



**Powering Automation, Igniting Growth for Smarter
Connections**

SimplyCast 360

Unsubscribes User Guide



Updated on: July 1st, 2025

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Overview

SimplyCast 360 allows organizations to easily map out and automate communication processes to make day-to-day communications, marketing efforts, and internal processes more efficient. SimplyCast 360 is a tool that brings all the main SimplyCast communication channels (email, SMS, voice, fax, and more) into one standard interface where they can be integrated into a campaign and deployed automatically with all the platform's other marketing and communication tools.

With SimplyCast 360, you can use a variety of drag-and-drop elements to create extensive campaigns, as well as rules and decisions to determine which messages are sent to whom and when exactly they are sent. Once you have a campaign structure with all the required elements and decisions, you can create and customize content for each message.

Unsubscribes

The third tab in the left-hand menu in the SimplyCast 360 dashboard is the Unsubscribes tab. This is where you can view the unsubscribe lists for each of the four primary communication channels in the SimplyCast platform: email, SMS, voice, and fax.

Unsubscribe Lists		
	Email Unsubscribed Email Addresses: 0	View List
	Fax Unsubscribed Phone Numbers: 0	View List
	SMS Unsubscribed Phone Numbers: 0	View List
	Voice Unsubscribed Phone Numbers: 0	View List

On this page, you will see the four channels with unsubscribe lists available. Underneath the name of each channel, you can see the total number of unsubscribers for that channel.

1. To view the suppression list for a particular channel, click the blue View List button located to the far right of the respective channel name.

Email

Selecting the View List button next to Email on the Unsubscribes page will bring you to the Email Unsubscribe List. Here, you can view and download the unsubscribe list and manually add email addresses to it.

[Note: You may not contact anyone in the unsubscribe list per SimplyCast's Terms and Conditions.]

Unsubscribe Lists > Email

If you believe an email may have been added to the unsubscribe list by mistake, please contact customer care.

[Add to Unsubscribe List](#)

Email Address	Date Added	Hard Bounce
[REDACTED]	Sep 24th, 2018 1:00 PM	No
[REDACTED]	Sep 23rd, 2018 12:54 PM	No
[REDACTED]	Sep 22nd, 2018 8:15 PM	No
[REDACTED]	Sep 21st, 2018 6:05 PM	No

- In the Unsubscribe List, there are three fields:**
 - Email Address:** The email address is added to the unsubscribe list
 - Date Added:** The date the email address was added to the unsubscribe list
 - Hard Bounce:** Whether the email address hard bounced
- To view an email address that does not appear on the first page of the unsubscribe list, navigate to the bottom of your screen where you will find the page numbers.
- Proceed to another page of email addresses by clicking the page number you would like to visit. The Next button will take you to the next page of email addresses or enter the page number in the textbox provided and click Go.
- Choose how many email addresses to display at once by clicking on the

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"Showing..." link to the right of the number of displayed email addresses.

- To find a particular email address, use the search bar above the unsubscribe list at the top right of the screen. As you type in the address's name, the results will automatically filter.

To manually add contacts to the email unsubscribe list:

[Add to Unsubscribe List](#)

1. Click the blue Add to Unsubscribe List button above the email unsubscribe list.
2. In the sidebar on the right side of the screen, type each email address you would like to unsubscribe from in the textbox provided manually.
3. Each new email address must be entered on a new line.
4. Once you have entered all the email addresses to unsubscribe, click the blue Add to List button below the textbox.
 - 4.1. Or, click Cancel to close the sidebar without adding any contacts to the unsubscribe list.

Add to Email Unsubscribe List

When adding to an unsubscribe list, please put each separate item onto a new line.

Entries to Add to Email Unsubscribe List

example@example.com

Cancel or Add to List

[Note: Once an email address is added to the unsubscribe list, it cannot be removed. The contact can re-subscribe to your sending list through a signup form or another method but cannot be removed from the unsubscribe list manually. This is a security feature added to ensure unsubscribed contacts won't receive messages if they don't wish to.]

