



Subscription Type

In email marketing, it is essential to analyze and record your contacts' preferences to identify their current position in the marketing pipeline. With this information, it will be easy for you to decide the right time to send emails to your contacts. Zoho Marketing Automation helps you store this information in the recently added Subscription Type field.

Subscription Type field

Subscription Type can be used to identify the current stand of contacts to decide if it is the right time to send them email campaigns, as well as whether they want to receive email campaigns. There are three types:

- **Marketing:** These contacts are ready to receive email campaigns and they have shown their interest in receiving email campaigns or expressed explicit consent to receive campaigns.
- **Non-marketing:** These contacts have not subscribed to receive email campaigns.
- **Unsubscribed:** These contacts are no longer interested in receiving email campaigns. You can also manually add contacts to the Unsubscribed subscription type. You can retrieve/reactivate these contacts if required.

Query	Marketing	Non-marketing	Unsubscribed
Can we send marketing emails, SMS messages, or both?	Yes	No	No
Will these contacts be accounted for in my subscription plan?	Yes	No	No

Note: You can only retrieve unsubscribed contacts added by you. You cannot retrieve contacts who have unsubscribed on their own unless they resubscribe.

How to set the subscription type of a contact?

The default subscription type is Marketing. Any contact imported through different sources will have their subscription type as "Marketing contacts" by default.

To set the subscription type of contacts,

- Set the subscription type using the *Subscription type* field while importing contacts from a file.
- Set the subscription type using the *Subscription type* field while adding one or more contacts manually.

Subscription Details

Subscription type*

Marketing

Marketing

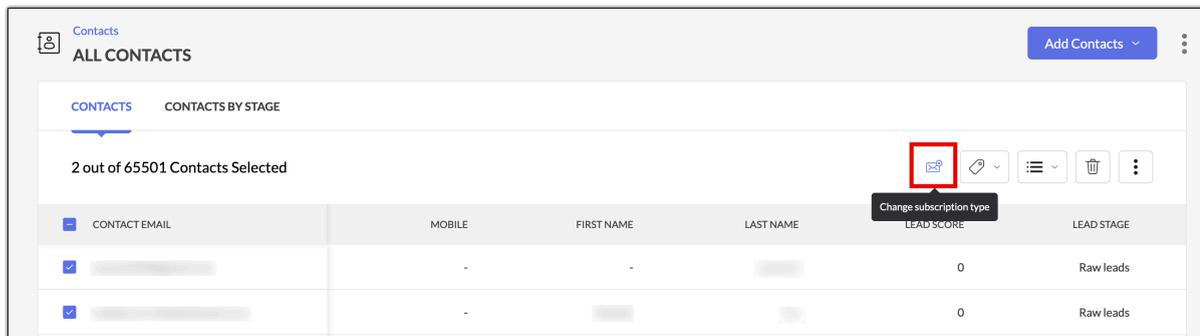
Unsubscribed

Non Marketing

Note: Subscription type of the contacts can be updated after importing them into Zoho Marketing Automation.

To update the subscription type for existing contacts:

1. From the *Navigation Toolbar*, select **View Contacts** under **Contacts**.
2. Click the **Change Subscription Type** icon.



3. Update the Subscription Type and click **Proceed**. [Learn more about the limit in changing the subscription type of contacts.](#)

How can I view the list of non-marketing contacts?

To view Non-Marketing contacts:

1. From the *Navigation Toolbar*, select **View Contacts** under **Contacts**.
2. Click **Filter** icon and navigate to **Advanced** tab under *Segment Filter*.



3. Set criteria as *Subscription type is Non-marketing* and click **Apply**.

SEGMENT FILTER



SMART

ADVANCED

Criteria*

Modifier*

Subscription type



is



Value*

Non-Marketing



+ Add new condition

+ ADD NEW GROUP

Save as segment

Apply

Clear