

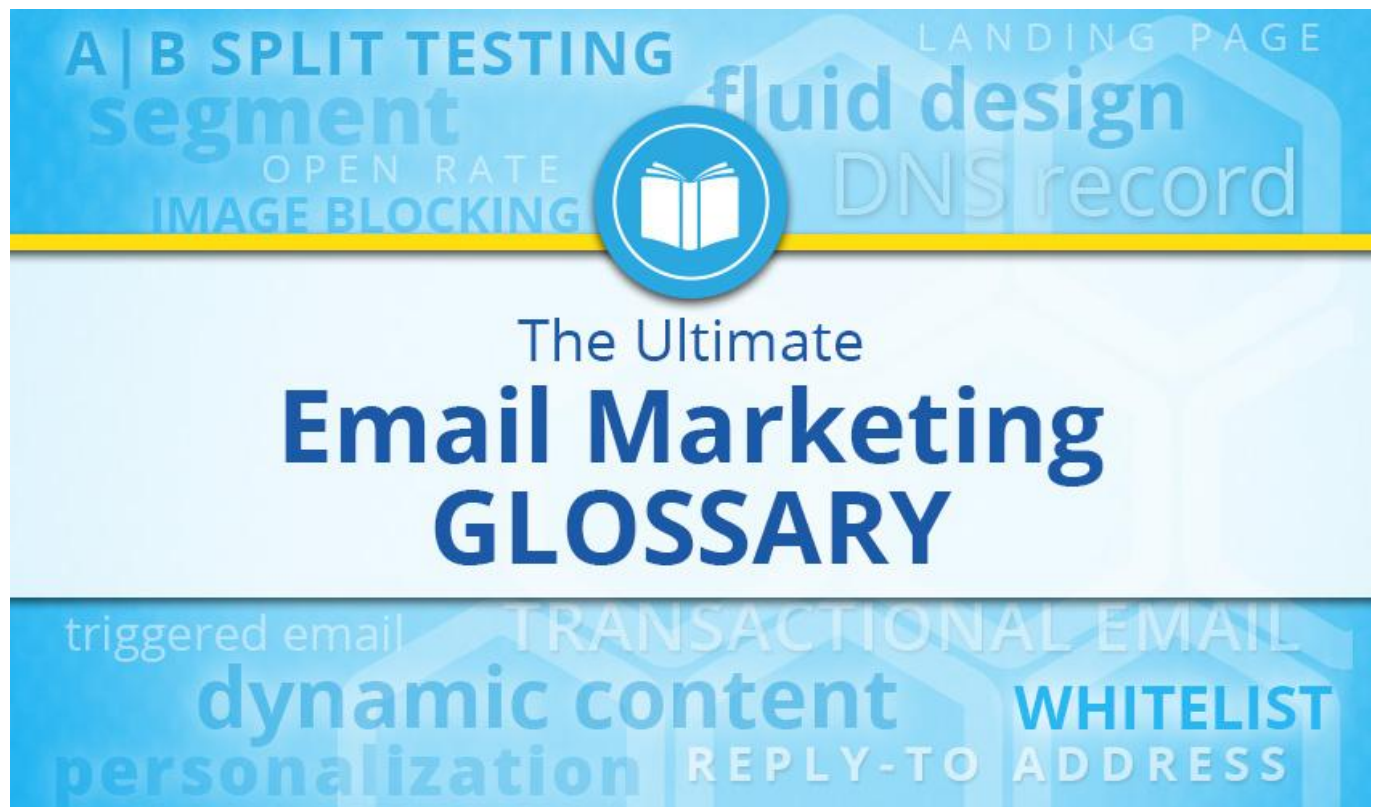


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As email marketers, we use a lot of fancy words and technical jargon. We've compiled this glossary to explain what these terms mean so you can learn the lingo of email marketing! We invite you to bookmark this page for future reference and also send suggestions to workerbees@kateycharles.com for words or phrases you think we should add or revise.

