

Introduction to metrics

Most common email marketing metrics

Email marketing results

Review: Collect and analyze email campaign data

Video: Wrap-up

1 min

Reading: Glossary terms from week 4

20 min

Quiz: Weekly challenge 4

10 questions

# Glossary terms from week 4

## Terms and definitions from Course 4, Week 4

**A/B testing:** A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

**Click-to-open rate:** The percentage of email recipients who clicked on one or more links in an email

**Complaint rate:** The percentage of complaints recipients send to mailbox providers about receiving an email

**Conversion rate:** The percentage of users who clicked on a link and took a desired action, like making a purchase

**Data:** A collection of facts or information

**Email bounce rate:** The percentage of emails sent that could not be delivered to the recipient's inbox

**Email marketing report:** A collection of KPIs presented to the team and stakeholders to inform them of a campaign's progress

**Forward rate:** The percentage of recipients who click on the “share” button to post to social media or who click the “forward” button to send to others

**Key performance indicators (KPIs):** Measurements used to gauge how successful a business is in its effort to reach a business or marketing goal

**List growth rate:** The rate at which an email subscriber list grows

**Metrics:** Quantifiable measurements that are used to track and assess a business objective

**Open rate:** The percentage of users or customers that open an email

**Return on investment (ROI):** The ratio of money made to money spent

**Stakeholders:** The people—usually within an organization—that are affected by the campaign in some way

**Unsubscribe rate:** The percentage of email recipients who unsubscribe from a send list after opening an email

## Terms and their definitions from previous module(s)

### A

**Accessibility:** Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

**Acquisition email:** An email sent to acquire new customers

**Alt text:** A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

### B

**Behavioral data:** Refers to information about the actions a customer takes—or doesn’t take—when it comes to shopping on a website

**Broken link:** A hyperlink that no longer leads to the correct website

### C

**Call to action:** An instruction that tells the customer what to do next

**Customer referral:** A word-of-mouth initiative that encourages existing customers to introduce their family, friends, and contacts to become new customers

### D

**Demographic data:** Refers to information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

### E

**Email body:** The text in the main content of an email

**Email copy:** The text in a subject line, preview text, and email

**Email marketing:** The process of sending messages to a list of existing subscribers to share information, drive sales, or create community

**Email marketing provider:** A company that offers email marketing or bulk email services

**Email marketing strategy:** A set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising

### G

**Google Display Network:** A group of websites, videos, and apps where display ads can appear

### I

**Insight:** Information that is discovered through research or data analysis and that can be actioned upon to benefit a marketing strategy

### L

**Lead generation:** The practice of collecting a potential customer's email address

### M

**Marketing automation:** The practice of using software, programs, and technology to create and implement applications to automate marketing tasks

**Merge tag:** (refer to **personalization tag**)

### N

**Newsletter:** An email sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers

### O

**Open rate:** The percentage of users or customers who open an email

### P

**Personalization tag:** A code that allows the writer to insert unique user data from their mailing list into emails

**PESTLE analysis:** An audit that identifies political, economic, social, technological, legal, and environmental factors that may affect a marketing strategy

**Preview text:** Text next to an email's subject line in the inbox that gives extra insight into what's inside the email

**Promotional email:** An email sent out to inform subscribers of new or existing products or services

**Psychographic data:** Refers to information based on customers' activities, interests, and opinions

### Q

**Quality control:** The process through which a business seeks to ensure that product quality is maintained or improved

### R

**Retention email:** An email sent to a current customer with the intent of keeping them as a customer

**Return on investment (ROI):** Ratio of money made and money spent

### S

**Screen enlargement application:** Technology that helps users see content more easily by magnifying text and images on a computer or digital device screen

**Screen reader:** An application that converts text, buttons, images, and other screen elements into speech or Braille

**Search engine marketing (SEM):** Increasing a website's visibility on a search engine results page through paid advertising

**Segmentation:** The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

**SMART:** A goal-setting method that can help define and measure the success of the goals of a campaign; Stands for “specific,” “measurable,” “attainable,” “realistic,” and “time-bound”

**Social ads:** Paid advertisements on social media platforms targeted to social media users

**Spam:** Unsolicited and unwanted junk email sent out in bulk to a broad recipient list

**Subject line:** The first text recipients see after the sender's name when an email reaches their inbox

**SWOT analysis:** An audit that identifies a company's strengths, weaknesses, opportunities, and threats

### W

**Website prompt:** A digital banner that calls on a website visitor to act in some way

**Welcome email:** An email sent out to brand new customers or subscribers

