EMAIL MARKETING

GLOSSARY

A GLOSSARY OF TECHNICAL TERMS USED IN EMAIL MARKETING

We know building beautiful emails is just the first step. Understanding how email marketing works unlocks a world of possibilities for reaching your audience and growing your business.

This handy guide is packed with clear definitions of common email marketing terms, all broken down into bite-sized pieces for email marketing beginners. No technical background required!

Can't find a term you're curious about? Let us know in the comments, and we'll be happy to add it to the glossary!

Now, let's dive in and make email marketing a breeze!

P.S. This glossary is a work in progress, just like your creativity! We'll keep adding new terms as we go, so be sure to check back often.

TERM	MEANING
A/B Testing:	Comparing two versions of an email to see which performs better.
Autoresponder:	An email that is automatically sent to subscribers based on a specific trigger, such as signing up for a list.
Buyer Persona:	A fictional representation of your ideal customer.
Call to Action (CTA):	A prompt within the email that encourages the recipient to take a specific action (e.g., visit a website, make a purchase).
Campaign Calendar:	A schedule that outlines your email marketing campaigns for a specific period.
Click-Through Rate (CTR):	The percentage of email recipients who click on a link within the email.
Confirmed Opt-In (Single Opt-In):	A process where subscribers confirm their email address by clicking a link in a welcome email.
Conversion Rate: .	The percentage of email recipients who complete a desired action (e.g., make a purchase, sign up for a service)
Customer Acquisition Cost (CAC):	The cost associated with acquiring a new customer.
Customer Relationship Management (CRM):	A system for managing all aspects of a customer's relationship with your business.
Dark Social:	Sharing content through private channels like email or messaging apps, making it difficult to track.
Deliverability:	The ability to get your emails delivered to the intended recipient's inbox and avoid spam folders.
Double Opt-In:	A confirmation process where subscribers must

verify their email address after initially signing up.

Email Campaign:	A series of emails sent to a targeted group of recipients to achieve a specific marketing objective.
Email Client:	The software program or web application used to access and manage email (e.g., Gmail, Outlook).
Email Design:	The visual layout and presentation of your email content.
Email List (Subscriber List):	A collection of email addresses of people who have opted-in to receive your emails.
Email Marketing:	The use of email to promote products, services, or build relationships with potential and existing customers.
Engagement:	A measure of how recipients interact with your emails, including opens, clicks, forwards, and unsubscribes.
Engagement Rate:	A metric that measures the percentage of subscribers who open or click on your emails.
GDPR (General Data Protection Regulation):	A European Union regulation governing data privacy and protection.
Hard Bounce:	A permanent delivery failure due to an invalid email address.
Landing Page:	A web page specifically designed to capture leads or conversions from email campaigns.
List Growth:	Strategies for increasing the size of your email list.
List Hygiene:	The process of maintaining a clean and accurate email list by removing inactive or invalid subscribers.
Marketing Automation:	The use of software to automate repetitive email marketing tasks.
Marketing Funnel:	The customer journey from initial awareness to purchase.

Open Rate:	The percentage of email recipients who open your email.
PECR - Privacy and Electronic Communications Regulations	Uk - Governs electronic marketing communications, including email and text messages. It sets out requirements for consent, content, and opt-out mechanisms
Personalisation:	Tailoring the content of your emails to individual subscribers based on their interests or preferences.
Preheader Text:	The brief snippet of text displayed next to the subject line in some email clients.
Responsive Design:	An email designed to display optimally across different devices (desktop, mobile).
Return on Investment (ROI):	The benefit gained compared to the investment made on an email marketing campaign.
Segmentation:	Dividing your email list into smaller groups based on shared characteristics to send more targeted emails.
Sender Reputation:	The Internet Service Providers' (ISPs) assessment of your email sending history and practices, impacting email deliverability.
Soft Bounce:	A temporary delivery failure due to a full mailbox or server issue.
Spam:	Unsolicited commercial email messages sent in bulk.
Subject Line:	The first line of text that recipients see in their inbox, crucial for open rates.
Unsubscribe Rate:	The percentage of email recipients who choose to opt-out of receiving your emails.