EMAIL MARKETING TERMINOLOGY

Email marketing is a primary method of communicating with your subscribers and customers. There are many aspects to email marketing, and it is a subject that you can get a lot of information on. Here are some of the main terminology that you need to know.

Specific statistics for percentages like open and clickthrough rates will vary depending on your industry and niche.

1

Open Rates

Open rate is the percentage of emails that you send out that are opened by your subscribers. Open rates are one of the key email marketing metrics.

You want to make sure that your subscribers are engaged and open your emails. Understanding your subscribers and the types of content they like will help you maintain a good open rate.

2

Clickthrough Rates

Clickthrough rates are the key measure of how successful you are at email marketing. The clickthrough rate is the percentage of email subscribers that click the links in your emails.

You can calculate your clickthrough rate by dividing the number of unique clicks on a link in your email by the number of emails your subscribers opened.

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3

Subject Lines

The subject line in your email is what draws your subscribers attention in their inbox. Your subject line will often determine whether a subscriber opens or deletes your email.

Your subject line aims to sell the content of your email to your subscribers so make them catchy and appealing.

4

Unsubscribe Rate

Your unsubscribe rate is the percentage of subscribers that unsubscribe from your emails. Your unsubscribe rate gives you a good idea of how well you connect with your subscribers. People unsubscribing from your emails is a common part of email marketing, and you only want to send emails to people that want them.

Top Tip: Make your unsubscribe links in emails clear so that people can unsubscribe quickly and easily.

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5

Bounce Rate

Bounce rate is the percentage of emails you send that are returned by your subscriber's emails server. As your subscriber's inbox rejects the emails, they are bounced back to you as undelivered. There are two types of bounce:

Soft bounce: This is a temporary bounce reason, such as your subscriber's inbox is full.

Hard bounce: This is a permanent deliverability issue, such as the inbox no longer exists, the email address is incorrect or misspelt.

6

Opt-in Rate

Your opt-in rate is the percentage of people who opt-in via your opt-in form to become subscribers on your email list.

So if you have 100 unique visitors to your landing page and ten opt-in and become subscribers, you have an opt-in rate of 10%.

While you want to convert as many people to subscribers as possible, your relationship with your list is more important than its size.

7

Single Opt-in

Single opt-in is a one-step opt-in process. After opt-in, your subscribers are given instant access to your content and will receive your emails.

The single opt-in process will typically mean higher opt-in rates but potentially more fake email addresses. You may also find that subscribers are less engaged with a single opt-in process.

8

Double Opt-in

Double opt-in is a two-step opt-in process. After the initial opt-in new subscribers have to confirm their email address before receiving further emails from you. Confirming their email address is typically done by subscribers clicking a link in a dedicated confirmation email.

Double opt-in generally means more engaged subscribers but can mean lower opt-in rates as not all subscribers will confirm their email address.

9

Spam

Spam is when you send unsolicited or unwanted emails. So that is sending emails to people who have not subscribed or have indicated that they do not want to receive emails from you.

Sending spam email will affect your relationship with subscribers and can also mean adverse effects on reputation with sending providers and your deliverability rates.