

Send Confirmation Email

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Confirming an email address is a **manual process** where your contact clicks a confirmation link to tell their email provider they want to receive marketing emails from you. This improves deliverability by reducing the number of unengaged contacts you send to, helping your emails avoid spam folders and rejections.

Two Ways to Send Confirmation Emails in Keap

1. **One-off Confirmation from a Contact Record**
2. **Bulk Confirmation Requests through an Automation Sequence**

You can send a confirmation email to contacts with any of the following statuses:

- **Unengaged Marketable**
- **Unengaged Non-marketable**
- **Non-marketable**
- **Unconfirmed**

Important: A contact can receive a maximum of **2 confirmation emails within 30 days**. If you attempt to send more, the contact record will display this message:

"You have exceeded the maximum amount of confirmation emails that you may send to this recipient. You may only send 2 confirmation emails within a 30 day period."

One-off Confirmation from a Contact Record

1. Click the email deliverability status for the email you want to send a confirmation email to

Company Arrowhead Sports123	Owner Jason Smith
Phone and email	
Mobile (520) 555-2987	
Work email Darryl.Park@mailinator.com	Personal email darryldadude@mailinator.com
Unconfirmed	⛔ Non-marketable

2. Click **Send confirmation email**

Unconfirmed

This email address has been marked as Unconfirmed, which was automatically set when this contact was added to the system. The Unconfirmed email status indicates that you **do** have permission to send marketing emails (broadcasts or campaigns) to this email address.

Options

Send a confirmation email to attempt to obtain a Confirmed (double opt-in) status.

Send confirmation email

Cancel

3. Your contact will receive an email asking them to click a link to confirm their email address

Hello Darryl,

Thanks for asking to receive information from Keap Help Center. Before we start sending you the information, we want to make sure we have your permission.

To confirm your request, please [click here](#)

Clicking the link above will confirm your email address and allow you to receive the information you requested. If you do not want to receive any communication, please ignore this message.

Thank you,

4. After clicking the link, your contact will see this confirmation page

Email Address Confirmed!

Your email address, darryl.park@mailinator.com, has been confirmed. You will now receive email communication from Keap Help Center

5. The contact's email marketability status will be updated to confirmed in the contact details

Company

Arrowhead Sports123

Owner

Jason Smith

Phone and email

Mobile

(520) 555-2987

Work email

Darryl.Park@mailinator.com

✔ Confirmed

Personal email

darryldadude@mailinator.com

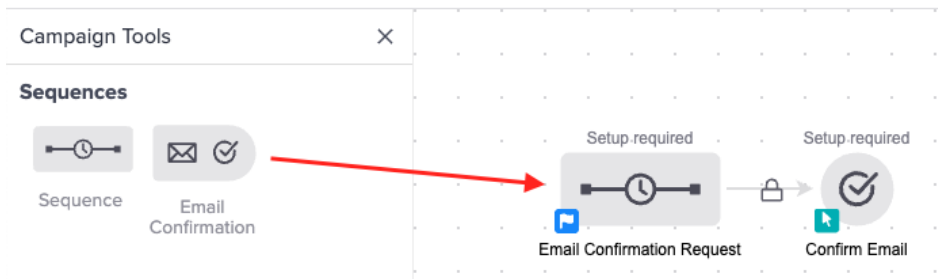
⚡ Non-marketable

Bulk Confirmation Requests through an Automation Sequence

An **Email Confirmation Sequence** is a special type of automation that sends a confirmation request to contacts when they opt into a campaign. This ensures your marketing focuses on people who confirm their email address.

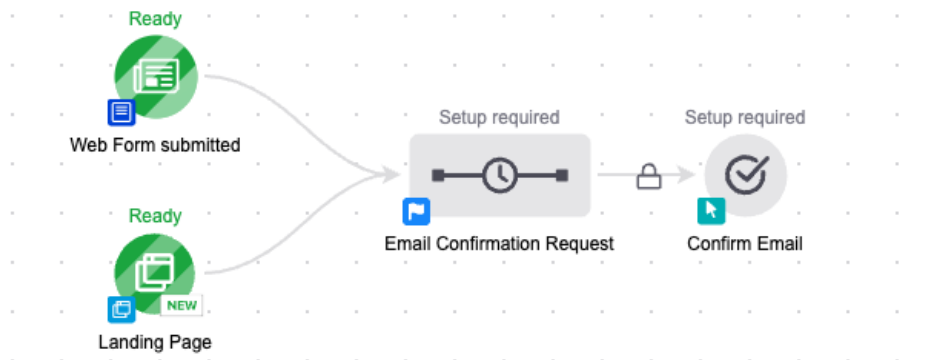
To set it up:

1. Drag an **Email Confirmation Sequence** onto the campaign canvas.



2. Connect it to a goal, such as a **Web Form** or **Landing Page**.

- a. If a contact already has a confirmed email address, the sequence will be skipped and they'll move to the next campaign step.



