

Subscription Opt-In Status Report

The Subscription Opt-In Status Report will allow you to see Subscription statuses for all of your Contacts in one clean, real-time, easy-to-read report. The report can be run directly from FlexMLS Web and allows you to:

- See contacts with a Pending status and provide a link to resend the opt-in email request.
- See email addresses flagged as Undeliverable and jump to a contact's record in order to edit their email address and ensure their opt-in email can get through.
- See when Confirmed email addresses will lapse.
- See who has Opted-Out of receiving emails in order to follow up with them personally, and more!

To access the Opt-In Status Report, click the **Menu** button; under the Contacts section, click **Opt-In Status** link.

The screenshot shows the FlexMLS web interface. At the top left is the FlexMLS logo. To its right is a search bar with the placeholder text "Enter an Address, City, ZIP, MLS #, or Contact...". Below the search bar is a navigation menu. The "Menu" button is circled in red. A message box below the menu states: "There was a problem loading your Favorites. Please reload to try again." Below the message box is another search bar with the placeholder text "Search the menu...". The main content area is divided into three columns: "Dashboard", "Add/Change", and "Search". Under "Dashboard", there are links for "MLS", "Milwaukee County", "Home", and "Classic". Under "Contacts", there are links for "Contact Mgmt", "Opt-In Status", "Contact Summary", "Multiple Update", "My Sent E-Mails", "Reverse Prospecting", and "Subscriptions". Under "Add/Change", there are links for "Add Listing", "Change Listing", "Incomplete", "My Unmapped Listings", "Copy", and "Transfer". Under "Schedule/Message", there are links for "My Messages", "Tour/Open Houses", and "ShowingTime". Under "Statistics", there is a link for "My Production". Under "Search", there are links for "Full Search", "Saved Search", "Quick Search", "Map Search", "Address", "Multiple Address", "MLS Number", "Listing Collection", "History", "My Listings", "Office Listings", "Office/Member", and "CMA". Two black arrows point from the "Opt-In Status" link in the "Contacts" column to the "Opt-In Status" link in the "Contacts" column.

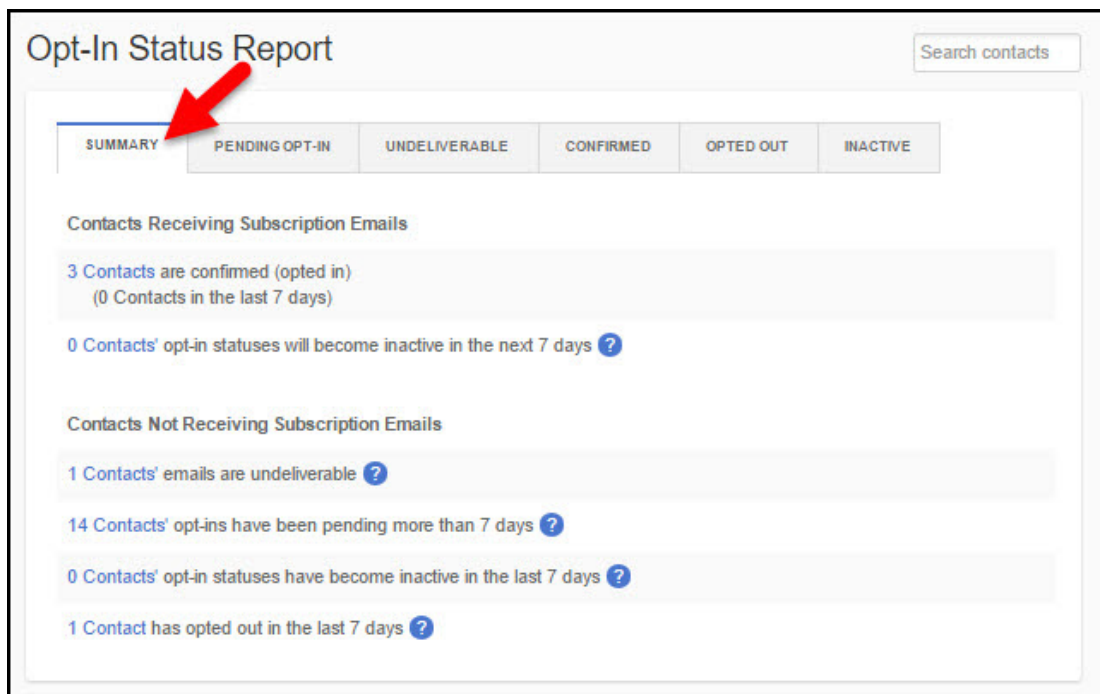
The report has six tabs to help you manage your subscriptions:

- Summary
- Pending Opt-In
- Undeliverable
- Confirmed
- Opted Out
- Inactive

Following, each tab is explained in detail. Each tab displays 25 contacts at once. If you have more than 25 contacts within a particular status, click on the page number found in the report's right corner to view more contacts.

Summary Tab

When you access the Opt-In Status Report, it will open on the Summary tab.



The screenshot displays the 'Opt-In Status Report' interface. At the top, there is a search bar labeled 'Search contacts'. Below it, a navigation bar contains six tabs: 'SUMMARY', 'PENDING OPT-IN', 'UNDELIVERABLE', 'CONFIRMED', 'OPTED OUT', and 'INACTIVE'. A red arrow points to the 'SUMMARY' tab, which is currently selected. The main content area is divided into two sections: 'Contacts Receiving Subscription Emails' and 'Contacts Not Receiving Subscription Emails'. The 'Contacts Receiving Subscription Emails' section shows '3 Contacts are confirmed (opted in)' and '0 Contacts in the last 7 days'. Below this, it states '0 Contacts' opt-in statuses will become inactive in the next 7 days'. The 'Contacts Not Receiving Subscription Emails' section shows '1 Contacts' emails are undeliverable', '14 Contacts' opt-ins have been pending more than 7 days', '0 Contacts' opt-in statuses have become inactive in the last 7 days', and '1 Contact has opted out in the last 7 days'. Each data point includes a blue question mark icon for help.

The **'Contacts Receiving Subscription Emails'** section contains the number of contacts who have opted in and are receiving emails, the number of contacts who have opted in during the last seven days, and the number of contacts whose Confirmed opt-in status will become Inactive in the next seven days. Clicking on a link will take you to the corresponding tab on the report.

The ‘**Contacts Not Receiving Subscription Emails**’ section shows the number of contacts whose emails can't be delivered (bounced or returned to sender), the number of contacts who haven't opted in (Pending) for more than seven days, the number of contacts that have become Inactive within the past seven days, and the number of contacts who have opted out of receiving subscription emails in the past seven days. Clicking on a link will take you to the corresponding tab on the report.

Pending Opt-In

The Pending Opt-In tab shows contacts who have been sent an opt-in request. The opt-in request includes a link to confirm their email address and to indicate that they want listing update emails. Until the contact clicks the link, listing updates will not be sent. The Pending status indicates that, although they have received the opt-in request email, they have not yet clicked to confirm their email address.

The screenshot shows the 'Opt-In Status Report' interface. At the top, there are five tabs: 'PENDING OPT-IN' (selected), 'UNDELIVERABLE', 'CONFIRMED', 'OPTED OUT', and 'INACTIVE'. Below the tabs is a table with the following columns: 'Contact Name', 'Email', 'Days Pending', 'Status', and 'Last Click in Subscription Email'. The table lists three contacts: Jeff Branson (jeffery@yahoo.com, 83 days pending, Pending status, Resend request link), Lillian Jones (lilianjones63@icloud.com, 83 days pending, Pending status, Resend request link), and Pat & Annette Gear (patrickandnet@aol.com, 83 days pending, Pending status, Resend request link). At the bottom left, there is a tip: 'Tip: Ask your contact to click the blue button in the "Confirm Email Address" request email'. At the bottom right, there is a pagination control showing 'Page 1 of 4' with navigation arrows.

