



Email Marketing Glossary

By Megan Ouellet, Director of Marketing • Listrak, LLC • May 10, 2007

Word	Description
A/B Split Test Also: Nth Name	Test situation where email marketer creates two different campaigns and emails them out to a test group (10% of subscribers). The marketer then carefully tracks the results and sends the remainder of the list the email campaign that achieved the best performance.
Above the Fold	The part of the email message that is visible on the screen without scrolling.
Acquisition Cost	The cost to generate one lead. Determined by the total campaign expense divided by the total number of leads, subscribers, or conversions it created.
Affiliate Marketing	An advertising scheme in which a website directs web visitors to sponsors and is paid with a commission on the visitors' purchases.
Alert	Brief email message that notifies subscribers of a special event – such as discounted rate or free shipping.
Alt Tag Also: Image Alt Tag	Alternative text embedded in the HTML code that tells a browser to show specific text while a graphic is loading. Useful for search engine indexing, slow connections, and people that browse with the graphics disabled. Without the ALT tag, a PDA will default to HTML and will show images in codes and programming strings.
API Application Programming Interface	Enables two software programs to integrate and communicate with one another.
ASP Application Service Provider	A third party provider offering computer-based applications and services, such as email marketing, to customers over a network.
Auto Responder Also: Autoresponder	Program that allows users to automatically send pre-designed emails, either as a response to an email message or as a series of sent at pre-determined time intervals.
Authentication	Automated process that verifies sender's identify.
Bayesian Filter Common misspelling: Baysian Filter	Spam filtering technique that looks past the subject lines into body of the email to identify character strings that are consistent in spam messages.
Blacklist	List of domains or IP addresses of suspected spammers that ISPs and other companies use to block incoming messages.

Block	Refusal by an ISP or mail server to forward the message onto the recipient.
Bonded Sender	A private email registration service that guarantees email delivery and whitelist service to its clients that follow stringent email practices.
Bounce	A message that is not delivered. See Hard Bounce and Soft Bounce.
Bounce Message	The message that is sent to the sender notifying him or her that a message was not delivered to its intended recipient.
Bounce Rate Also: Return Rate	Number of hard and soft bounces divided by the total number of sent emails.
Broadcast	The process of sending the same email campaign to a number of recipients at the same time.
BSP	A Business Service Provider that is similar to an ASP except it tailors software packages to its clients' needs and it offers related back-office business process outsourcing services, such as payroll or accounting.
Bulk Folder Also: Junk Folder	The folder inside a mailbox that captures messages that the email client filtered or labeled as possible spam.
Buzz Marketing	Marketing strategy that depends on creating an exciting campaign and getting consumers and the media to talk about your brand. Similar to Word of Mouth marketing.
Call to Action	The body copy and button that directs the email recipient what action to take to complete an offer.
Campaign Also: Email Campaign	A designed and planned series of e-mail marketing messages to a list of recipients delivered according to a time schedule, with a conversion goal in mind.
CAN-SPAM	2003 Law – Controlling the Assault of Non-Solicited Pornography and Marketing Act – that bans false headers and misleading subject lines, and states that emails must include an opt-out link and the physical postal address of the sender.

<p>Catch-All</p>	<p>An email server function that forwards all suspected spam to a single mailbox.</p>
<p>CAUCE Coalition Against Unsolicited Commercial Email</p>	<p>An anti-spam advocacy group</p>
<p>Click-Through Also: Click Through, Clickthrough</p>	<p>The act a recipient takes by clicking on a linked call to action button in an email message.</p>
<p>Click-Through Rate Also: CTR</p>	<p>The total number of clicks on a link in an email message divided by the total number of emails sent.</p>
<p>CMS Content Management System</p>	<p>System for the creation, modification, archiving, and removal of information resources from an organized repository. Includes tools for publishing, format management, revision control, indexing, search, and retrieval.</p>
<p>Confirmed Opt-In Also Double Opt-In</p>	<p>Double opt-in subscription process. Subscribers are sent an email after signing up for the email list, and they must confirm that they want to subscribe to the list by validating their email addresses.</p>
<p>Content Syndication</p>	<p>Either offering your own content for use on other sites in exchange for a plug or link or using content from other sites with permission. This is a good strategy and effective quid pro quo for both parties. One receives free publicity and the other receives unique and quality articles for keyword optimization without having to write each proprietarily.</p>
<p>Conversion</p>	<p>The act an email recipient makes by completing the desired action of an email message – such as purchasing a product, downloading a white paper, registering for a webinar, etc.</p>
<p>Conversion Rate</p>	<p>The total number of email conversions divided by the total number of emails sent.</p>
<p>CRM Customer Relationship Management</p>	<p>Methodologies, software, and Internet capabilities that help an enterprise manage customer relationships in an organized way.</p>