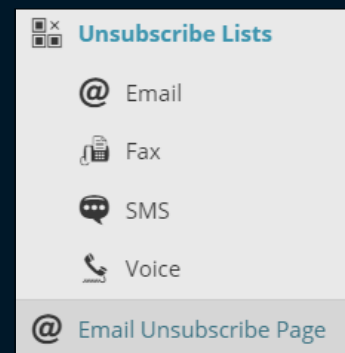
1. To download the unsubscribe list, click the blue download button located at the top right of the page.
2. You can choose to download the list as a CSV or XLSX file.
3. You will then be redirected to the Downloads page, where you must click on the list you wish to download and click the blue Download Report button that will become active.
4. The list will be downloaded to the Downloads folder of your device.



Personalize Email Unsubscribe Page

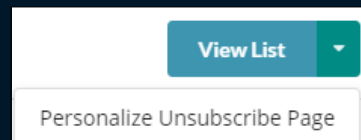
You can personalize what users see when they enter the email unsubscribe page while unsubscribing to your email messages.

To do this:



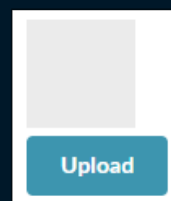
1. Enter the Email Unsubscribe setup page by clicking the Email Unsubscribe Page option in the left-hand menu in the main Unsubscribes page.

- 1.1. Or enter the page by clicking the blue arrow button next to the blue View List button across from the Email channel and selecting the Personalize Unsubscribe Page option.



2. Once in the Email Unsubscribe Page setup screen, you can configure how the page will look. There are two items you can configure:

- 2.1. **Logo:** You can add a logo to the Email Unsubscribe Page by clicking the blue Upload button beneath the logo square, selecting a previously uploaded file from the Image Selector, or uploading a new file from your device.



- 2.2. Click Select at the bottom of the Image Selector to choose the image or the “X” button at the top to close the selector without selecting an image.

3. **Social Media:** You can add the links to your social media sites on the Email Unsubscribe Page so users can still follow you on these sites even if they choose to unsubscribe from your email communications. Enter the URLs for your desired social media sites in their respective fields. You can add links to your Facebook, Google+, LinkedIn, Pinterest, YouTube, and/or Tumblr pages.
4. Once configuring your Email Unsubscribe Page, you must save your actions using one of the two buttons at the bottom of the setup page.

A screenshot of a form for adding social media links. It contains six rows, each with a social media icon and a text input field. The labels and default URLs are: Facebook - http://www.facebook.com/, Twitter - http://www.twitter.com/, Google+ - http://plus.google.com/, LinkedIn - http://www.linkedin.com/, Pinterest - http://www.pinterest.com/, and YouTube - http://www.youtube.com/. The last row is for Tumblr - http://www.tumblr.com/.

- 4.1. Clicking the blue Save button will save your settings, and the blue Save & Preview button will save your settings and show you a preview of what your Email Unsubscribe Page will look like to users.



5. To close the Preview window, click the “X” button in the top right corner.

Fax

Selecting the blue View List button next to Fax on the Unsubscribes page will direct you to the Fax Unsubscribe List. Here you can view and download the unsubscribe list as well as manually add fax numbers to this list.

Add to Unsubscribe List	
Fax Number	Date Added
██████████	Jul 8th, 2015 10:23 AM
██████████	

Displaying 1 - 2 of 2 | Showing 25 | Prev 1 Next | Go

[**Note:** You may not contact anyone in the unsubscribe list per SimplyCast's Terms and Conditions.]

In the Unsubscribe List, there are two fields:

1. **Fax Number:** The fax number added to the unsubscribe list.
2. **Date Added:** The date and time the fax number was added to the unsubscribe list.

1. To view a fax number that does not appear on the first page of the unsubscribe list, navigate to the bottom of your screen where you will find the page numbers.
2. Proceed to another page of fax numbers by clicking the page number you would

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like to visit.

