

6 Email Marketing Terms

#1 A/B Testing:

An optimization technique that divides a list in two then sends a different email version to each half to determine which variation converts best.

#2 Click-To-Open-Rate (CTOR):

Measures the effectiveness of the content of your email. Calculated by the number of unique clicks divided by the number of unique opens.

#3 Drip Marketing:

A sequence of communication that is written in advance, and then sent to prospective or current customers at predetermined intervals to advance them through your sales funnel.

#4 Email Automation/Autoresponders:

A feature that enables you to send out messages to your customers at designated times, such as: When a subscriber signs up for your email list, when they perform an action on your website (like download an e-book), or when they add an item to their shopping cart but don't complete the purchase.

#5 Evergreen Content:

Content—whether it be a video, blog, social post, etc—that is relevant and interesting no matter the time or context the content is viewed in.

#6 Open Rate:

The percentage of the total number of subscribers who opened any one email campaign. For general newsletters (same message to every subscriber), open rates can be 20%-40%. For segmented emails (more relevant email to a subscriber based on a specific action or attribute), open rates can be 50%-80%.