3. Double-click the **Email Confirmation Request** sequence.

- You'll see a pre-built email and delay timer.



- Click on the email. The confirmation email is locked to ensure CAN-SPAM compliance, so customization is very limited. Make any changes that you can.

Hello ~Contact.FirstName~,

Thanks for expressing interest in the ~Company.Company~. Before we start sending you the information, we want to make sure we have your permission to send you emails.

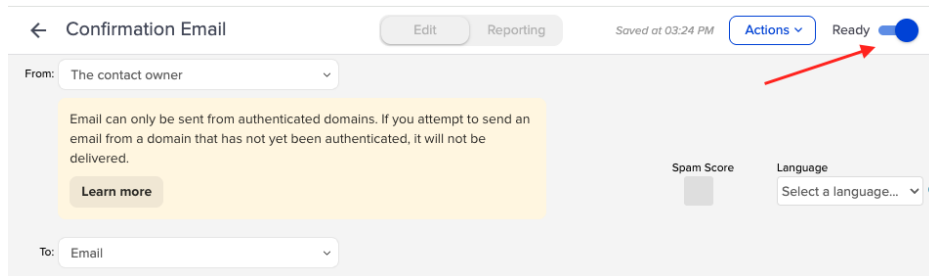
To confirm your request, please [click here](#).

Clicking the link above will confirm your email address and allow you to receive the information you requested. If you do not want to receive any communication, please ignore this message.

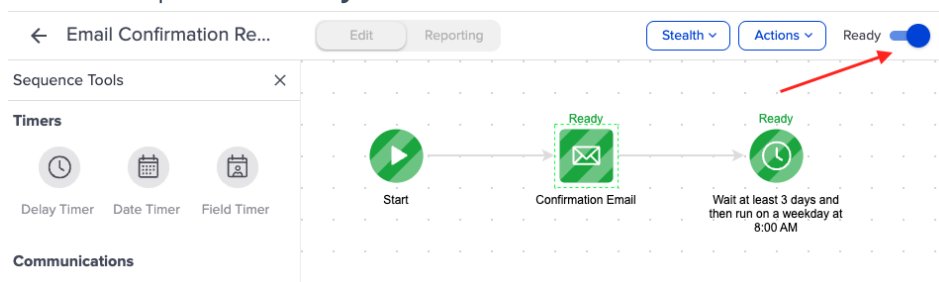
Thank you,

If you no longer wish to receive our emails, click the link below:
[Unsubscribe](#)

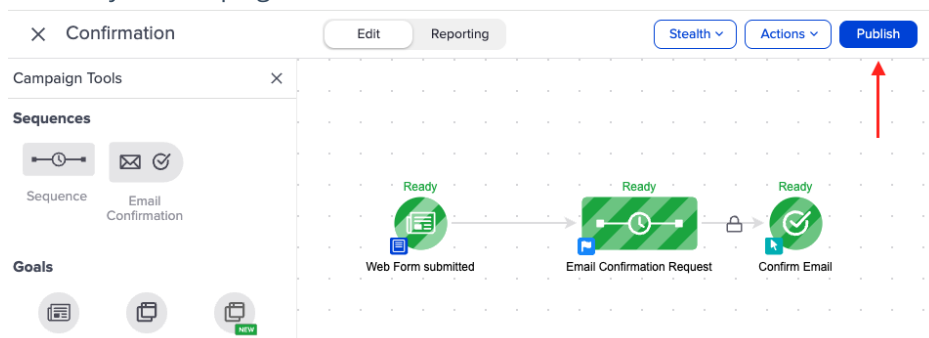
4. Mark the email as **Ready** and then return to the sequence.



5. Mark the sequence as **Ready**



6. **Publish** your campaign.



Pro Tip: You can add a reminder (2nd) confirmation email in the sequence if a contact doesn't confirm right away. This increases the chance that they'll verify their email and receive the content they requested.