

# The Marketing Automation Essentials | Campaign Monitor

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## Glossary/Definitions

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**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.

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## Wrap up

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