# Unsubscribe Feature

This feature allows you to add an Unsubscription option to your campaign emails. It lets you define, what is to be done when users hit the unsubscribe link. In this document we cover how to use the feature.

How to add Unsubscribe link in your emails?

From the merge field option

The unsubscribe link can be added anywhere in an email using a simple merge field. From the 'Add Merge Field' option on the top of editor, you can select the 'Unsubscribe Link' option - which will add the link code to your email content at the point where your cursor is.
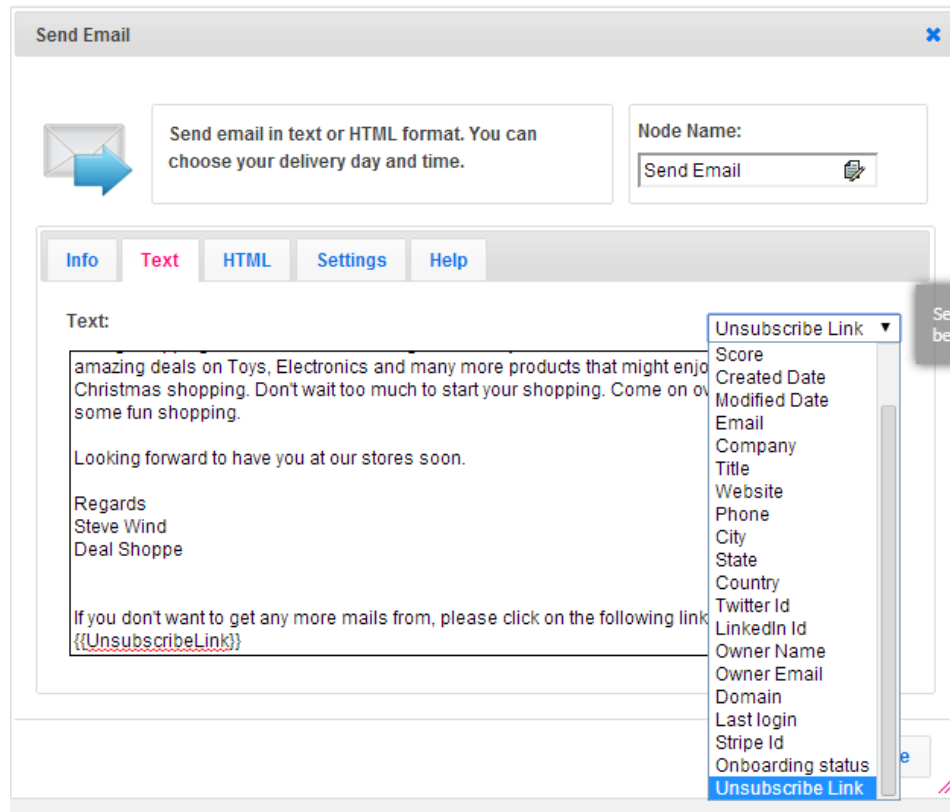
Adding code manually

In the SendEmail option, in Campaigns you can embed a code inside your text or HTML content. You need to add the code **"{{{unsubscribe_link}}}"** (without quotes) in the mail content. This code get replaced with actual unsubscribe url automatically when you run the campaign.

Example: In your html editor you can put the link as `<a href="{{{unsubscribe_link}}}" target="_blank">Unsubscribe here</a>`. The href link will be populated with the actual unsubscribe url.

What you can do when people click the unsubscribe link?

Define the Unsubscribe action

When people click on the unsubscribe link in your email it can do one of the following:
- Unsubscribe the contact only from the current campaign
- Unsubscribe the contact from all Campaigns, including future ones you create. (This option will permanently mark them as unsubscribed in our db and they will no longer receive any emails from any campaigns you run on them)
- Ask users if they want to unsubscribe from this campaign or from all communication.

Add a Tag to Unsubscribed contacts

You can also add a tag to all the contacts who have clicked on the unsubscribe link in Agile CRM. With the tag added. This way, you can find out how many of your users have unsubscribed from your emails and run some reports based on the tag.

You will find these options under +Unsubscribe Option at the bottom of the workflow editor in your campaign.