Cross-Campaign Profiling	Tracking customer behavior across multiple email campaigns.
CSV Comma Separated Value	Specific format in which each new field is separated by a comma, such as first name, last name, title, company, email address, phone number.
Dedicated IP Address	IP Address used by only one sender. To help maintain a good reputation, email marketers should send all of their emails from a dedicated IP Address.
Delivered Email	The number of emails sent minus the number of bounced and filtered emails.
Delivery Tracking	The measurement of how many emails were delivered and how many were undelivered due to hard or soft bounce.
Deploy	The act of sending an email campaign to a list.
DNS Dynamic Name Server	A database of Internet names and addresses which translates the names to the official IP numbers and vice versa.
Domain	The website address of a company consisting of www (world wide web), the identification of the company (such as name), and category of the site (such as .com, .edu, .biz)
DomainKeys	A proposed anti-spam system designed by Yahoo! for verifying the DNS domain of an email sender and the message integrity.
Double Opt-In Also: Confirmed Opt-In	Confirmed opt-in subscription process. Subscribers are sent an email after signing up for the email list, and they must confirm that they want to subscribe to the list by validating their email addresses.

Dynamic Content	Email content that changes per recipient according to a set of predetermined rules based on each recipient's history or preferences.
ECPA	The Electronic Communications Privacy Act, was enacted by the U.S. Congress in 1986. Specifically, ECPA was an amendment to Title III of the Omnibus Crime Control and Safe Streets Act of 1968 (the Wire Tap Statute). The Wire Tap Statute was primarily designed to prevent unauthorized government access to private communications. ECPA extended the Wire Tap Statute to include transmissions of electronic data by computer.
Email Appending	A service that matches email addresses to postal addresses.
Email Domain	The portion of the domain to the right of the @ symbol.
Email Prefix	The portion of the domain to the left of the @ symbol.
Email Harvesting	Automated process of using spiders to extract email addresses from web pages, either from search starting from single page or based on specific term put into search engine.
Envelope Sender Address Also: Return-Path	The email address of the sender that is used during the transport of the message from mail server to mail server, e.g. to return the message to the sender in the case of a delivery failure. It is not visible to the recipient.
ESP Email Service Provider	A vendor that sells email marketing services.
Event Triggered Messaging	Pre-designed emails that are automatically sent when the subscriber performs a certain task.
Ezine Also: E-Zine, eZine	An email newsletter. Short for Electronic Magazine.

<p>False Positive</p>	<p>A legitimate email that is mistakenly filtered as spam.</p>
<p>Feedback Loops Also: FBL</p>	<p>Program used by the ISPs to inform email marketers which recipients report their emails as spam so the marketers can remove them from their lists.</p>
<p>Footer Also: Message Footer</p>	<p>The area of the bottom of the email template that remains consistent across multiple campaigns, such as contact information.</p>
<p>FSP Full Service Provider</p>	<p>An ESP that also provides additional services, such as consulting or creative design.</p>
<p>FTAF Forward to a Friend</p>	<p>The act a recipient takes by forwarding an email onto a group of friends, partners, colleagues, and business associates. Many ESPs offer a feature that automatically places a button at the bottom of each email so recipients can easily forward the email. This allows the email marketer to track the forwards through the email software and ensures the formatting remains in place.</p>
<p>Goodbye Message</p>	<p>An event triggered message that is sent automatically when a subscriber unsubscribes, acknowledging the request.</p>
<p>Hard Bounce</p>	<p>Email message that is undeliverable because of an erroneous address, closed account, or other permanent cause.</p>
<p>Header Also: Message Header</p>	<p>The area at the top of the email template that contains routing and program data, including sender's name and email address, the IP addresses for the sender and recipient, and any transfers in the process.</p>
<p>Header Sender Address</p>	<p>The email address that the sender types into the "From" or "Sender" field that is displayed to the user.</p>
<p>House List</p>	<p>The list of subscribers that a company builds on its own.</p>

