

## Glossary Terms

**A/B Split Test:** A method of email testing where two equal segments of an email list are sent two different versions of an email to gauge response to certain variables.

**Above-the-fold** - portions of a web page that can be visible without scrolling.

**Application Programming Interface (API)** - is an interface implemented by a software program which enables it to interact with other software

**Auto-responders** – E-mail software called for sending automatic reply to an e-mail message

**Blacklist** - List of IP addresses that are believed to belong to organizations or individuals that are believed to send SPAM

**Bounce** – A message that is returned to the sender because it was undeliverable

**Can Spam** - establishes the United States' first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions

**CPM** (Cost per thousand) – the cost per 1000 names sent to

**CTR** (Click through rate) – The percentage of recipients that click on a link in your email

**Conversion Rate** - The percentage of recipients that completed a desired action as a result of an email message compared to the list size

**Double Opt-in** - process of collecting permission to email users whereby a submitted email address is not immediately added to a mailing list. Instead, an email is sent to the submitted address asking the user to take additional action to confirm that they do want to receive email communications from the marketer. If the user does nothing, the submitted address is not sent email communications. The user will only be sent email communications if they respond to the confirmation email.

**Email Frequency:** The intervals at which email marketing efforts are repeated: weekly, bi-weekly, monthly, bi-monthly

**Email Service Provider** - offers email marketing or bulk email services and provide tracking information showing the status of email sent to each member of an address list. Also provide the ability to segment an address list into interest groups or categories, allowing the user to send targeted information to people who they believe will value the correspondence.

**From Name** - The name by which the sender of an email is known.

**From address** - The email address from which an email is sent.

**Hard Bounce** - is an email message that has been returned to the sender and is permanently undeliverable. Normal causes are invalid email addresses or the email recipient's mail server has blocked your server

**HTML Email** – An email that is sent in HTML format, which allows displaying images, colors, graphics the same as text.

**Internet Protocol Address (IP Address)** – a number assigned to each computer or network in order to distinguish each network interface and networked device

**Internet Service Provider (ISP)** – gives customer access to the internet

**Landing Page** – is the first page of a website that a visitor will arrive at after clicking a link from a search, email or advertisement

**List Hygiene** – is the process of updating a mailing list to remove all of the unwanted names, undeliverable addresses, or individuals who have chosen not to receive direct mail offers

**List Segmentation** – Process of breaking a list apart for the purpose of targeting recipients with specific characteristics or demographics.

**Open rate** – The number of times that recipients who opened or viewed the e-mail messages in HTML format

**Opt-in** – the process of collecting permission to email users, whereby the user has taken an action to receive the message via web form, paper sign up or any other method

**Opt-out** – to unsubscribe from an email is to choose not to receive messages from the sender

**Pay Per Click (PPC)** – an online advertising model where you pay for each click that is made on your advertisement within the search engines

**Permission-based Email Marketing:** The practice of sending email communications only to recipients who have given their consent to receive them.

**Sender Score** – An indication of the trustworthiness of an email source

**Soft bounce** – an email message that is undeliverable because the recipient's mailbox is full, the server is down or swamped with messages, or the message is too large.

**Spam** - Unsolicited e-mail, often of a commercial nature, sent indiscriminately to multiple mailing lists, individuals, or newsgroups; junk e-mail

**SPAM Score:** A determination of the probability that messages from a certain sender will be classified as SPAM when delivered to email clients

**Total Clicks** – total number of clicks on a tracked link, including multiple clicks by a given subscriber

**Total Opens** – total number of times an email was opened, including multiple opens by the same subscriber.

**Unique Clicks** – the number of links clicked on by each subscriber.

**Unique Opens** - The number of unique subscribers that opened HTML email

**Unsubscribe** – is an option, normally as a link on the bottom of the email, for a recipient to not receive the emails anymore

**Whitelist** -A list of email addresses that a user designates as safe to receive email from