



# EMAIL MARKETING GLOSSARY

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Basic Buzzwords So You Can Talk Like a Marketing Pro

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## Basic Buzzwords So You Can Talk Like a Marketing Pro

Remember when it was simple. You had someone's email address and you sent them an email? Today email marketing is a sophisticated marketing strategy offering an affordable and measurable marketing resources to small business owners.

The challenge: Our inboxes are filled with so many messages, that your email really needs to stand out. So how do you do that? Take advantage of the information available every time you send a campaign. From opens and clicks to bounces and opt outs there's lots of data and lots of buzzwords.

If you keep this cheat sheet handy as you review your email reports you'll be able to speak the language, interpret the data and even plan a few shifts in your strategy.

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# EMAIL MARKETING GLOSSARY

## Email Basics

**Body** – the part of the email with the most amount of content (text, videos, photos)

**Dynamic Content** (personalization) – inserting code into an email to create a personal greeting, signature, subject line, etc. Ex: Dear Joe

**Email Automation** – a platform designed to streamline email marketing by storing all contacts, creating reports, and saving all past emails. Examples include: MailChimp, Constant Contact, and Adobe.

**Email Campaign** – a marketing strategy where multiple emails are sent over the course of a predesignated length of time. All emails have a similar theme, and the same call to action

**Footer** – the end of the email, likely where the contact information is, social media icons, and unsubscribes language.

**Header** – the top most part of the email, likely where a large banner is placed, or the company's logo.

**HTML Email** – an email with interactive content such as buttons, links, or photos. This is the sort of email that most platforms automatically generate as you're creating them through a drag and drop system.

**List segmentation** – dividing a list into smaller lists in an attempt to increase opens and clicks. Lists can be divided by gender, age, past interactions, etc. Often times, the smaller and more segmented the list is, the more likely it is to be opened and clicked.

**Preheader text** – the text that a subscriber sees in their inbox after the subject line, but before opening the full email

**Subject Line** – the title of an email; the first thing a subscriber will see in their inbox

**Plain Text Email** – an email without buttons, photos, links, etc. Essentially, a letter sent electronically.

**Template** – a basic idea for how an email will look. They are highly customizable, and can be changed on a case by case basis.

## Deliverability Terms

Step number one with any email campaign is getting delivered. These terms refer to the likelihood that your email will not automatically sort into a spam folder.

**Bounce rate** – the amount of emails that were unable to be delivered. This is a measure of the quality of your list. High bounce rates typically indicate that you have an old list, with many out of date email addresses.

Formula: (# of bounced emails ÷ total # of emails) x 100

There are two kinds of bounces referred to as hard or soft bounces.

**Hard Bounce** (undeliverable) – this is a subcategory of a bounce rate. This is a report of emails that are no longer active, or an invalid email address. This email will **never** be delivered to these email address.

Reviewing your bounces regularly and cleaning out bad email address will help you manage your cost (most service providers charge based on the size of your list. In addition discovering email addresses which are no longer viable are a great starting point for your sales team.

**Soft Bounce** – this is an email that has yet to be delivered. The cause can be one of many things, including but not limited to: server issues, a full mailbox, email was too large, etc. This email could **potentially** still be delivered to the address on your email list, as it is still an active account.

Vacation and out of office messages may also be reported as soft bounces.

**Spam Report** – the number of subscribers who change their inbox setting to mark all incoming emails from a specific company as spam

**Unsubscribe** (opt out) rate – the number of individuals who decide to no longer receive emails from a specific company; calculated by monthly average

## Effectiveness Terms

**A/B test** – This is a controlled experiment to compare two alternatives. When conducting an A/B test with email send two versions of an email with the *same goal* and similar messages, subject lines, etc. are sent to two different groups to see which performs better

**Call to action** – the ultimate goal of your email. What you wish for your subscribers to do; i.e.: donate, buy, RSVP, etc.

**Click Through rate** – the number of times a link is uniquely clicked in an email

Formula:  $(\# \text{ unique clicks} \div \text{total \# of sends}) \times 100$

**Conversion** – the process in which an individual completes a predetermined goal; getting a client to complete an action on the website, email, or social media

**Did not opens** – This is the number of people who have not yet opened your email. Once you cleaned out your bounces, turn your attention to the segment of your list which is not opening your communication. Consider breaking this group out of your main list and sending information less often or even asking them if they want to be on your list.

**Open rate** – total number of times an email has been opened

**Unique opens** – the number of different individuals who have opened an email

**Industry average** – the average benchmarks for your particular business sector. Benchmarks include: open rate, click rate, and conversion rate.