The Unsubscribe report shows you the contacts that have globally unsubscribed and what feedback they have submitted.

Where to start

1. Click "Reports" from the left navigation

2. Click "Unsubscribe reports"
Search criteria Options

- Select one or multiple Feedback types
- Date contact unsubscribed
- Email batch id

Columns

- Use the middle arrows to move available fields to custom columns and vice versa
Results

- The report will show you the "Feedback Type" and any "Additional feedback" they gave prior to clicking the "Unsubscribe Me"
Unsubscribe form

- When a contact clicks the unsubscribe link in an automated email, they are redirected to the following page of options: