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Unsubscribe in every campaign e-mail: the footer link, the header link and what happens next

E-mail

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Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
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Unsubscribe in every campaign e-mail: the footer link, the header link and what happens next

E-mail Created on **November 13, 2026** 2 min read



The short answer: every campaign e-mail carries **an unsubscribe link**, in the footer and **in the message header too**, as the big e-mail services ask. Anyone who unsubscribes **stops getting the following campaigns**, with nothing else to do.

The two links

Where	What the person sees
In the e-mail footer	The words «Unsubscribe», next to «You are receiving this because you joined our list».
In the message header	It is not in the body: it is technical information that apps such as Gmail or Outlook use to show their own unsubscribe button next to the sender.

The header link is the one the big services now ask of anyone sending in volume. It gives the person a way out without hunting at the bottom of the e-mail, and that is why it brings spam complaints down.

Why an easy exit protects you

Someone who wants to leave and cannot find how presses «spam». To a filter, an unsubscribe is neutral; a complaint is a strong signal against your domain. A person who leaves without friction is a problem that never happened. See **why complaints weigh so much**.

What to do with unsubscribes

1. **Respect them.** Someone who unsubscribed does not come back through a new import or a new group.
2. **Look at how many unsubscribed** from each campaign, in **the report**. An unusual number tells you something did not go down well.

3 **Ask why:** too many e-mails, content that does not suit that group, or a list that never asked for anything.

Do not hide the link

, in tiny type, in the background colour or behind a long form. It is one of the mistakes that send campaigns to spam, and the consent rules are in **building a list legally**.

Unsubscribing from e-mail is not unsubscribing from everything.

Service notices, such as invoices and order confirmations, are a different thing and do not go out as marketing campaigns.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- When a recipient marks your campaign as spam: why it weighs so much and how to avoid it →
- Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes →
- Building an e-mail list legally: consent, sign-up forms and unsubscribing →
- Keeping an e-mail list healthy: bounces, contacts who never open and a last-chance campaign →

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TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.interweb.co.mz
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