Preference confirmation after they've opted in for Mainstream news at Mozilla.com/newsletter (or any other place we collect opt-ins for mainstream news... for example, first run where the opt-in is built into the page)

#### Thanks!

You've successfully subscribed to Mozilla & You – our monthly newsletter with updates about Firefox. Interested in other Mozilla News? Let us know. You can also tell us more about yourself so we can do a better job of sending you relevant content.

You can manage your email preferences instantly.

Email address: (Pre-populated) wbowden@mozilla.com

Mozilla & You is currently available in:

- English
- German
- Spanish

Country:

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#### **Monthly Newsletters:**

#### Beta News (clickable to see a sample - light box)

Stay on top of the next Firefox release with the latest news from our Beta team.

X

Mobile

Get the latest news on our mobile browser and tools.  $\underline{\chi}$ 

Add-ons

Keep up-to-date on the hottest new add-ons.  $\underline{X}$ 

### Let's Be Friends!

Firefox is also on your favorite social media sites. Connect with us and join the conversation.

[Facebook icon] Like us [Twitter icon] Follow us

# Manage your newsletter subscriptions (FROM EMAIL CAMPAIGN)

Email address: (Pre-populated with recipients email) <a href="wbowden@mozilla.com">wbowden@mozilla.com</a> (EDIT – to indicate they can change their email address)

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Stay on top of the next Firefox release with the latest news from our Beta team.	X	
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Drumbeat		
Hear from the global community of everyday Internet using working		
together to build a better web and more open world.		X
About Mozilla		X
Read about the latest trends and innovations in the Mozilla community.		
About Hacks		X
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Mozilla Labs		X
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Check here if you'd like to be removed from all Mozilla emails:

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CONFIRMATION PAGE (assuming they did not click remove from all)

Thanks for updating your preferences!

## We're sorry to see you go! You've been unsubscribed.

Would you tell us why you're leaving?

DROP DOWN MENU:

**IMAGE OF A SAD** 

**FIREFOX** 

- You send too many emails.
- Your content wasn't relevant to me.
- Your email design didn't look right in my client.
- I didn't sign up for this.
- I'm keeping in touch with Mozilla on Facebook and Twitter instead.

Nevermind. Keep me subscribed.

Stay subscribed and see the Firefox roar! (video or some other cute firefox related picture).

If you change your mind, you can always come back. (hyperlink come back to newsletter optin page),.

Have a nice day! The Mozilla Team

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Still want to stay connected to Mozilla but not by email? Stay in Touch!

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