




Email Marketing **Terminology**







Understand the **Terminology**



When you start learning about email marketing, or even if you have been sending marketing emails for a while, it can be tricky to understand the marketing lingo and all the technical terms. Thus, we have put together a glossary of popular email marketing terms to make it easy for you to learn and understand this professional jargon. You can come back to it any time to cross-reference a word or a phrase you are unsure of.



Popular Email Marketing Terms and Phrases

A/B testing

Also called **multivariate testing** or **split testing**, it is a way to test different elements in one email campaign – pictures, messages and their location, the subject of the message, the best time to send the email, and much more. It is a recommended practice to help you optimize your emails as well as learn more about your email recipients. Here's a good [introduction to A/B testing](#).

ALT-tag

Also referred to as **ALT-text**. It is a coded text that describes the image. Among many reasons you should have them in your emails, remember that they are beneficial for accessibility purposes and for users trying to view your email offline because the pre-determined ALT-text is displayed instead of the non-showing image.

Abuse complaint

Occurs when someone marks your email as spam. Try to make sure this doesn't happen and offer your mailers content they never consider spam.

Abandoned cart email

An email or series of emails sent to customers who add a product/service into an online shopping cart but do not complete the purchase. Abandoned cart emails are sent automatically to convince the email recipient to complete the check-out. You can [learn more about abandoned cart emails here](#).

Apology email

Mistakes happen! An apology email, also called "**oops email**", is an email sent when something goes wrong with the original email campaign. For example, if an incorrect audience segment was used, a false offer was included, etc. Here's some more [information on how to create apology emails](#).

Automatic email

Also named an **automatic notification**. This is any email that is automatically sent to someone on the mailing list after an activity, or based on existing information (eg, greeting letter, birthday wishes, a sales announcement, account creation confirmation, etc.).

Autoresponder

An automated email message or series of email messages. One of the techniques of email marketing automation.

Bounce rate

The percentage of emails that cannot be delivered and are thus returned to sender. It is recommended that the bounce rate is less than 5%. See also “soft bounce” and “hard bounce”.

Blacklist

A real-time list that uses a variety of criteria to determine if the IP addresses are spam IPs. If you are blacklisted, your email will most likely be stopped from delivery.

Bulk mail

A large-scale email deployment, can also be called **mass-mailing**.

CASL

Canada’s Anti-Spam Legislation came into effect in 2015. It outlines the rules regulating the send of commercial electronic messages. It is one of the most rigid anti-spam laws in the world.

[Find out more about CASL here.](#)

CAN-SPAM

United States CAN-SPAM law regulates the use of commercial e-mail and aims to give recipients the right and opportunity to opt-out. You can learn more about the [CAN-SPAM Act on the Federal Trade Commission webpage.](#)

CTA – a call-to-action

Usually a word or a phrase, button or designed picture, that invites your email subscribers to do something, for example, “download now”, “view video” or “buy now”.

CSS

Stands for Cascading Style Sheets, and, together with HTML, they're used to develop emails and web pages.

Cold email

Email equivalent of "cold calling". It refers to an unsolicited email, usually a sales email, sent to a potential customer.

Click rate

The percentage of email recipients who clicked on a link in the email, out of all the email recipients. In other words, the percentage of all recipients who received the email and clicked on a link in the email. See also "click-through rate (CTR)".

Click-through rate (CTR)

The percentage of email recipients who clicked on a link in the email, out of the email recipients who opened the email. In other words, the percentage of all recipients who received the email and clicked on a link in the email in addition to opening the e-mail. Also see "unique open rate" and [read more about the statistics here](#).

Conversion rate

Represents the percentage of email recipients who complete a specific action in your email marketing campaign (e.g., made a purchase, registered for an event, etc.).

Dedicated IP

An IP address that only you can use to deploy your emails. This way, you have more control over your deliverability.

Double opt-in

When an email is sent to the new subscribers, asking them to confirm their opt-in for the second time (also ensuring that no one else used their email).

Dynamic content

A dynamic email component, that is displayed to each customer based on their data, preferences, or behavior.

Deliverability

Measures how many e-mails you send reach the subscriber's inbox without problems. The higher the number, the better.

DKIM – Domain Keys Identified Mail

An email authentication method linking your domain name to your email. It verifies the email's authenticity and helps avoid forged email sender addresses.

Drip marketing / drip campaign

Refers to a series of pre-set automated emails deployed over time to people who take specific actions.

Email list

A group of email addresses used as an audience to send email marketing campaigns to.

Email copywriting

Refers to the actual email copy in the email body and the subject line.

Email analytics

A variety of metrics used to track the performance of your emails – for example, unique or total open and click rates, click to open, deliverability rate, and many others. You can learn more about [positive and negative email metrics on our Smaily blog.](#)

Email marketing

A type of marketing when commercial, promotional emails are being sent to a group of people.

Email template

A re-usable file that is used to build email campaigns. Email templates can be text-only or pre-formatted HTML emails.

Email brief

A document that contains all main aspects of a planned email campaign, such as the content, email audience, deployment date, subject line, sender name, etc.

ESP – Email Service Provider

A company providing you with the tools to manage your mailing list, send and track your email campaigns.

Email funnel

Often used to represent how an email subscriber changes from being classified as a lead to a customer.

Email metrics

Various indicators that help you measure and evaluate the success of your email campaigns. There are many different email metrics that you should analyze, including but not limited to the open rate, click-through rate, unsubscribe rate and bounce rate.

Email landing page

A web page that email recipients will “land” on when they click on a link in the email.

Email integrations

Enable to connect different tools or systems together to create seamless sync, data flow or processes with email marketing.

