

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| Bounce | An email that cannot be delivered; this can be due to an incorrect email address, or an email that is no longer active (such as when an employee leaves an organization).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. |

Email Marketing Glossary

| TERM | DEFINITION | WHEN IT MATTERS |
|------------------------|--|--|
| 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 addresses you want to send to. | See segmentation 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

| TERM | DEFINITION | WHEN IT MATTERS |
|---------------------|---|--|
| From Name | The name that appears in the section of any email. | Some From Names, such as "info@" or "donotreply@" can lower open rates. Sending an email from a person, such as your Exec. Director, can make an email feel more personal and increase open rates. |
| 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. |
| Pre-header | 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 by letting them know what's waiting for them in 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. |
| 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. |