

the

EMAIL
MARKETING
TERMINOLOGY
& KPI

CHEAT SHEET

a worksheet from
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IMPORTANT EMAIL MARKETING TERMS

LEAD MAGNET	A lead magnet is a valuable piece of content or offer that is used to attract potential customers and persuade them to provide their email addresses. The goal is to be able to re-market to them in the future for (almost) no cost.
OPT-IN	This refers to the process of obtaining permission from an individual to send them email marketing messages.
EMAIL LIST	This is a database of email addresses that have been collected through various means (list-building efforts), such as online sign-up forms or trade show registrations.
CALL-TO-ACTION (CTA)	This is a button or links within an email marketing message that prompts the recipient to take a specific action, such as visiting a website or making a purchase.
SPAM	This is an unsolicited email, typically sent in large quantities, that is often irrelevant or unwanted by the recipient.
SEGMENTATION	This is the process of dividing an email list into smaller, more targeted groups based on shared characteristics or interests.
AUTOMATION	This is the use of software or other tools to automatically send emails and sequences of emails based on pre-defined triggers or rules.

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CAMPAIGNS	This refers to one or a series of email marketing messages that are sent to a specific group of people with a specific goal in mind, such as nurturing, promoting a new product, or driving sales.
NEWSLETTER	This is a type of email marketing message that is sent regularly, typically containing news, updates, or other information of interest to the recipient.
SEQUENCES	This refers to a pre-determined series of email marketing messages that are sent to a specific group of people over a specific period of time.
UNSUBSCRIBE LINK	This link is included in every email marketing message, allowing the recipient to easily opt out of receiving future messages.
BOUNCE	Bounce is a term used in email marketing to refer to an email that is not delivered to its intended recipient. There are two types of bounces: Hard bounces and soft bounces. A hard bounce is a permanent delivery failure, typically due to an invalid or non-existent email address. This means the email cannot be delivered and will not be retried by the email server.

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	A soft bounce is a temporary delivery failure, typically due to a full inbox or a temporary issue with the recipient's email server. This means that the email server will retry the email for a certain period of time before it is considered a permanent failure. In general, a high bounce rate is seen as a bad thing in email marketing, as it indicates that email marketing messages are not reaching their intended audience. This can be caused by several factors, including outdated or invalid email addresses on the email list or issues with the content or formatting of email marketing messages.
DELIVERABILITY	This measures how many email marketing messages are successfully delivered to the intended recipients.

WHAT YOU CAN DO TO IMPROVE YOUR DELIVERABILITY:

- Use a professional email service provider: **Email service providers (ESPs)** such as Mailerlite or ActiveCampaign are designed to help businesses send high-quality email marketing messages. They typically have advanced tools and features that can help improve deliverability, such as spam filters and deliverability reports.

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- **List Hygiene:** Clean and maintain your email list > Make sure that your email list is up-to-date and free of invalid or non-existent email addresses. This can help improve deliverability by ensuring that your messages are only being sent to valid recipients.
- Monitor your bounce rate: Keep an eye on your bounce rate and investigate any spikes or increases. This can help you identify and fix any issues that may be impacting your deliverability.
- Use a **double opt-in process**: A double opt-in process involves sending a confirmation email to new subscribers, requiring them to click a link to confirm their subscription. This can help improve deliverability by ensuring that only people who are genuinely interested in your messages are added to your email list.
- Follow email marketing best practices: There are several best practices that can help improve deliverability, such as using a clear and **recognizable sender name**, avoiding spammy language and tactics, and keeping your email list engaged and active.



KPIS AND BENCHMARKS

- **OPEN RATE**

This is the percentage of people who open an email marketing message. A typical benchmark for open rate is between 15% and 25%, although this can vary depending on the industry and the quality of the email list.

- **BOUNCE RATE**

This is the percentage of emails that were not delivered to their intended recipients. A typical benchmark for bounce rate is between 2% and 5%, although a lower bounce rate is generally better.

- **CLICK-THROUGH RATE (CTR)**

This is the percentage of people who click on a link or call-to-action (CTA) within an email marketing message. A typical benchmark for CTR is between 2% and 5%, although this can also vary depending on the industry and the quality of the email list.

- **CONVERSION RATE**

This is the percentage of people who complete the desired action, such as making a purchase or filling out a contact form, after receiving an email marketing message. A typical benchmark for conversion rate is between 1% and 3%, although this can also vary depending on the industry and the quality of the email list.

- **UNSUBSCRIBE RATE**

This is the percentage of people who unsubscribe from an email marketing list after receiving a message. A typical benchmark for unsubscribe rate is between 0.1% and 0.5%, although a lower unsubscribe rate is generally better.