

How to Create an Iterable Email Preference Center

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By setting up a custom preference center, you can allow your Iterable email subscribers to select what kind of emails they receive, choose how often they receive emails, and even pause all email communication for a set amount of time.

Here's a step-by-step video to help you build and launch your preference page:

<https://youtu.be/DMgu6UwWVg8>

To create a custom Iterable Email Preference Center in your Push Planet account, complete the following steps:

1. Custom Domain This is an optional step, but you can use a custom domain (like preferences.mydomain.com). See detailed steps for using a custom domain [here](#).

2. Design After you log in, check out our themes here: <https://account.pushplanet.com/Page/Theme>

Our team is happy to design something for you if you send over your fonts, colors, text, and header/footer. You can also provide a Figma file.

3. Add Iterable API Key Create a New Iterable Integration here:

<https://account.pushplanet.com/Integration/Create> Select "Iterable Add/Update Profile" from the drop-down and enter your API key on the next step. You will want to create a Server-Side Iterable API Key. This is where you can turn on SHA256 encoding, which is defaulted on and recommended.

[Learn how to find your Iterable API key here.](#)

If your Iterable API is not authenticating, please make sure you have at least one contact in your Iterable project.

In this setup step, you can select yes or no for **Restrict Profile Data**

IMPORTANT SECURITY NOTE: By default, this extension potentially exposes the Iterable User Profile Fields in the browser. If your user profiles contain PII or otherwise sensitive data, you must configure the integration to "Restrict Profile Data" and select only the non-sensitive fields that you wish to use for targeting. **We recommend excluding all fields by default and manually adding the fields you do want to include to be used for targeting**, for example:

Restrict Profile Data ?

YES (default) ✓

Include Profile Fields (comma separated) ?

email, userId, emailListIds, subscribedMessageTypelds, unsubscrib

Include the specific user profile fields you want to operate on, as a comma-separated list. You can also leave this blank, and we will automatically populate the payload with the minimum default fields that we collect (email, userId, emailListIds, subscribedMessageTypelds, unsubscribedMessageTypelds, unsubscribedChannelIds).

Exclude Profile Fields (comma separated) ?

[ALL_FIELDS]

Optionally exclude specific fields you want to be left out of the returned user profile data, as a comma-separated list. Be careful NOT to exclude both email and userId - at least one of them is needed for integration operations, and should align with your Iterable Project Type (email, userId, hybrid). If you want to include all the original fields, but only exclude some of them, then enter "[ALL_FIELDS]" for Include Profile Fields above, and enter the specific fields to exclude here.

Save

Cancel

You will also be able to select yes or no for **Enforce SHA256 Encryption**. Enabling this setting protects personally identifiable information (PII) during transmission. Users will only gain access to your Iterable resources by including the correct SHA256 hash value. This is recommended.

4. Change the Page to PC (Preference Center) mode On the Pages Lists:

<https://account.pushplanet.com/Page/List>, click on LP to switch the page to a PC page ([see step-by-step instructions here](#)). Select the integration added in step #3, select OptOut vs OptIn message types, and select an Error Page (typically we default to the Thank You page).

5. Map Checkboxes to Message Types, Lists or Channels Next, map each checkbox to an Iterable Message Type, List, Channel, or Data Attribute field. Open your preference center page in the design editor, select a checkbox, and you will see the additional Iterable mapping fields. [See our steps here](#).

- We recommend using the "Add" option for preference level checkboxes (Either "Add" Message Type or "Add" List)
- We recommend using the "Remove" option for the unsubscribe checkboxes (Either "Remove" Channel or "Remove" all Lists)

6. Test the Preference Center Follow our steps [here](#) to see how the preference center will appear for emails in your Iterable database.

7. Add Your Email Preference Center URL to Iterable Once your page is integrated, grab your URL and paste it into Iterable. You can find your URL by selecting "Edit" in the URL column. [See our steps here](#).

In Iterable, go to Settings > Project Settings, and enter the URL in the Hosted Unsubscribe URL. Hit "Save" at the bottom, then toggle "Use the hosted unsubscribe URL." You must save the page before it allows you to toggle this switch. [Follow our steps here](#).

8. Use the Hosted Unsubscribe URL in your Iterable Email Templates To reference the URL in your Iterable email templates, use the parameter `{{hostedUnsubscribeUrl}}`. We recommend adding it in an HTML block and using this HTML so you can have a clean link rather than a long URL. [Here is our sample HTML](#).

For additional information on creating preference centers for Iterable, please check out our other helpful links below:

- [How To Set Up Your Custom Domain](#)
 - [Where do I find my Iterable API Key](#)
 - [How do I add an Iterable integration to my Preference Center page?](#)
 - [How to map a checkbox to an Iterable Message Type, Channel, List or Data Attribute field](#)
 - [What is the Difference Between Add and Remove Logic?](#)
 - [How to Set up Check or Uncheck All \(Subscribe/Unsubscribe All\) Functionality for Checkboxes](#)
 - [How to Set my Error Page for my Iterable Email Preference Center](#)
 - [Is there a way to allow users to edit their email address in a Preference Center page?](#)
 - [What is my email preference center URL?](#)
 - [How To add my Custom Preference Center to Iterable](#)
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