9. Deleting vs unsubscribing vs opting back in

Greg Smith - 2026-11-20 - Comments (0) - Coaches

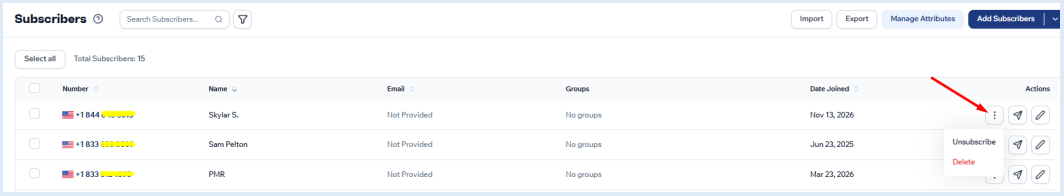
HELP ARTICLE

Deleting vs unsubscribing vs opting back in

Deleting removes a contact and lets you add them back later. Unsubscribing marks them as opted out, and only they can opt back in by texting RESUME or UNSTOP to your number.

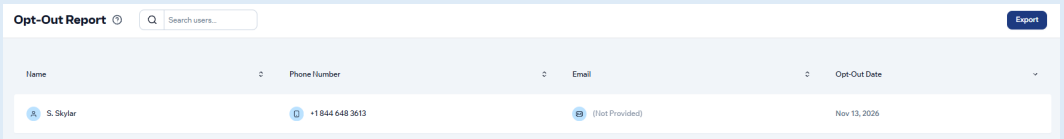
Action	What happens	Can you re-add them?
Delete	Contact is removed from your list	Yes, add or import them again
Unsubscribe	Contact is marked as opted out	No, only the contact can opt back in
Opt back in	Contact texts RESUME or UNSTOP to your texting number	Happens on their side; no action needed from you

Contact record showing the Delete and Unsubscribe options side by side



Unsubscribed contact's status as it appears in the platform

They are moved to the opt out reports page (see below)



Why you can't re-add unsubscribed contacts

manually

It protects you from texting someone who asked you to stop. If a client wants your texts again, ask them to text RESUME or UNSTOP to your number.