.



2. On the **Edit Customer** page, go to the **Enable Marketing** section, and click **Edit Status**. The **Edit Email Marketing Status** popup will appear. **Checkmark** the checkbox labeled as "**Customer agreed to receive marketing emails.**" Click **Save**.



3. As soon as you click on the **Save** button on the **Edit Email Marketing Status**

popup window, the following will occur:

- The email subscription setting for that customer will be updated.
- A **notification** of success will appear at the top right corner of the page.
- In the **Email Marketing** section on the right side of the page, the status label will appear along with the date on which the subscription status was changed. In this case, it would be “**Subscribed**” + **subscription date**.



4. Also, if you see the customer’s record on the main **Customers** page, the updated subscription status will reflect against the record.



Disabling subscriptions for customers

To disable a marketing email subscription for a customer, repeat the same steps as explained above except that this time you will uncheck the **checkbox “Customer agreed to receive marketing emails”** on the **Edit Marketing Status** popup window.



As soon as you click on the **Save** button on the **Edit Email Marketing Status** popup window, the following will occur:

- The email subscription setting for that customer will be updated.
- A **notification** of success will appear at the top right corner of the page.
- In the **Email Marketing** section on the right side of the page, the subscription status will be updated to **Not Subscribed**.



The **disabled email marketing subscription** status will be reflected as “**Unsubscribed**” against the customer record on the main **Customers** page.