Contact Name	Email	Days Pending	Status	Last Click in Subscription Email
Jeff Branson	jeffery@yahoo.com	83	Pending	Resend request
Lillian Jones	lilianjones63@icloud.com	83	Pending	Resend request
Pat & Annette Gear	patrickandnet@aol.com	83	Pending	Resend request

Tip: Ask your contact to click the blue button in the "Confirm Email Address" request email

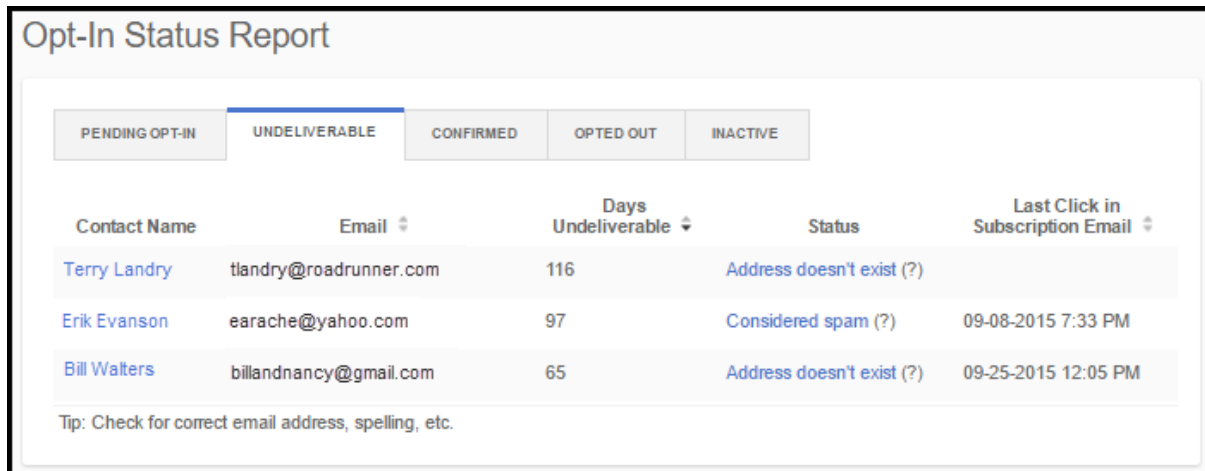
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The ‘Days Pending’ column indicates how many days have gone by since the opt-in email request was sent to them. If you would like to manually resend the opt-in email, click the **Resend Request** link.

Note: As always, you can only resend the link once, so it would be appropriate to contact the user personally before clicking the **Resend Request** option. Click on a contact's name to view their full contact information including all phone numbers and email addresses you have associated with the contact in FlexMLS.

Undeliverable

The Undeliverable tab shows contacts with email addresses that have been flagged as undeliverable. Contacts shown on this tab are unable to receive opt-in requests or listing updates via email. The 'Days Undeliverable' column shows how long the email address has been marked as undeliverable, and the 'Reason' column indicates the reason why email is not being sent to the address.



The screenshot shows a web interface titled "Opt-In Status Report". It features a navigation bar with five tabs: "PENDING OPT-IN", "UNDELIVERABLE" (which is selected and highlighted in blue), "CONFIRMED", "OPTED OUT", and "INACTIVE". Below the tabs is a table with the following columns: "Contact Name", "Email", "Days Undeliverable", "Status", and "Last Click in Subscription Email". The table contains three rows of data:

Contact Name	Email	Days Undeliverable	Status	Last Click in Subscription Email
Terry Landry	tlandry@roadrunner.com	116	Address doesn't exist (?)	
Erik Evanson	earache@yahoo.com	97	Considered spam (?)	09-08-2015 7:33 PM
Bill Walters	billandnancy@gmail.com	65	Address doesn't exist (?)	09-25-2015 12:05 PM

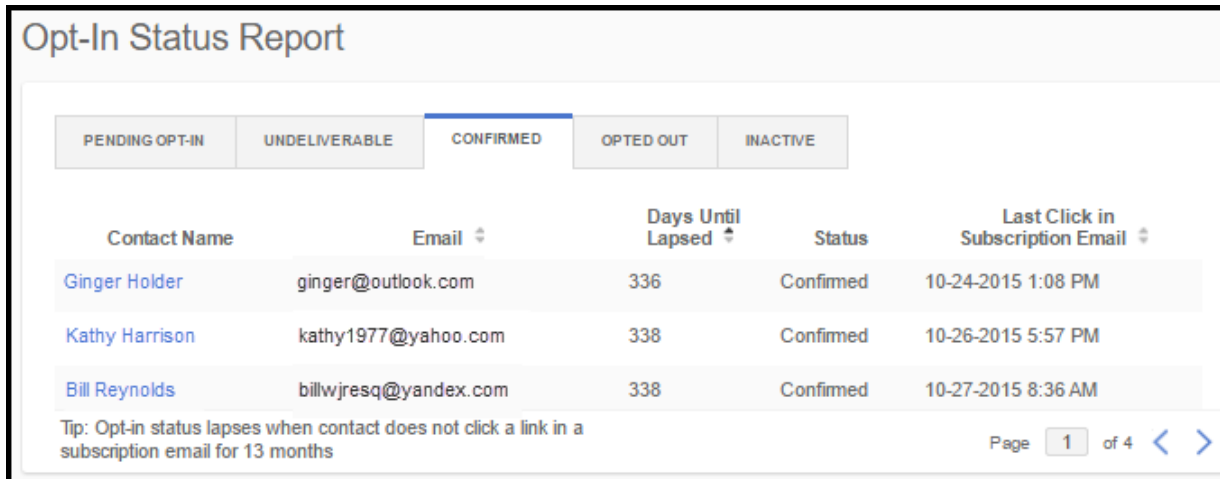
Below the table, there is a tip: "Tip: Check for correct email address, spelling, etc."