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+ A/B split testing

+ Activation email

— Address book whitelisting

Address book whitelisting happens when a subscriber adds your organization's "from" email address to his or her email contacts/address book, which in turn alerts their [email service provider](#) that they really want to receive messages from your address. We encourage all email marketers to ask subscribers to whitelist the email address you routinely send from to help ensure your messages bypass any [spam filtering](#) and head straight to the inbox. See also [whitelist](#).

+ Affirmative consent

+ Alt tag

+ Animated GIF

+ Application programming interface (API)

+ Authentication

+ Batch and blast

+ Blacklist

+ Bot

+ Bounce

+ Bounce handling

+ Bounce rate

+ Break points

+ Broadcasting

+ Bulk email

+ Bulk folder

+ Bulking

+ Button

+ Cadence

+ Call to action
+ Campaign
+ Campaign management
+ CAN-SPAM
+ California Consumer Privacy Act (CCPA)
+ Canada's Anti-Spam Legislation (CASL)
+ Cascading style sheets (CSS)
+ Click-through rate (CTR)
+ Click-to-open-rate (CTOR or CTO)
+ Complaint rate
+ Complaints
+ Confirmed opt-in
+ Conversion rate
+ Co-registration
+ Cost per thousand (CPM)
+ Creative
+ Deliverability
+ Delivered email
+ Delivery rate
+ Desktop email
+ Digest newsletter
+ DMARC
+ Domain name

+ Domain Name System (DNS)
+ Domain Name System (DNS) record
+ Domain Keys Identified Mail (DKIM)
+ Double opt-in
+ Dynamic content
+ Email body
+ Email client
+ Email envelope
+ Email header
+ Email newsletter
+ Email newsletter
+ Email service
+ Email service provider (ESP)
+ Email template
+ Email volume
+ Engagement
+ Express consent
+ Fluid design
+ Footer
+ Frequency
+ From address
+ From name
+ General Data Protection Regulation (GDPR)

+ Harvesting
+ Honeypot
+ House list
+ HTML email
+ Hybrid design
+ Image blocking
+ Implied consent
+ Inbox provider
+ Internet service provider (ISP)
+ Invalid email address
+ IP address
+ IP address, dedicated
+ IP address, shared
+ IP warm-up
+ Javascript
+ Junk folder
+ Key performance indicator (KPI)
+ Landing page
+ Lifecycle messaging
+ List fatigue
+ List hygiene
+ List rental
+ Mailbox provider

+ Marketing email
+ Media queries
+ Mobile email
+ Multivariate testing
+ Non-bounced email
+ Non-bounce rate
+ Open rate
+ Opt in
+ Opt-in list
+ Opt out
+ Opt-out rate
+ Permission-based email
+ Permission-based email list
+ Personalization
+ Phishing
+ Plain-text email
+ Pre-header text
+ Preview pane
+ Privacy policy
+ Reactivation email
+ Rendering
+ Re-permission campaign
+ Reply-to address

+ Responsive design
+ Return on investment (ROI)
+ Rich media
+ Right to be forgotten
+ Scraping
+ Seed list
+ Segment
+ Sender Policy Framework (SPF)
+ Sender Policy Framework (SPF) record
+ Sender reputation
+ Sender score
+ Simple Mail Transfer Protocol (SMTP)
+ Smarty
+ Social share
+ Spam
+ Spam filter
+ Spam folder
+ Spam trap
+ Spoofing
+ Subject line
+ Suppression file
+ Teaser
+ Text-only email

- | |
|--------------------------------------|
| + Transactional email |
| + Triggered email |
| + Uniform resource locator (URL) |
| + Unsolicited commercial email (UCE) |
| + Unsubscribe |
| + View online link |
| + Webmail |
| + Whitelist |

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Katey Charles Communications, a thoughtful strategic partner that can help you with all facets of your email marketing program.

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