<p>HTML Message</p>	<p>An email message that contains formatting, such as graphics, logos, colors, special fonts, etc.</p>
<p>Hygiene Also: List Hygiene</p>	<p>The process of correcting mistakes on a house list – such as jim@alo.com or jim@aolcom, and removing invalid or outdated information.</p>
<p>IMAP Internet Message Access Protocol</p>	<p>The standard protocol for accessing email through a server.</p>
<p>Impression</p>	<p>A single page view by one person.</p>
<p>IP Address</p>	<p>The unique number assigned to each computer or device connected to the Internet.</p>
<p>ISP Internet Service Provider</p>	<p>Company, such as AOL, that provides access to the Internet. Nearly all ISPs are also ESPs.</p>
<p>Label</p>	<p>A textual identifier placed within an email message, such as the subject line, that describes a characteristic of the message.</p>
<p>Landing Page Also: Splash Page, Click Page, Microsite, Bounce Page</p>	<p>The web page that is linked to the email's call to action button. The landing page should be optimized to reconfirm the email's messaging and to make it as easy as possible for the subscriber to complete the call to action.</p>
<p>Linkrot</p>	<p>The term applied to outdated links that are no longer valid, such as when a landing page is removed from a site.</p>
<p>List Hygiene Also: Hygiene</p>	<p>The process of correcting mistakes on a house list – such as jim@alo.com or jim@aolcom, and removing invalid or outdated information.</p>

List Management	Administration of all tasks related to maintaining an organized, up-to-date house list.
LTV Lifetime Value	The expected profit gained from each customer over the entire length of the relationship. Marketers use the customers' past behavior to forecast expected retention and spending rate.
Mail Loop	The communication sent between two email servers when a misconfigured email triggers an auto response.
Metrics	Term used to refer to message statistics such as open and click-through tracking, number of bounces, number of unsubscribes, etc.
Multi-part MIME	Email message format that contains both HTML and plain text versions in the same message.
MX Mail Exchange Record Also: Mailhost, Mailhub, Post Office	A machine that receives and sends email.
.NET	A seamlessly interoperable and web-enabled interface for applications and computing devices from Microsoft that will make computing activities increasingly web browser-oriented.
Nth Name Also: A/B Split Test	Test situation where email marketer creates two different campaigns and emails them out to a test group (10% of subscribers). The marketer then carefully tracks the results and sends the remainder of the list the email campaign that achieved the best performance.
NSP Network Service Provider	A company that provides backbone services to an ISP.
Open Rate	The total number of recipients that opened the email message divided by the total number of emails sent. Does not account for messages that were sent but not delivered.

Open Relay	An SMTP server that relays messages from any Internet address.
Opt-In	A proactive request by a subscriber to join a mailing list.
Opt-Out	A proactive request by a subscriber to have his or her email address removed from a mailing list.
Pass-Along	An email recipient who received a forwarded email message from someone subscribed to a mailing list.
Personalization	The act of individualizing bulk email messages by adding tailored information, such as the recipient's first name, to the subject line and message body.
Phishing	Authentic looking emails that falsely request personal information, such as credit card or bank account numbers, that are used by scammers for identify theft.
Plain Text Message	An email that contains no formatting code.
POP Post Office Protocol	The protocol used by an email client to send or receive messages from an email server.
Preferences	Personalized information on each member of a house list, such as favorite products, that email marketers can use to create targeted email campaigns.
Preview Pane	The window in an email client that allows recipients to scan messages without opening them.

Privacy Policy	The legal text on a website stating in clear terms how the company will use subscribers' email addresses, particularly the statement that they company will not sell or distribute subscribers' personal information to a third party.
Queue	Where the email goes after the email marketer sends the message to his or her list, but before the email server delivers the message to the group.
Read Rate	An important metric measured by the length of time that an email message is opened by each recipient. Listrak labels a message as "read" if the recipient holds the message open more than five seconds. To calculate the read rate, divide the total number of read messages by the total number of emails sent.
Registration	The process of subscribing to an email list.
Reverse DNS Also: rDNS	The process of looking up an IP Address to identify the domain name associated with it.
Rich Media	Email messages that contain creative such as video, sound, or animation.
ROKSO Register of Known Spam Operators	A list of spam operators that have been thrown off at least three ISPs (www.spamhaus.org/rokso)
Routing Information	One or more lines contained in the header of an email message that describes the path of the message from the sender to the recipient.
RSS Real Simple Syndication	A group of web feed formats used to publish and easily distribute frequently updated digital content, such as blogs, news feeds, or podcasts.
Seed Emails	Email addresses that are placed on a list to evaluate the sender's service.