A contact's email address may be flagged as undeliverable in the following situations:

- **The address doesn't exist** - The email address, as listed, may be incorrect. The suggested course of action is to contact the individual personally and verify their email address.
- **Considered spam** - Either the contact or their email provider has marked your message as spam. The suggested course of action is for the contact to search their spam folder, find the email, and mark the sender as Not Spam. Once they have done so, you can resend the opt-in email.
- **Unknown technical error** - This indicates that contact's email provider had a technical issue with the delivery.
- **Recipient mailbox full** - The contact's mailbox is full and cannot accept incoming email. The suggested course of action is to contact the individual and allow them to clear out their Inbox so they can receive incoming email. Once they have done so, you can resend the opt-in email.

Confirmed

The Confirmed tab shows all of your contacts who have confirmed that they have a valid email address and would like to receive listing updates via email. The 'Days Until Lapsed' column indicates how many days must pass with no activity before the contact's email address lapses and it is marked as Inactive. A contact's email address status will stay Confirmed, and they will receive listing updates indefinitely, as long as they click any listing link in their subscription email at least once every 13 months.



Opt-In Status Report

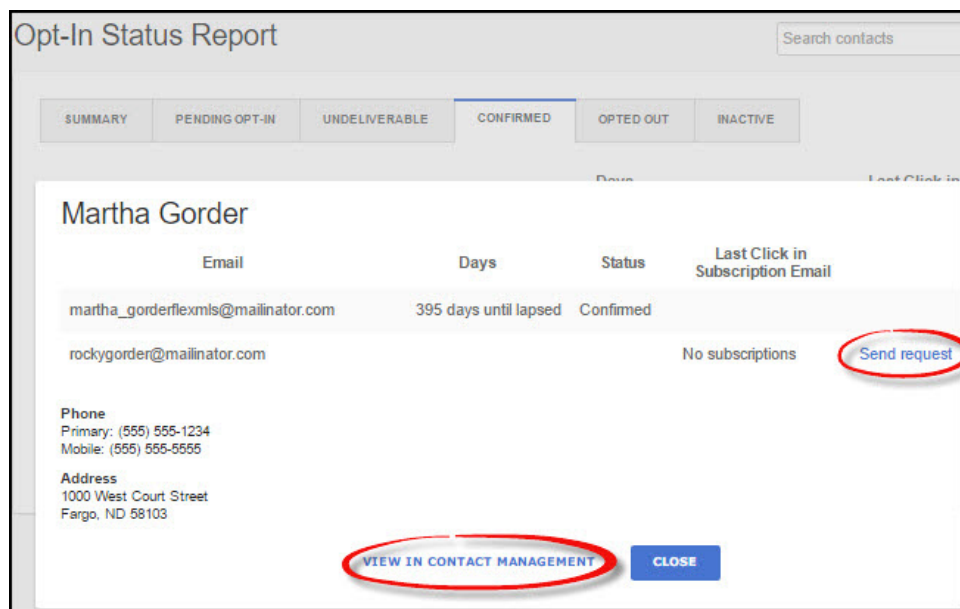
PENDING OPT-IN UNDELIVERABLE **CONFIRMED** OPTED OUT INACTIVE

Contact Name	Email	Days Until Lapsed	Status	Last Click in Subscription Email
Ginger Holder	ginger@outlook.com	336	Confirmed	10-24-2015 1:08 PM
Kathy Harrison	kathy1977@yahoo.com	338	Confirmed	10-26-2015 5:57 PM
Bill Reynolds	billwjresq@yandex.com	338	Confirmed	10-27-2015 8:36 AM

