Glossary

Bounce rate: Percentage of recipients who did not receive your email because it was returned by a recipient mail server

Click-through rate: Percentage of delivered emails that registered at least one click

Conversion rate: Percentage of subscribers who clicked on a link and completed a desired action

Dynamic content: multiple versions of an email sent to multiple segments.

Email automation: series of email campaigns that get sent automatically at a designated time of day, when triggered by subject's activity.

Email body: The email body is the main part of an email message that contains the message's text, images and other data (such as attached files).

Email header: Email header lines make up the first part of any email messages. They contain information used to control the message and its transmission as well as meta-data such as the Subject, origin and destination email addresses, the path an email takes, and maybe its priority

Hard bounce: Invalid email address / email address does not exist

Open rate: Percentage of delivered emails opened by subscribers

Soft bounce: Inbox is full / server was down when email was sent / email file too large

Spam: Spam is unsolicited email. Not all unsolicited email is spam, however. Most spam is sent in bulk to a large number of email addresses and advertises some product or—considerably less often—political viewpoint.

Unsubscribe rate: Percentage of delivered emails that unsubscribe from receiving further emails