GDPR

The EU General Data Protection Regulation (GDPR) came into force 25th of May 2018. It applies to all companies processing and holding the personal information of anyone residing in the EU. [You can read more about GDPR here.](#)

Gmail promotions tab

A while back, Gmail introduced inbox tabs to sort email messages automatically. Gmail promotions tab contains marketing emails. You can read more about [Gmail promotions tab here.](#)

Hard bounce

Failed email delivery due to permanent reasons, for example, an invalid, incorrect, or blocked email address or domain name.

H1

When writing email content, H1 usually refers to the title or headline, which is typically the largest piece of text in the body of the email.

HTML

Short for Hyper Text Markup Language. HTML and CSS are used to code emails and web pages. Read the [difference between the HTML of a website and a newsletter here.](#)

ISP – Internet Service Provider

A company that provides internet service and usually email addresses to its customers.

IP warmup

Gradually increasing the number of emails sent from your IP address, to help correctly build the IP's reputation.

Image blocking

E-mail client's setting that automatically prevents images from being displayed in an incoming mail. You can generally enable the display of images separately.

Marketing automation

The use of technology to create automated processes, for example, segmenting and automatically deploying emails according to the pre-planned workflows. [Read more about marketing automation here.](#)

Opt-in (subscribe)

A choice to receive emails by giving your email address and permission to a company, website or individual.

Opt-out (unsubscribe)

When your email recipients request to stop receiving your email communications and thus have to be removed from the email list. You are legally required to have a clear and not misleading opt-out method. See also "unsubscribe mechanism" and "unsubscribe page".

Open rate

Shows the percentage of email recipients who open your email campaign. You can track the unique open rate (see definition) and the total open rate.

Preference centre

A type of an elaborate web form or online tool that helps your email recipients manage their subscription preferences.

Promotional email

A marketing email written and built for specific audiences to advertise products or services, offers, company brand, etc.

Preview text

The text that appears after a subject line when the email is viewed in an inbox. Here's more [information about preheaders and preview text.](#)

Personalization

Email marketing technique trying to make the emails more personal and targeted based on the information you have collected about your email recipients. For example, using a personalized salutation, referencing their purchases, or even personalizing images in the email by using dynamic content.

Preview pane

Considered to be one of the most vital email parts, especially for B2B businesses. It is a top section of an email visible as a preview in your subscribers' inbox.

Preheader text

Short text that usually appears after the subject line in the recipient's mailbox. When composing a template, you can add a preheader text to your email. This could give the recipient a brief overview of the content of the letter.

Reply address

An email address to which the email replies will be sent.

Responsive design

An email that renders well across multiple devices – whether it is a mobile phone, a tablet, a desktop computer, a smart watch, or smart speaker that reads the contents of your emails to you.

Shared IP address

Sharing an IP address with other email senders. A cheaper alternative to having a dedicated IP, however, it comes with less reputation control. As a positive feature, the use of a shared IP address allows larger volumes to be sent immediately and is less sensitive to complaints.

Spam

Spam messages are unsolicited messages (emails, SMS and other types of messages) usually sent to a large group of people.

Single opt-in

Allowing your subscribers to opt-in without requiring them to confirm their email address. Opposite to double opt-in.

Sender name (from name)

The name that's being displayed in the inbox to show who sent the message.

Segmentation

A way of dividing your database or a mailing list into smaller groups, called segments, to make your email campaigns more relevant. Learn more about segmentation by [reading our "Ten Smart Ways To Segment Your Mailing List" blog post](#).

Soft bounce

Failed email delivery due to temporary reasons, such as a full inbox, an email that is too large, or a temporarily unavailable recipient's server.

Spam traps

Email addresses, that look like real emails, but used by ISPs catch spammers. They do not belong to individuals. Thus, they do not opt-in to receive email communication. There are a few different types of spam traps, such as pure spam traps or recycled email addresses.

Social media bar

A part of an email typically showing social media icons linked to specified accounts. You can [read more about social media bars in emails here](#).

Throttling

Sending email messages in batches, rather than all at once. It controls the volume of emails deployed to one ISP at one time. Email providers usually do this for you automatically.

Target audience

A group of email recipients, a specific email list or segment that an email marketing campaign will be sent to.

Unique open rate

Indicates how many people have opened the message, while total opens show the total number of email openings for a particular email (the number of openings for a single person can be multiple). Also see “click rate” and “click-through rate”.

Unsubscribe mechanism / unsubscribe link

A link that allows the recipient of the email to opt out of receiving emails at any time.

Unsubscribe page / opt-out page

A website that recipients are directed to when they click the unsubscribe link in the email.

SPF – Sender Policy Framework

Another email authentication method that’s used to validate if an email came from an authorized domain, or in other words, on whose behalf an IP or domain sends the email.

Transactional email

An email that is triggered by a user’s actions, and sent to assist with an agreed-upon transaction, for example, confirmation of a newly created account or a purchase receipt. They are deployed on a one-off basis, to a single email address, usually in real-time.

Welcome email

A welcome email message that is sent to a new email subscriber.

Win-back email

An email or a series of emails with the purpose to re-engage inactive subscribers. These types of campaigns can also be called **re-engagement campaigns**.

Whitelist

When the email recipient adds you to his or her approved sender’s list, helping your emails reach the inbox and avoid being classified as junk mail.

Sendsmaily OÜ

Paldiski mnt 29
10612, Tallinn ESTONIA

Email: info@smaily.com
Support: support@smaily.com
Billing: billing@smaily.com
Skype: [sendsmaily](https://www.skype.com/add?contact=sendsmaily)



Intentionally simple
email marketing and automation

Created by Smaily ♥
2022