

1Shopping Cart Double Opt-in process

N.B.

The first ARThankYouURL is set in the Optin Form Code. No record is kept of this after it is generated and you place on your website.
The second Verification ThankYouURL is set in the Custom Optin Verification message.

VISITOR

CART

To create a Custom Opt-in Code you need to know:

- the autoresponder you want subscribers to join and;
- the web page you want subscribers sent back to by the AR and;
- the Custom Opt-in Verification Message you want them to receive when they opt in and;
- the web page you want subscribers sent to by Verification after they confirm.

1. Create Autoresponder (AR)
2. Select (or create) Custom Opt-in Verification Message to use with AR. When selecting an existing message from the list at the bottom of the page – select Edit to check that the Verification Thank You URL goes to the correct page at step 4.
3. Create ARThankYouURL – the website page you want optins to be returned to after they opt in.
4. Create Custom Opt-in Form code in 1SC.

5. Add optin form to web site.

Optin form
Name
Email.....

Check form code contains:

1. merchant id
2. ARthankyouURL (or adtracker to ARthankyouURL.
3. required AR.

6. SHOPPING CART
Registers name to list but does not start AR.

7. WEB SITE
Optin Thank You URL – specified in Optin Form Code.
e.g. Subscript_tks.html
(Careful with extensions if it is a blog site)
General thank you. Give instructions about confirming optin.

8.
1. Subscriber receives Custom Optin Verification EMAIL
2. Subscriber must Click to confirm

9. SHOPPING CART

1. Registers subscriber as eligible to receive email.
2. Sends subscriber to Verification Thank You URL specified in Custom Optin Verification message.
3. Starts AR

10. WEB SITE
Thank You URL specified in Custom Optin Verification message setup.
E.g. 'Thank you for subscribing. Suggest what they can do next....'

11.
Subscriber receives first email from AR.

Name & email

1SC sends subscriber to Form Code ARThankYouURL

AND sends email

1SC sends subscriber to Custom Form Thank You URL

CHECKLIST

- 1. Select/create Custom Opt-in Verification message
- 2. Check destination of Verification Thank You URL
- 3. Submit for approval by 1SC anti-spam compliance.
- 4. Create first message of AR.
- 5. Check Optin Form Thank You URL
- 6. test with email address unknown to 1SC. Known, even deleted record emails will not trigger the double optin.
- 7. Page returned by AR?
- 8. Optin message received by subscribing email?
- 9. Optin confirmation triggers Custom Verification Thank You page?
- 10. First AR message received?