

Subscribers and Subscriber Status ^[1]



April 26, 2024 by [jennifer.mortensen](#) ^[2]

NOTE Parts of the tasks below require the assistance of an [eComm Specialist](#) ^[3], indicated by an *.

Marketing Cloud [subscribers](#) ^[4] can have multiple statuses that aren't viewable in Salesforce. Each of these can impact their ability to receive communications - even transactional ones. If one of your contacts is not receiving emails as expected, Marketing Cloud subscriber status might be to blame.

Viewing a Marketing Cloud Subscriber

1. To view a subscriber's status in Marketing Cloud, navigate to the **parent business unit** (University of Colorado System Enterprise Org)*. Once there, click the **Subscribers** menu and then select **All Subscribers**.

Note: *In some rare instances, a subscriber may be a green shirt in the parent business unit and not the child. Repeat Steps 1-3 for the **child business unit**.*

2. On the **All Subscribers** screen, click **Search**. You'll have two options by which to search for a subscriber: email address or subscriber key (Salesforce Contact 18 ID). We recommend searching by **Subscriber Key**.

3. When your results appear, you should see one subscriber associated with the subscriber key that you used to search.

Search Subscribers

Look for :

Subscribers

In :

All Subscribers

Criteria

Search where :

Subscriber Key

Is equal to :

003f400000mJOmLAAW

Results:



View Properties



Export



Delete Subscriber



Copy



Email Address

Subscriber Key



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003f4000

Unable to Find Marketing Cloud Subscriber

In some rare instances, you may be unable to find a subscriber record for a contact.

One possible reason is that the contact has an email address that is being blocked by List Detective. List Detective is a Marketing Cloud tool that maintains info on email addresses and domains that could cause send deliverability problems. One of the validation rules that List Detective uses is to mark email addresses as spam if the username - the part before the @ - of the email address is a prohibited role-based word [5] (ex. feedback@, subscribe@, info@).

The email address will only be blocked if there are no other words or characters with the prohibited word (ex. collegefeedback@ wouldn't be blocked). If a contact has an email address with a prohibited role-based word as the username, they will not receive emails or have a subscriber record.

The solution in this instance is to ask the contact if they have an alternative email address they can use and update their email address ^[6] in Salesforce.

Subscriber Status

The subscriber **status** in Marketing Cloud is indicated by the **shirt color** of the icon to the left of the subscriber's email address (a green shirt in the example above). The available statuses in Marketing Cloud are as follows:

- **Green shirt:** able to receive emails with no issues
- **Yellow shirt:** unable to receive emails due to bounced sends
- **Red shirt:** unable to receive emails due to an unsubscribe
- **Gray shirt:** deactivated due to repeated bounces

Subscriber Status and Salesforce Behavior

Email recipients can unsubscribe from communications in many ways. Depending on the approach they take, the Subscriber status in Marketing Cloud and the Contact's details in Salesforce might look a certain way. For example, what occurs when a recipient opts out via the 'Manage my Preferences' link in the footer versus responding with the subject line 'Unsubscribe' ^[7]?

Changing Subscriber Status*

- If you come across any subscribers with any status other than a green shirt, submit a help ticket ^[8] to the **System eComm Team** (select *Tell us what you need help with: **Marketing Cloud** >> **Resubscribe Contact***).
- **Note:** Yellow and Gray shirt colors will be reverted back to Green if the recipient engages with an email (opens or clicks).

Related Content

- What is a subscriber? ^[4]
- How can I view subscriber status and what do the statuses mean? ^[1]
- How do I reactivate a subscriber? ^{[1]*}
- How do I convert a subscriber key to a contact ID? ^[9]
- Troubleshooting someone not receiving emails. ^[10]
- What Email Addresses Get Rejected by List Detective? ^[5]

Display Title:

Subscribers and Subscriber Status

Send email when Published:

Yes

Source URL: <https://www.cu.edu/blog/ecommerce/wiki/subscribers-and-subscriber-status>

Links

[1] <https://www.cu.edu/blog/ecommerce/wiki/subscribers-and-subscriber-status>

[2] <https://www.cu.edu/blog/ecommerce/wiki/author/13789> [3] <https://www.cu.edu/ecommerce/strategy/leadership>

[4] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-contacts-marketing-cloud-subscribers>

[5] <https://sfmc.quest/what-email-addresses-get-rejected-by-list-detective/> [6]

<https://www.cu.edu/blog/ecommerce/wiki/updating-contact-information-salesforce>

[7] https://docs.google.com/document/d/1TEQTy_1vHZIUB9-bCezxr4nIvI4LmTH1Ugl73hPOoBl/edit?usp=sharing [8] <https://www.cu.edu/ecommm/submit-help-ticket>
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