The Marketing Automation Essentials | Campaign Monitor

Glossary/Definitions

Marketing automation – Marketing automation is when a software solution automatically sends messages to customers and prospects based on defined rules.

Email automation – Email automation is when an email service provider (ESP) automatically sends emails to customers and prospects based on defined rules.

Automated Campaign – An automated email campaign is set up once, then automatically sent to a particular individual when that person meets a certain trigger.

Sign up – When someone signs up, they agree to receive email marketing messages from your brand.

Subscriber – A subscriber is someone who has signed up to receive emails from an individual or brand. A subscriber is a member of a list.

Condition – When creating a journey, you can use what you know about your contacts to send them more targeted emails using conditions which are if/then statements. For example, if the contact is a woman, send an email with content targeted at women, if not, then send email content targeted at men. With conditions, you can branch different journeys based on data you already have.

Trigger – A trigger is what sets an automated campaign in motion. A trigger might be a subscriber signing up for a newsletter list, making a purchase, becoming a VIP customer, or completing a certain action in a software platform.

Delay – A delay is a rule that tells the system to wait a period of time, defined in minutes, hours or days before sending the next email message.

Rules – Rules are what defines an email marketing and automation program. Rules outline what happens when subscribers perform a certain action. For example, a rule might be: When a subscriber spends more than $100 with our business, they become a VIP and receive a discount.

Welcome email – A welcome email is the first email someone receives when they subscribe to an email list, and they're most often automated.

Drip campaign – A drip campaign, or automated email series, is when a subscriber receives a series of emails after signing up. For example, subscribers could sign up for an email course which is a series of weekly lessons on a certain topic.

Integration – An integration is a connection between two different services (such as Campaign Monitor and Salesforce) which can be used to create more targeted and timelier email campaigns.

Journey – A journey is a series of emails sent automatically to your subscribers. These emails are triggered by certain events, for example, a series of welcome emails triggered when a new subscriber joins your list, or a reminder for membership renewal triggered by a date.

Wrap up