Tip: Opt-in status lapses when contact does not click a link in a subscription email for 13 months

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Clicking on a Contact's name will bring up an overlay with basic contact information, along with all of their email addresses. For each email address, you can see the opt-in status, last click in a subscription email, and you can send or resend an opt-in request (if applicable). There's no need to leave the page to get more information. You can close the overlay or, if you like, you can go to the contact's record by clicking the '**View in Contact Management**' link. To open Contact Management in a new window, right-click the link.



Opt-In Status Report Search contacts

SUMMARY PENDING OPT-IN UNDELIVERABLE **CONFIRMED** OPTED OUT INACTIVE

Martha Gorder

Email	Days	Status	Last Click in Subscription Email
martha_gorderfxmls@mailinator.com	395 days until lapsed	Confirmed	
rockygorder@mailinator.com		No subscriptions	Send request

Phone
Primary: (555) 555-1234
Mobile: (555) 555-5555

Address
1000 West Court Street
 Fargo, ND 58103

[VIEW IN CONTACT MANAGEMENT](#) [CLOSE](#)

The 'Last Click in Subscription Email' column indicates the last time the contact clicked a link to view listings from their subscription email.

If you remove a contact from FlexMLS, their name will not appear anywhere in the Opt-In Status report. However, even though you have removed the contact from FlexMLS, the status associated with the contact's email address is still stored in FlexMLS. Since you have already removed the contact, they are no longer relevant and are not displayed in the report other than the note that there were contacts that have been removed.

The screenshot shows the 'Opt-In Status Report' interface. At the top right is a search box labeled 'Search contacts'. Below it are tabs for 'SUMMARY', 'PENDING OPT-IN', 'UNDELIVERABLE', 'CONFIRMED', 'OPTED OUT', and 'INACTIVE'. The 'CONFIRMED' tab is selected. The table below has columns for 'Contact Name', 'Email', 'Days Until Lapsed', 'Status', and 'Last Click in Subscription Email'. Two contacts are listed: Martha Gorder and Crystal Nordling. Below the table, a message '1 Removed contact is hidden' is circled in red. At the bottom, there is a tip: 'Tip: Confirmed opt-in status lapses when contact does not click a link in a subscription email for 13 months.' and a page indicator 'Page 1 of 1'.

Click in the 'Search Contacts' field to bring up a list of your contacts or type in the name of a specific contact to search for them. This searches all of your contacts, not just the contacts on the current screen. Selecting a contact opens the contact information overlay.

This screenshot shows the 'Opt-In Status Report' interface with a search dropdown menu open. A red arrow points to the search field at the top right. The dropdown menu lists several contact names: Josh Hernandez, Lara Brown, Martha Gorder, Megan Phillips (highlighted with a mouse cursor), Mike Fowler, Nick Test, and Ryan Patterson. The table below shows contacts Mike Fowler and Megan Phillips. The 'CONFIRMED' tab is selected.

On the Confirmed tab, you may see a new status called Active; this indicates that they were receiving subscription emails before FlexMLS required contacts to complete the confirmation email process (before 9-29-2015). Subscription emails are sent even though the contact has not confirmed yet that they want to receive the emails. Since they are not yet Confirmed, they are considered Active. All Active contacts will eventually change to a different status by the end of October, 2016. They'll automatically become Confirmed if they click any link in any subscription email; Inactive if they never click a link in a subscription email; and Opted Out if they click an opt-out link in a subscription email.

Opt-In Status Report Search contacts

SUMMARY PENDING OPT-IN UNDELIVERABLE **CONFIRMED** OPTED OUT INACTIVE

Contact Name	Email	Days Until Lapsed	Status	Last Click in Subscription Email
Dan Nelson	[Redacted]	23	Active ?	
Amber Johnson	[Redacted]	281	Confirmed	11-24-2015 12:41 PM

Opted Out

The Opted Out tab shows contacts who have clicked the **Unsubscribe** link at the bottom of a listing updates email and opted out. These contacts have manually clicked to opt out of receiving listing updates via email. The 'Days Opted Out' column shows how many days have passed since each contact opted out of receiving subscription emails.

