Recipients Management

This page contains general information, please refer to the specific API methods to better understand what is actually available in MailUp APIs (i. e. SOAP, REST, HTTP GET/POST...)

Subscription and Unsubscription

- Subscription and unsubscription always refer to a specific MailUp list and to a specified MailUp channel (email, SMS, Fax)
- A recipient may belong to zero, one or more groups of a list, please take care that the
- For each MailUp channel, the recipient's statuses "subscribed", "unsubscribed" and "pending" (when Confirmed Opt-In, COI, applies) are mutually exclusive on a specified list
- Email address and mobile number are primary keys in MailUp: there cannot be two recipients with the same email address or with the same mobile phone number

Personal data fields

- Personal data fields are shared through all the channels of a console account
- If you have the "Marketing+" option 26 personal data fields are available by default when console account is created and you can increase them up to 39 through your admin console account (not through API)
- If you do not have the "Marketing+" option only 11 fields are fully accessible
- You can rename personal data fields
- Data Type for personal data fields is nvarchar(200)

Automatic unsubscription

- Recipients can be automatically unsubscribed from the email channel of all lists of a console account in case of hard bounces
- Recipients are automatically unsubscribed from the email channel a specified lists of a console account in case of feedback loop (i.e. reported as spam)

Importing recipients into MailUp

- You can use API to force opt-in for unsubscribed recipients, but you shall do that only when the recipient really wants to be subscribed again. In case of abuses your console account may be blocked.
- You cannot use API to force opt-in in case of unsubscription due to bounces
- You can use API to import recipients into a specified list/group. Synchronous import has to be used to manage a single subscription and, in some cases, it can be applied even to a very small set of recipients. With more than ten recipients asynchronous import is recommended.
- Asynchronous import is always sequential, if you call API several times in a very short time frame the import tasks are processed in a "FIFO" manner
- You can use API to perform bulk import of recipients. Refer to the specific API methods to know the maximum size of an import block that can be specified for a single call