

Force.com Email Services – Unsubscribe Opt-out Apex Code

Most companies send out marketing emails to their customers and prospects, and need a way to let them unsubscribe from your email messages. This sample code shows how you can write Force.com Email Services to process unsubscribe requests from the email recipients.

- The code will search in the subject line for the word “unsubscribe”
- If the word is found, all contacts who matches the from Email Address, will be updated with HasOptedOutOfEmail = true
- The code will search through the Leads, and update the HasOptedOutOfEmail field to true for the same email addresses
- The code then returns true and exist

How to install and configure the email unsubscribe functionality





Create the New Email Service

Email Service

Email services let you use Apex classes to process the contents, headers, and attachments of inbound email. Use the more email service addresses to receive messages for processing.






Save Save and New Email Address Cancel

Email Service Information

Email Service Name	<input type="text" value="Unsubscribe"/>
Apex Class	<input type="text" value="unsubscribe"/> 
Accept Attachments	<input type="text" value="None"/> 
Advanced Email Security Settings	<input type="checkbox"/> 
Accept Email From	<div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div> 
Active	<input checked="" type="checkbox"/>

Failure Response Settings


Configure how Salesforce responds when an attempt to access this email service fails for the reasons shown below.

Over Email Rate Limit Action	<input type="text" value="Requeue message"/> 
Deactivated Email Address Action	<input type="text" value="Discard message"/> 
Deactivated Email Service Action	<input type="text" value="Discard message"/> 
Unauthenticated Sender Action	<input type="text" value="Discard message"/> 
Unauthorized Sender Action	<input type="text" value="Discard message"/> 

Save Save and New Email Address Cancel

1. Install the package from AppExchange
2. After it is installed, go to “Setup | App Setup | Develop | Apex Classes” and take a look at the Apex Code
3. Navigate to:
 - a. Setup | App Setup | Develop | Email Services
4. Click New Email Service
5. Name the Email Service
6. Lookup and select the Apex Class “Unsubscribe”
7. Select If you want to accept email attachments
 - a. I recommend to set it to “None” for this Email Service
8. Choose if you want to limit the access by turning on Advanced Email Security and only accept emails from certain domains and/or email addresses
9. Choose your settings for Failure Responses
 - a. I recommend setting them to Discard for all except the Over Email Rate Limit I would set that to Requeue
10. Click “Save and New Email Address”

Create a new email address

Email Service Address
[Help for this Page](#) 

Specify an email address for this email service. The email service processes messages sent to this address. One email service can have multiple email addresses.


Email Service Information

Email Service Name	Unsubscribe
Accept Email From	All email addresses (subject to security settings)

Email Address Information ! = Required Information

Email address
Specify the local-part of the email address. Salesforce assigns the domain name part of the address.

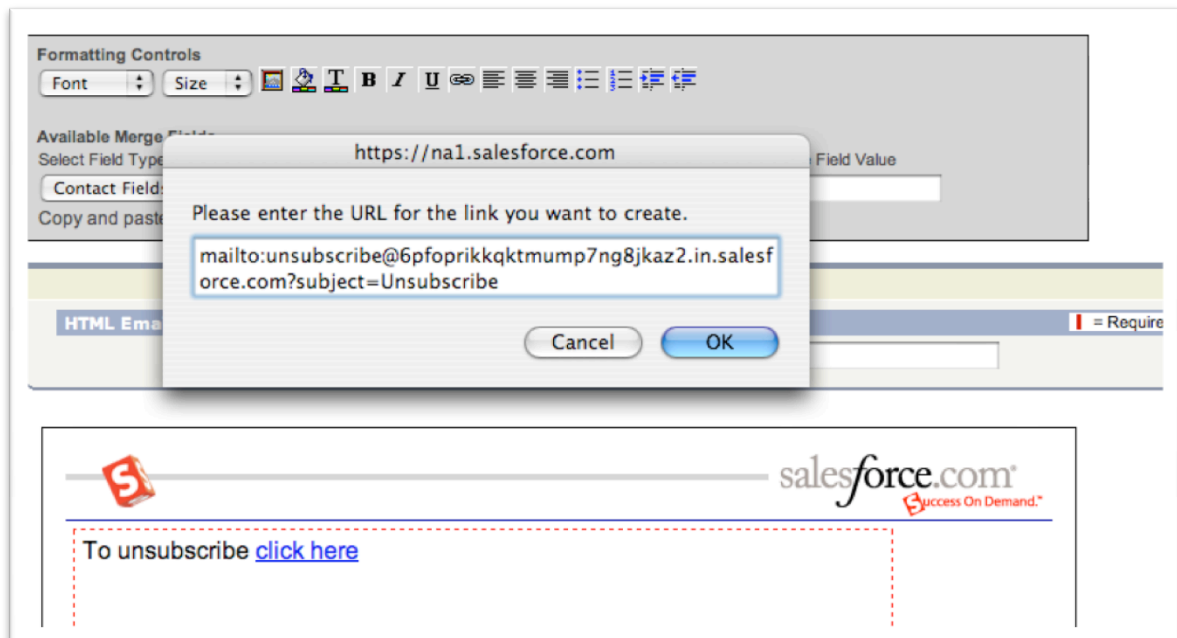
Active Active

Context User 

Accept Email From

1. Keep or change the name of the email address. This is the name that will go on the left side of the @ sign.
2. Make sure you check it as “Active”
3. Context user is the salesforce.com user that will be recorded as having updated the contact or lead record as unsubscribed.
4. Keep the “Accept Email From” field blank if you want to allow any of your contacts or leads to unsubscribe from any of your emails

Add an unsubscribe link to your template



1. In your email templates you can add an unsubscribe link
2. Make it a “mailto:” link
 - a. Take the Force.com Email Service email address and add it into the mailto link
 - b. For example: unsubscribe@xyz.in.salesforce.com
3. When you send your email out they will automatically include the unsubscribe link and allow your customers to unsubscribe from your emails

After installing the package do the following

1. Go to the Apex Code
2. Click Edit and re-save it: to make “isValid” checkbox true and searchable
3. Add the Email Opt Out field to the page layout of both the contact page layout and lead layout
4. The Opt Out field is not exposed on the contact or lead page layout per default.