Opt-In Status Report

PENDING OPT-IN UNDELIVERABLE CONFIRMED **OPTED OUT** INACTIVE

Contact Name	Email	Days Opted Out	Status	Last Click in Subscription Email
Ryan Pearson	ryanp2234@gmail.com	21	Opted Out	12-01-2015 8:57 PM
Chuck and Cynthia Jones	chuckjones@outlook.com	43	Opted Out	
Jim & Caryn Engstrom	jimmyengsto@gmail.com	56	Opted Out	10-28-2015 8:11 PM

Tip: Contact has clicked "Opt Out" in a subscription email

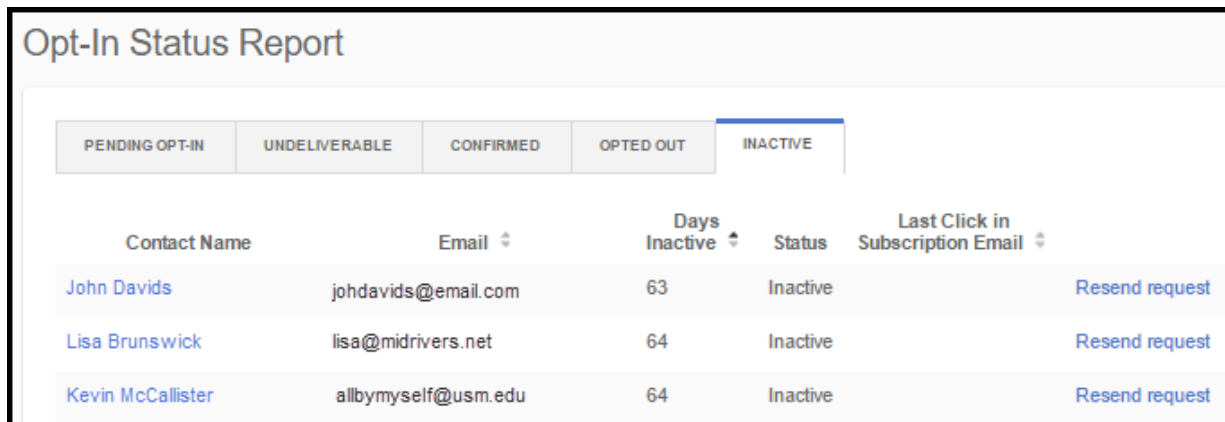
The 'Last Click in Subscription Email' column indicates the last time the contact clicked a link to view listings from their subscription email.

If you would like to manually resend the opt-in email request, click the **Resend Request** link (if available).

Remember - the contact has already manually opted out of receiving listing updates via email, so you should only resend the opt-in request if they have contacted you and indicated that they would like to start receiving listing updates again. If you believe they have opted out by mistake, please contact them before resending the opt-in email. Click on a contact's name to view their full contact information including all phone numbers and email addresses you have associated with the contact in FlexMLS.

Inactive

The Inactive tab shows all contacts who have been marked as Inactive due to the contact not clicking a link in their subscription email for 13 months. No listing updates are sent to inactive email addresses. If you would like to invite the contact to subscribe to listing updates, you can manually resend the opt-in email by clicking the **Resend Request** link.



The screenshot displays the 'Opt-In Status Report' interface. At the top, there are five tabs: 'PENDING OPT-IN', 'UNDELIVERABLE', 'CONFIRMED', 'OPTED OUT', and 'INACTIVE'. The 'INACTIVE' tab is selected and highlighted. Below the tabs is a table with the following columns: 'Contact Name', 'Email', 'Days Inactive', 'Status', and 'Last Click in Subscription Email'. The table contains three rows of data, each with a 'Resend request' link in the final column.

Contact Name	Email	Days Inactive	Status	Last Click in Subscription Email
John Davids	johdavids@email.com	63	Inactive	Resend request
Lisa Brunswick	lisa@midrivers.net	64	Inactive	Resend request
Kevin McCallister	allbymyself@usm.edu	64	Inactive	Resend request

Note: As always, you can only resend the link once, so it would be appropriate to contact the user personally before clicking on the **Resend Request** option. Click on a contact's name to view their full contact information including all phone numbers and email addresses you have associated with the contact in FlexMLS.