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The jargon of e-mail marketing

E-mail has become one of the most important tools a marketer has at his or her disposal. But e-mail has its own "language." To speak it fluently, one must know the meanings of these key terms and phrases:

- **Analytics**——Technology that is used to analyze Web or e-mail marketing campaigns.
- **Bounce**——A message that is not delivered.
- **CAN-SPAM**——A 2003 law (Controlling the Assault of Non-Solicited Pornography and Marketing Act) that bans false headers, misleading subject lines, and requires e-mails to include an opt-out link and the physical address of the sender.
- **Click-through rate**——The total number of clicks on a link divided by the total number of sent e-mails.
- **Delivered**——The number of e-mails sent minus the number of bounced and filtered messages.
- **Double opt-in**——Standard industry practice in which a new subscriber is sent an e-mail after signing up that requires they confirm their interest in receiving future messages.
- **Hard bounce**——An e-mail that is permanently undeliverable due to a bad address or closed account.
- **HTML message**——An e-mail message that contains formatting such as graphics, logos, and special fonts.
- **Landing page**——A Web page specifically designed to complement a marketing campaign. An e-mail could be crafted to drive readers to a landing page.
- **Open rate**——Total number of recipients that opened the e-mail message divided by the total number sent.
- **Plain text message**——An e-mail without formatting codes (see "HTML message").
- **Read rate**——Similar to open rate, but the message must be open for a certain amount of time; on our system, it must be open for five seconds.
- **Soft bounce**——An e-mail that is undeliverable due to a temporary problem, such as a full mailbox.
- **Spam**——Junk e-mail. Some spam messages can be dangerous to your computer or your bank account.
- **Unique clicks**——The number of subscribers who clicked on a particular link, as opposed to the overall number of clicks.