

Email Marketing Glossary

TERM	DEFINITION	WHEN IT MATTERS
A/B Test	A process where you send two variations of a marketing email to an equal number of recipients to test which variation performs statistically better.	A/B testing is perfect for when you want to try something new and compare it to how you've been doing things. You can A/B test subject lines, body content (ex. the words you use, the <i>number</i> of words used, the layout of the email, etc.).
Alt-text	A word or phrase that describes an image in an email.	Always! If for some reason the image doesn't load, the Alt-text is displayed in its place. It's also read by screen readers, which can help visually impaired clients.
Bounce	An email that cannot be delivered; this can be due to an incorrect email address, or an email that is no longer active (such as when an employee leaves an organization).	It's always a good idea to regularly purge your list of bounced emails. Deleting incorrect email addresses will improve your open and click rates. Your email client will provide you with a list of your bounced emails.
Call-to-Action	A direction or instruction urging the reader to take immediate action. Examples include: Register Today; Learn More; Sign-up Now.	All of your emails should have some kind of CTA, even if it's as simple as sending them to your website.
Click-to-Open Rate	The percentage of clicks within your email against the number of opened emails. This differs from click-thru-rate (explained below).	I prefer to track this number as opposed to click-thru-rate, because it shows how effective your body content is.
Click-thru-Rate	The percentage of clicks within your email against the number emails delivered.	This metric is good to track how well your email campaigns (that is, multiple emails for the same purpose) are doing overall.
Conversion Rate	The number of emails that resulted in the recipient taking action as a result of the email.	These are useful for fundraising or event emails – anything where this is a call to action that is more than just clicking through to your website.
Delivered	An email that makes it into the recipients inbox, as opposed to a spam folder or to an inactive email account.	In our world, high deliverability (98%+) is common. Email clients will usually calculate the delivered rate for you, but if they don't: subtract your bounced emails from your total sent, and that will tell you how many arrived to their final destination.
Email List	This is simply the list of email you want to send to.	See segment below.
Open Rate	This is the percentage of people who receive an email and then open it.	It's important to track open rates because it can tell you how effective your subject lines are, or how engaged your audience is with your messages.

Email Marketing Glossary (cont.)

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From Name	The name that appears in the section of any email.	Some "From" names, such as "info@" or "donotreply@" can result in lower open rates. Sending an email from a person, such as a department head or Executive Director, can make an email feel more personal and, therefore, increase open rates. Don't worry – the email can look like it's coming from a person, but still be sent from a generic email. That means your ED can send emails from your email client, without having to receive any of the responses.
Segment	A segment (also called segmentation) is when you divide up an email based on certain characteristics, such as demographic, geographic location, or interest, to name a few.	Segmentation is very important, but underutilized. It allows you to send emails only to relevant people, as opposed to your entire email list. For example, if you send out a fundraising message, you may want to remove current clients, as they are unlikely to donate.
Sent	The total amount of people your email was sent to. This differs from "Delivered" (see above).	This is a good metric to track to help monitor your email list's growth or decline over time, as well as to help calculate your deliverability, open, and click-through rates.
<u>Pre-header</u>	A summary message that appears in text form after the sender name and subject line in an inbox.	Pre-headers are a great way to further entice someone to open your email. Since it's a summary, it lets people know what's waiting for them when they open the email. Generally, email clients (such as MailChimp) will have a box that allows you to write the pre-header after you write the subject line. You can find an example of a pre-header by clicking "Pre-header" in the first column.
Subject Line	The short message that appears beside (or under, depending on your client) the From name.	Subject lines are the most important part of your email! Without a compelling subject line that entices people to open your message, you will receive fewer opens and your campaign will be less successful than it otherwise could have been.