

Deliver Your Messages with Confidence

The CAN-SPAM Act mandates that email marketers are responsible for honoring opt-out requests in accordance with the law. Therefore, advertisers that employ third-party mailers to send their commercial email messages must be able to manage unsubscribe requirements across all channels. Each CAN-SPAM violation is subject to hefty fines.

For many advertisers, an in-house compliance solution can introduce several problems, while the lack of a proper compliance solution can cost the company and brand far more.

- Multiple security and legal risks
- Significant development and management costs
- Logistical complexity

Why do advertisers use UnsubCentral?

UnsubCentral helps Fortune 2000 companies and leading Internet businesses comply with the CAN-SPAM Act and data privacy requirements in order to protect their brands, prevent lawsuits and maximize email deliverability. UnsubCentral enables advertisers to securely manage, track and exchange suppression lists with affiliate partners, while honoring consumer opt-out requests. UnsubCentral is integrated with major affiliate networks and email service providers, certified by LashBack, reviewed by TRUSTe, and employed by many of the nation's most recognized brands.

- Protection from CAN-SPAM abuse with unparalleled security, tracking and monitoring
- Easy management of suppression lists across multiple commercial email channels
- Hosted unsubscribe pages that add opt-outs to your suppression list in real-time
- Scrubbing capabilities that enable opt-outs to be removed from mailing lists without needing to share suppression lists
- Distribution of suppression files as plain-text, MD5 encrypted, or for list scrubbing
- Detailed audit trails of ALL suppression list activity
- Total control over who can access suppression files

“ UnsubCentral's services have been key in helping eHarmony maximize ROI in our email marketing campaigns by enabling us to work efficiently and securely with numerous partners while assuring full compliance with every partner on CAN-SPAM. UnsubCentral is the best service – the industry standard in my opinion – for secure suppression list management and distribution. ”

*John Rospenda,
Senior Marketing Programs Manager*

eHarmony®