



MID-MICHIGAN
435 E. Grand River Ave., Suite 209
East Lansing, MI 48823
phone (517) 292-2950 fax (517) 292-2951

Email Marketing Glossary Terms

Email service provider (ESP) – platform used to send email messages. Examples include: Constant Contact, ExactTarget and Silverpop.

Email SPAM – junk email, also known as UCE or unsolicited commercial email.

CAN-SPAM Act of 2003 – federal legislation passed to control the distribution of email marketing messages.

SpamAssassin – popular open-source SPAM detection technology used both to test messages for deliverability issues and as a mechanism to stop SPAM from being delivered.

Permission-based email – email sent to people who have opted-in or subscribed to receive communications from you.

Double opt-in – subscription method in which subscribers confirm their desire to be added to an email list.

Above-the-fold – originally derived from newspaper advertising, above-the-fold refers to web content viewable by the user without the need to scroll. This is an especially important concept with regard to call-to-action (CTA) and conversion.

Bounce – an email that is rejected by the receiving server. A soft bounce is typically due to an out-of-office autoresponder, while a hard bounce is an invalid or nonexistent address.

Open-rate – metric that refers to the percentage of emails opened for a given campaign. Industry standard open-rates range from 15-30% depending on the type of message.

Click-thru rate (CTR) – the number of unique clicks divided by the number of opens.