3. The Next button will take you to the next page of fax numbers or enter the page number in the textbox provided and click Go.
4. Choose how many numbers to display at once by clicking on the "Showing..." link located to the right of the number of displayed fax numbers.
5. To find a particular fax number, use the search bar above the unsubscribe list at the top right of the screen. As you type in the number's name, the results will automatically filter.

To manually add contacts to the fax unsubscribe list:

1. Click the blue Add to Unsubscribe List button above the fax unsubscribe list.
2. In the sidebar on the right side of the screen, manually type each fax number you would like to unsubscribe from the textbox provided.
 - 2.1. Each new number must be entered on a new line.
3. Once you have entered all the numbers to unsubscribe, click the blue Add to List button below the textbox. Or, click Cancel to close the sidebar without adding any contacts to the unsubscribe list.

Add to Unsubscribe List

Add to Fax Unsubscribe List

When adding to an unsubscribe list, please put each separate item onto a new line.

Entries to Add to Fax Unsubscribe List

1-555-555-0150

Cancel or Add to List

[Note: Once a fax number is added to the unsubscribe list, it cannot be removed. The contact can resubscribe to your sending list through a signup form or another method, but cannot be removed from the unsubscribe list manually. This security feature is added to ensure unsubscribed contacts won't receive messages if they don't wish to.]


1. To download the unsubscribe list, click the blue download button located at the top right of the page.
2. You can choose to download the list as a CSV or XLSX file.
3. You will then be redirected to the Downloads page, where you must click on the list you wish to download and click the blue Download Report button that will become active.
4. The list will be downloaded to the Downloads folder of your device.



SMS

Selecting the blue View List button next to SMS on the Unsubscribes page will direct you to the SMS Unsubscribe List. Here you can view and download the unsubscribe list as well as manually add SMS numbers to this list.

Unsubscribe Lists > SMS

 If you believe an phone number may have been added to the unsubscribe list by mistake, please contact customer care.

[Add to Unsubscribe List](#)

SMS Phone Number	Date Added
[REDACTED]	Sep 22nd, 2018 7:43 PM
[REDACTED]	Sep 20th, 2018 8:47 AM
[REDACTED]	Aug 24th, 2018 7:29 PM
[REDACTED]	Jul 1st, 2018 1:04 PM

[**Note:** You may not contact anyone in the unsubscribe list per SimplyCast's Terms and Conditions.]

In the Unsubscribe List, there are two fields:

1. **SMS Phone Number:** The number is added to the unsubscribe list.
2. **Date Added:** The date and time the SMS number was added to the unsubscribe list.
3. To view an SMS number that does not appear on the first page of the unsubscribe list, navigate to the bottom of your screen, where you will find the page numbers.
4. Proceed to another page of SMS numbers by clicking the page number you would

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like to visit.

5. The Next button will take you to the next page of SMS numbers, or enter the page number in the textbox provided and click Go.
6. Choose how many numbers to display at once by clicking on the "Showing..." link to the right of the number of displayed SMS numbers.

To find a particular SMS number, use the search bar at the top right of the screen above the unsubscribe list.

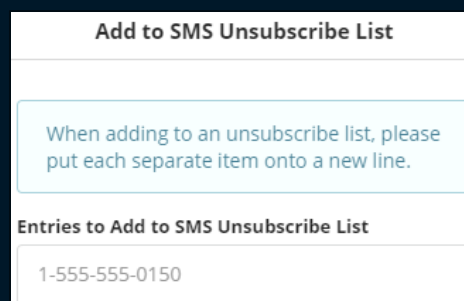
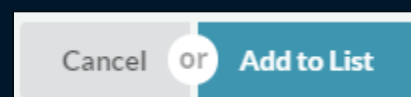
The results will automatically filter as you type in the number's name.



