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Subscribers

Manage all AirMail newsletter subscribers in one place — add contacts, import lists, apply tags, and track engagement across every site in your account.

Key Features

- **Live Stats:** Four cards at the top show your total subscribers, active count, how many have a phone number on file, and new sign-ups this month.
- **Smart List:** Browse and search by email, name, phone, or tag. Filter by site, status (Active / Unsubscribed / Bounced / Complained), source (Import, Form, API, Manual, WordPress), or contact type (Email Only, Phone Only, Email & Phone). Sort by any column.
- **Tags:** Organize subscribers with custom tags for targeted campaigns. Add tags individually or in bulk across many subscribers at once.
- **Batch Actions:** Select multiple subscribers to export, delete, unsubscribe, resubscribe, add to lists, add tags, or remove tags in one step.
- **CSV Import:** Upload a CSV file to add or update large numbers of subscribers quickly, with a live progress bar.
- **WordPress Import:** Dedicated import flow for migrating subscribers from a WordPress newsletter plugin.
- **Export:** Download your full list or a filtered selection as a CSV file.
- **Engagement Tracking:** See total opens and clicks per subscriber directly in the list.

How to Use

Add a Subscriber

1. Click **Add Subscriber** (top right).
2. Select which site this subscriber belongs to — for example, *acme-creative.air4.media* — or choose **All Sites** to make them global.
3. Enter their email address (required) and optionally their name and phone number.
4. Add tags by typing and pressing Enter, or click any suggested tag shown below the field.
5. Set the status to **Active** or **Unsubscribed**.
6. Click **Save Subscriber**.

Import from CSV

1. Click **Import**.
2. Select the target site.
3. Upload a CSV file with columns: `email`, `phone`, `first_name`, `last_name`, `tags` (tags comma-separated).
4. Choose whether to update existing subscribers and/or resubscribe previously unsubscribed contacts.
5. Optionally add tags to all imported subscribers and assign them to one or more lists.
6. Click **Start Import** and watch the progress bar.

Import from WordPress

1. Click **WordPress Import**.
2. Select the target site (WordPress imports require a specific site — not "All Sites").
3. Upload your WordPress CSV export (columns: `email`, `first_name`, `last_name`, `subscribed`, `created_at`).
4. Click **Import from WordPress**.

Manage Subscribers in Bulk

1. Check the boxes next to the subscribers you want (or use the select-all checkbox).
2. Use the batch action buttons to: **Export**, **Delete**, **Unsubscribe**, **Resubscribe**, **Add to List**, **Add Tags**, or **Remove Tags**.

Filter the List

Use the filter dropdowns above the list to narrow by:

- **Site** — view subscribers for a specific site
- **Status** — Active, Unsubscribed, Bounced, Complained
- **Source** — how they subscribed (Import, Form, API, Manual, WordPress)
- **Contact Type** — Email Only, Phone Only, or Email & Phone

Tips

- Phone numbers should include the country code (e.g., +12025551234) for SMS compatibility.
- Tags are shared across your account — reuse them to build consistent segments. Search the list by tag name to find all subscribers with a specific label.

- The **Engagement** column shows total opens and clicks, helping you spot your most active readers.
- Click **Export All** to back up your full list before making bulk changes.
- Subscribers marked as Bounced or Complained are automatically excluded from future campaigns — no action needed on your part.