



# UNSUBSCRIBE DIRECT

Unsubscribedirect offers you a free, friendly, easy and compliant way for your customers to unsubscribe from your marketing calls.

Unsubscribedirect can drastically reduce the amount of time-consuming and sometimes negative calls you receive and ensure you are complying with ICO and DPA regulations.

The customers that wish to opt out of your marketing calls can unsubscribe easily and quickly via our fully automated and friendly service.

## How does it work?

When a customer wishing to opt out of your marketing, dials your unique unsubscribe number, they can opt out with a simple key press. Customers are also given instructions on how to register with the TPS. This helps to demonstrate that you take the customer's request very seriously.

Try it for yourself by dialling **0203 189 1199**

Once a customer has unsubscribed, their contact number is then sent to you via a URL command and / or via email. You can also download your own unsubscribe list from your online portal in csv format.

The professionally recorded messages can be changed to feature your business name and any message of your choosing, making this service totally bespoke.

## Pricing

### THE FREE SERVICE:

- Generic welcome message
- Full access to your own unsubscribes
- Online portal with telephone support
- Completely free

### THE FULL SERVICE:

- Professionally recorded bespoke welcome message
- Full access to all aggregated unsubscribes (circa 1 million records)\*
- Monthly updates from all aggregated feeds
- Online portal with telephone support
- Only £200 a month or £1500 a year. (free to use for all Liquid11's on-going data customers)

\*Suppressing against all the unsubscribers we've collected so far has proven to dramatically reduce the amount of complaints you ultimately receive.

## How to start

Call or email us today for a chat about how to set up Unsubscribedirect's fully managed service for your business.

**0844 884 3000**

**sales@liquid11.co.uk**

**www.unsubscribedirect.co.uk**