Segment	The ability to select a subset of the list according to attributes of the recipients, such as location or product preference.
Selective Unsubscribe	Removal process that allows the subscriber to opt-out of receiving some emails from a company while remaining on the list to receive other emails from that same company.
SEM Search Engine Marketing	A set of marketing methods, such as pay per click, that increases the visibility or ranking of a website on search engines' result pages.
Sender ID	An anti-spam program made up of Sender Policy Framework and CallerID that authenticates email senders and blocks email forgeries and faked addresses.
SEO Search Engine Optimization	The process of improving the volume and quality of traffic to a website from search engines.
Signature File Also: Sig File	A tagline at the end of an e-mail message used to identify the sender and provide additional information, such as company name, contact information, or a marketing call to action.
SMTP Simple Mail Transfer Protocol	The most common protocol for sending email messages between email servers.
Soft Bounce	A message that was undelivered due to a temporary problem, such as a full mailbox.
Spam Also: Unsolicited Commercial Email, Unsolicited Bulk Email, Junk Mail, Gray Mail	Email messages that are sent to recipients that did not subscribe to a list.
Spoofing	The act of forging another person's email address to get users to open a message.

Subscribe	The act of registering for a mailing list.
Subscriber	The person who has requested to be added to a mailing list.
Suppression File Also: Do Not Email List	A list of email addresses of the subscribers that have opted-out of your list.
Targeted Messaging	The act of sending relevant emails to a segmented group of subscribers.
Teaser	A brief email message designed to arouse curiosity and interest, but without revealing too much detail in itself.
Throttling	The act of regulating the number of email messages an email marketer sends to an ISP or mail server at a time.
Tracking	The act of collecting and evaluating the statistics from which one can measure the effectiveness of an email or an email campaign.
Transactional Emails	A creative format where the recipient can enter a transaction in the body of the email itself without clicking to a web page first, such as responding to a survey.
UCE Unsolicited Commercial Email Also: Spam, Unsolicited Bulk Email, Junk Mail, Gray Mail	Email messages that are sent to recipients that did not subscribe to a list.
Unique Click	The actual number of subscribers that clicked on a call to action button in an email. It is the measurement of a single click by a single user.

<p>Unique Reference Number</p>	<p>An exclusive number assigned to each subscriber so the ESP can track individual emails.</p>
<p>Unsubscribe</p>	<p>The act of opting-out of an email list.</p>
<p>URL Uniform Resource Locator</p>	<p>The Internet Address for a website, web page, or other online resource.</p>
<p>Verification</p>	<p>A program that confirms that an email came from the sender listed in the envelope sender header.</p>
<p>Viral Marketing</p>	<p>A type of marketing that occurs when a message starts spreading from person to person rapidly and uncontrollably.</p>
<p>WASP Wireless Application Service Provider</p>	<p>A company that provides wireless, web-based access to applications and services that would otherwise have to be stored locally.</p>
<p>Welcome Message</p>	<p>Message sent automatically to new list members as soon as they successfully subscribe to the email list.</p>
<p>Whitelist Also: White List</p>	<p>Lists of sites with which ISPs have built good relationships and allow emails from.</p>
<p>Worm</p>	<p>A piece of malicious code, often delivered via an executable attachment in email or over a computer network.</p>
<p>Word of Mouth Marketing Also: WOM Advertising</p>	<p>A term used in the marketing industry to describe activities that companies undertake to generate favorable publicity about products and services that is passed on from person to person without interference from the marketing company.</p>

WSP Wireless Service Provider	A company that offers transmission services to users of wireless devices, such as PDAs, through radio frequency signals rather than through end-to-end wire communication.
XML Extensible Markup Language	An open standard for exchanging structured documents and data over the Internet.