



EMAIL TERMINOLOGY

I generally try to stick to common language instead of inside email marketing words and phrases. However, I'd like to highlight a few terms that email marketing uses. So if/when I do use them, you'll know what they are.

A/B Testing: A/B testing (also sometimes referred to as split testing) is the practice of showing two variants of the same ad or email to different groups of people at the same time and comparing which variant drives more conversions. Typically, the one that gives higher conversions is the winning variant, applying, which can help you optimize your ad, your emails, or your website for better results.

Above The Fold: The part of the email/web page/ad that is visible to customers without them having to scroll. Information in this area is considered more important because the customer sees it first.

Affiliate: Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

Attachment open rate: The percentage of people who click to open the attachment that you have sent them via email is called attachment open rate.

Autoresponder: An email that is automatically triggered when a person subscribes or opts in. An example would be a welcome email or a Drip campaign.

Bounce Rate: The rate at which your emails are not delivered. This could be a hard bounce (non-existent, invalid or blocked email address) or a soft bounce (temporary issue like full mailbox or unavailable server).

Call to Action: In an email message, the link or text that tells someone what they should do next.

Click Through Rate: the percentage of email recipients who clicked on one or more links contained in the email.

Confirmation: An email sent to a new subscriber to confirm that they would like to sign up for your email list (known also as a double opt-in).

Conversion Rate: The percentage of people who complete your desired task through email is called the conversion rate. E.g. When you email them for getting them to sign up for your app and they do, it is a conversion.

Double Opt-in: Requires subscribers to confirm their opt in by clicking a link in a confirmation email.

DRIP campaign: A drip campaign is a series of emails that consists of multiple pre-written emails that move email subscribers towards a final conversion point (for example, towards a purchase). These emails tend to slowly “drip” helpful information out to subscribers over a given period, such as a welcome email series. Put simply, drip marketing is all about giving people the right information at the right time. If someone just subscribed to your blog newsletter, for example, a drip campaign could send a welcome email right away, and two days later, an email that shows off some of your most-read content. Or if a potential customer has been hovering around your "premium upgrade" page for a few weeks but hasn't yet pulled the trigger, a drip campaign could send them an email with five reasons to purchase the premium plan. Drip campaigns are automatic campaigns that go out based on when a lead first opted in to receive marketing communications from you.

Think:

Day 1 = welcome email

Day 2 = features of your product

Day 3 = what sets you apart

It's a static set of emails that go out to everyone, regardless of the other actions they take.

The beauty of drip emails is that this all happens automatically based on triggers and user segments that you define.

Email Service Provider: This is the delivery engine behind all of your email marketing communication. Here are some of the basic functionalities of an ESP: 1. Provide you with email templates. 2. Help you create a subscriber list. 3. Send emails to the subscribers. 4. Analyse and view results of campaigns. 5. Provide you with Landing Page Templates. Tip: Just make sure you check out the pricing and what features it has before signing up.

Email Queue: As the name suggests, it is a line of all your emails that are to be sent one after another. When you automate an email campaign, all the emails go in a queue.

Freebie/Lead Magnet: Free valuable content created to entice someone to supply their email address in exchange for your content. Freebies can include PDFs, Videos, Webinars, Meditations, products, etc.

Grey Mail: A recipient has opted-in but lost interest in receiving your emails over the time as he lost his interest in the topic itself. When you send your email to them, these emails are known as grey as they don't completely fit in the spam category or legitimate email category.

Image Blocking: Due to a default setting from the email customer or personal preference of your recipient, images can get blocked. This allows your customer to save time and data but disallows marketers to communicate efficiently. Image blocking is one of the main reasons why plain emails are more preferred.

Landing Page: A standalone page without a header or footer designed to capture emails. The LP is linked to your email service provider to provide your new subscriber with a freebie for signing up.

Opt-in: Express permission by a prospect to allow a business owner or company to send information.

Opt-out: When a subscriber requests to be removed from your email list because they no longer wish to receive emails from you. It is legally required to provide a clear way for someone to opt-out of your list in every email you send (most email lists lose around 25% of their subscribers per year).

Open rates: The percentage of emails opened by the recipients in an email marketing campaign.

Pop-ups: A form that is triggered on your site to "pop-up" and ask someone to sign up for your email list or another offer (like a freebie or a coupon).

Segment (Email): A specific part of your audience that you send targeted messages to.

Single Opt-in: When a prospect can sign up for your email list without confirming their email address.

Subscriber: A prospect that has signed up to receive future communications from you and would like to be added to your email list.

Unsubscribe: (Same thing as opting out). When a subscriber decides to no longer receive email communications from you and requests to be removed from your list.