



Unsubscribed Customers

Product Review Reminder for Magento 2

The Unsubscribed Customers grid shows customers who have opted out of review invitation emails from the [Product Review Reminder](#) extension. Customers on this list will not receive any future review reminders.

Location: Marketing → Review Reminder → Unsubscribed Customers

Grid Columns

Column	Description
ID	Unique record identifier.
Email	Customer's email address that is unsubscribed.
Is Unsubscribed	Current subscription status.

How Customers Get Unsubscribed

Customers are added to this list when:

1. **Email unsubscribe link:** Customer clicks the unsubscribe link in a review invitation email
2. **Manual addition:** Admin adds email address directly (if supported)

Impact on Queue Processing

When a customer is on the unsubscribed list:

- New orders from this customer will **not** be added to the email queue
- Existing pending emails for this customer are **not** automatically removed
- The email address is checked against the order's customer email

Managing Unsubscribed Customers

Removing a Customer from the List

If a customer requests to receive review reminders again:

1. Locate the customer in the grid
2. Note the email address
3. Use database access to remove the entry (no UI removal currently)

Checking if a Customer is Unsubscribed

1. Use the **Email** filter
2. Enter the customer's email address
3. If a result appears, they are unsubscribed

Best Practices

Respect Opt-Outs:

- Never manually remove customers who legitimately opted out
- Ensure unsubscribe links work correctly in all email templates

Monitor the List:

- High unsubscribe rates may indicate email frequency issues
- Review your email content if many customers opt out

Compliance:

- This feature helps with GDPR and email marketing compliance
- Customers have the right to stop receiving marketing emails

Troubleshooting

Customer claims they unsubscribed but still receives emails:

1. Check if email is in unsubscribed list
2. Verify the email address matches exactly (case-sensitive)
3. Check if emails are being sent from a different profile

Unsubscribe link not working:

1. Verify email templates contain the correct unsubscribe variable
2. Check frontend routes are accessible
3. Review logs for any errors

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Product Review Reminder extension on magmodules.eu

All articles for Product Review Reminder

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration
3	Invitation Profiles

Troubleshooting

1	Troubleshooting
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Grids

1	Processing Log
2	Email Queue
3	Unsubscribed Customers (current)

Background

1	CLI Commands
2	Coupon Rewards
3	Email Templates

