

How do I add an Iterable Integration to my Preference Center page?

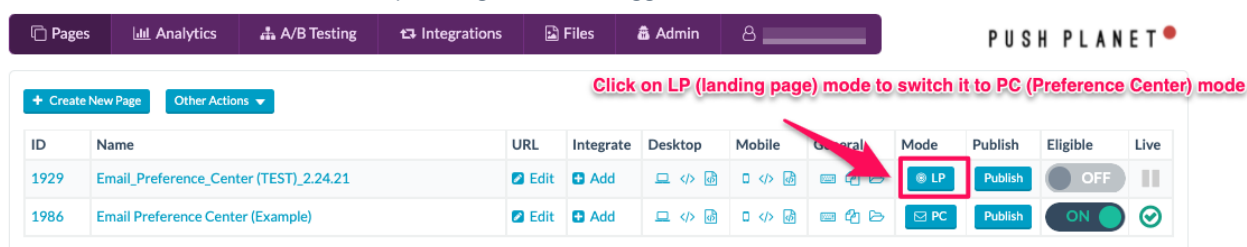
Last Modified on 06/10/2026 11:02 pm EDT

What You'll Learn

- How to enable Preference Center mode for seamless email preference management.
- The steps to add and configure an Iterable Integration
- When to choose OptIn vs. OptOut for your Message Type subscription policies.
- Tips on selecting an error page and finalizing your setup

When you're ready to integrate your email preference center page with Iterable, follow these steps:

1. Enable Preference Center mode by setting the Mode toggle to PC.



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2. Select the Integration. You will need to add an Iterable Integration in your account if you haven't done so already.

3. Select whether you are using OptIn or OptOut Message Types in Iterable. This is your Subscription Policy next to each Message Type, as seen below:

Message Type Preferences

| ID | Name | Subscription Policy | Channel | Type | Message Medium |
|----|--------------------------|---------------------|-----------------------|---------------|----------------|
| | Brand | OptOut | Marketing Channel | Marketing | Email |
| | Verification Email | OptOut | Marketing Channel | Marketing | Email |
| | System Message | OptOut | Transactional Channel | Transactional | Email |
| | Receipt Message | OptOut | Marketing Channel | Marketing | Email |
| | Default SMS message type | OptOut | Default SMS channel | Marketing | SMS |

Note: Message Types must be either *all* OptIn or *all* OptOut. If you are using a mix of OptIn and OptOut message types, set it to "OptOut" for now, then contact our support team to set this up on a per checkbox basis.

4. Choose an error message page (we typically recommend using the Thank You page as the error page).

Page Mode

| | | |
|------------------------|---|--|
| Page Mode | <input type="text" value="Preference Center"/> | |
| Integration | <input type="text" value="Iterable - Preference Center (iterable, 896)"/> | Select the proper Iterable integration in the dropdown |
| Iterable Message Types | <input type="text" value="Opt-Out (unsubscribedMessageTypelds, default)"/> | Default is set to opt-out message types, but you can change this to Opt-In in the dropdown |
| Error Page | <input type="text" value="Thank You Page"/> | You can redirect this to a 404 page, an extra page that you build or a thank you page |
| | <input type="button" value="Save"/> <input type="button" value="Save & Publish"/> | Make sure to save & publish |

5. Click "Save & Publish" to complete your integration.