

Re-engage customers and help drive repeat sales with email opt-ins

By Meta Product Team



Introducing a new feature to support email marketing

At Meta Commerce, we continue to invest in helping sellers build relationships with new and existing customers. We currently offer Shops with checkout the ability to capture buyer opt-ins to email marketing at storefront and checkout. From our conversations with sellers, we learned they wanted more flexibility from our email capture products. In response, we recently introduced a new feature that eligible sellers, with a qualifying [account health evaluation](#), can easily enable through a shop's Commerce Manager to support email marketing efforts. This feature provides more control over your shop's email capture settings at checkout.

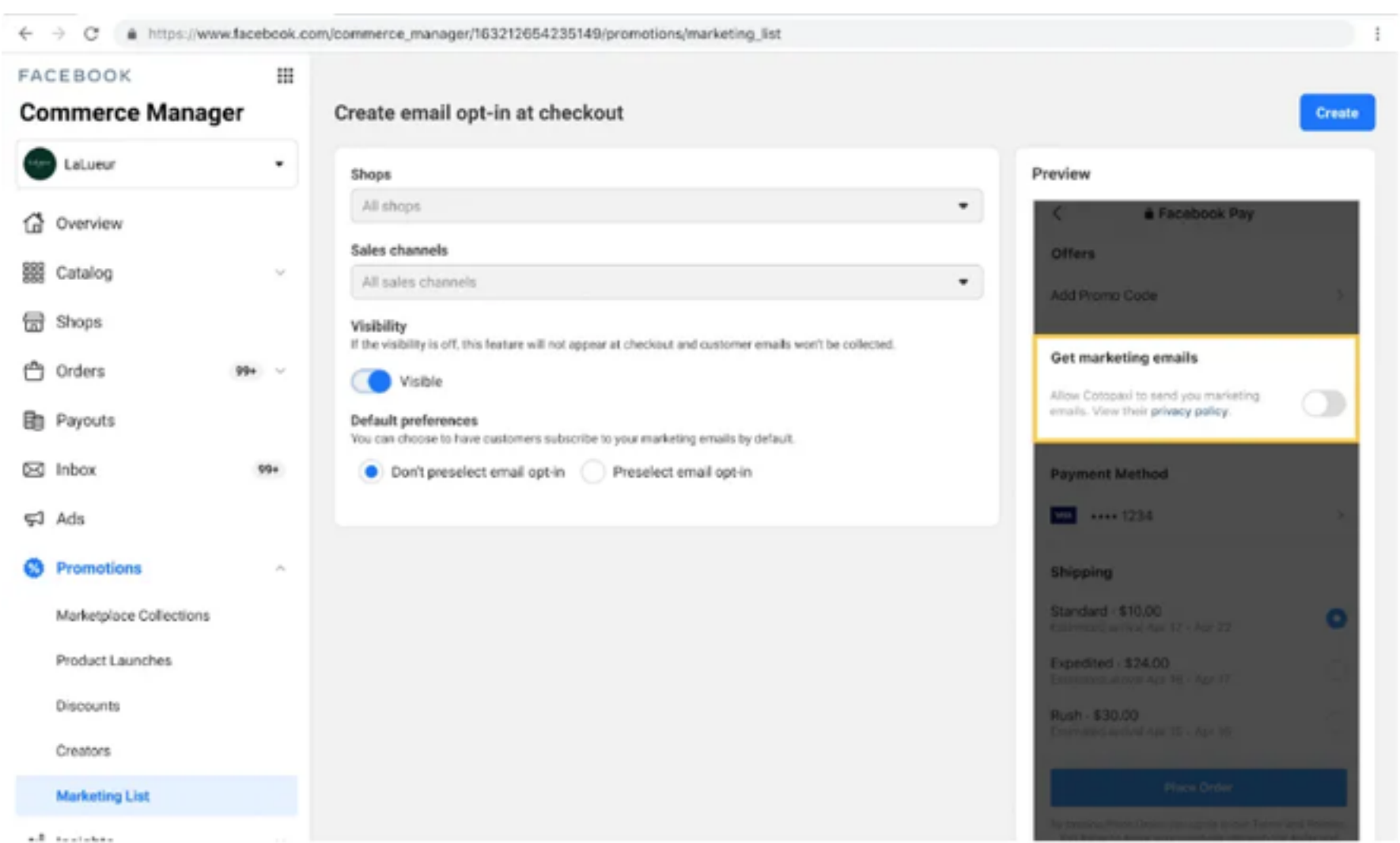
Email opt-in settings at checkout

Sellers that have enabled email capture at checkout now have the option to preselect buyer opt-ins to email marketing in the checkout email capture. The goal of this new feature is to help drive a significantly higher opt-in rate for sellers. Now, sellers will be able to update settings from the current default experience of “don’t preselect email opt-in” to “preselect email opt-in.”

To be eligible for this feature, sellers must have Manage Shops, Manage Promotions and Manage Catalog permissions on their Commerce Manager account. Sellers that have not yet enabled email capture at storefront or checkout must also upload a link to their privacy policy in Commerce Manager in the Settings tab under General.

To adjust email opt-in settings at checkout, follow these steps:

1. Go to Commerce Manager → Promotions → Marketing List tab
2. Under Edit Checkout, adjust the Default Preference to “Pre-select email opt-in”



For more information on how to create an email opt-in in Commerce Manager, click [here](#).

We believe sellers will find this feature useful for re-marketing to customers. We also believe that the sooner sellers implement this feature in Commerce Manager, the sooner they can re-engage customers acquired on Shops to help drive repeat purchase and lifetime value.

To implement this feature, sellers should open [Commerce Manager](#) and make the update.

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