To manually add contacts to the SMS unsubscribe list:



1. Click the blue Add to Unsubscribe List button above the SMS unsubscribe list.
2. In the sidebar on the right side of the screen, manually type each SMS number you would like to unsubscribe from in the textbox provided.
3. Each new number must be entered on a new line.
4. Once you have entered all the numbers to unsubscribe, click the blue Add to List button below the textbox. Or, click Cancel to close the sidebar without adding any contacts to the unsubscribe list.

[Note: Once an SMS number is added to the unsubscribe list, it cannot be removed. The contact can resubscribe to your sending list through a signup form or another method, but cannot be manually removed from the unsubscribe list. This security feature is added to ensure unsubscribed contacts won't receive messages if they don't wish to.]


1. To download the unsubscribe list, click the blue download button located at the top right of the page.
2. You can choose to download the list as a CSV or XLSX file.
3. You will then be redirected to the Downloads page, where you must click on the list you wish to download and click the blue Download Report button that will become active.
4. The list will be downloaded to the Downloads folder of your device.



Voice

Selecting the blue View List button next to Voice on the Unsubscribes page will direct you to the Voice Unsubscribe List. Here, you can view and download the unsubscribe list and manually add phone numbers to it.

Unsubscribe Lists > Voice

 If you believe an phone number may have been added to the unsubscribe list by mistake, please contact customer care.

Add to Unsubscribe List

Voice Phone Number	Date Added ▾
██████████	
██████████	
██████████	
██████████	

[**Note:** You may not contact anyone in the unsubscribe list per SimplyCast's Terms and Conditions.]

In the Unsubscribe List, there are two fields:

1. **Voice Phone Number:** The number was added to the unsubscribed list.
2. **Date Added:** The date and time the phone number was added to the unsubscribe list.
3. To view a phone number that does not appear on the first page of the unsubscribe list, navigate to the bottom of your screen, where you will find the page numbers.
4. Proceed to another page of phone numbers by clicking the page number you would like to visit.
5. The Next button will take you to the next page of phone numbers or enter the page number in the textbox provided and click Go.

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6. Choose how many numbers to display at once by clicking on the "Showing..." link to the right of the number of displayed phone numbers.

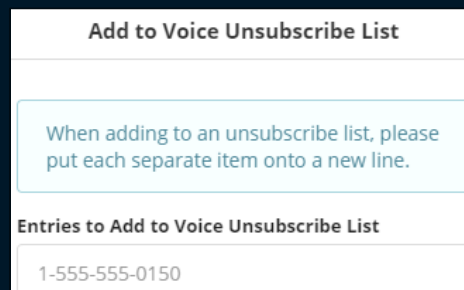
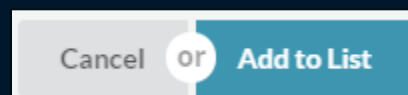
To find a particular phone number, use the search bar at the top right of the screen above the unsubscribe list. The results will automatically filter as you type in the number's name.



To manually add contacts to the Voice unsubscribe list:



1. Click the blue Add to Unsubscribe List button above the Voice unsubscribe list.
2. In the sidebar on the right side of the screen, manually type each phone number from which you would like to unsubscribe in the textbox provided.
3. Each new number must be entered on a new line.
4. Once you have entered all the numbers to unsubscribe, click the blue Add to List button below the textbox.
 - 4.1. Or, click Cancel to close the sidebar without adding any contacts to the unsubscribe list.

[Note: Once a phone number is added to the unsubscribe list, it cannot be removed. The contact can resubscribe to your sending list through a signup form or another method, but cannot be removed from the unsubscribe list manually. This security feature is added to ensure unsubscribed contacts won't receive messages if they don't wish to.]

1. To download the unsubscribe list, click the blue download button at the top right of the page.
2. You can download the list as a CSV or XLSX file.
3. You will then be redirected to the Downloads page, where you must click on the list you wish to download and click the blue Download Report button that will become active.
4. The list will be downloaded to the Downloads folder of your device.

