



User Guide

Getting Started with Email Marketing

WELCOME!

This guide is designed to help you hit the ground running with your new email marketing account. Packed full with instructional information for getting started in the application as well as educational information to help you master the art of email marketing, this document will surely be your go-to resource.

In this guide, you'll learn how to:

- Verify Your From Email Address
- Define Additional From Names
- Create a Sign-Up Form on Your Website
- Create Your Welcome Email
- Create Additional Contact Fields
- Create Lists
- Add Contacts to Your Account
- Create Segments
- Create and Send an Email
- Understand Individual Email Results

This guide is about more than just how to use your new email marketing account. We also want to arm you with some quick tips to ensure your email marketing efforts are successful, giving you great advice on the following topics:

- Email Design Best Practices
- Growing Your Contact List
- Maximizing Deliverability

If after reading this guide you still have questions, be sure to check out the several resources sprinkled throughout the email marketing application or give us a call at 866.362.4538.

IN THIS GUIDE...

Verify Your From Email Address	3
Define Additional From Names	4
Create a Sign-Up Form on Your Website	5
Create Your Welcome Email	7
Create Additional Contact Fields	9
Create Lists	11
Add Contacts to Your Account	12
Create Segments	16
Create and Send an Email	18
Understand Individual Email Results	22
Email Design Best Practices	23
Growing Your Contact List	24
Maximizing Deliverability	25
Glossary of Terms	26



VERIFY YOUR FROM EMAIL ADDRESS

Once your account has been created, you will receive an email asking you to verify your From Email Address; you cannot send emails until you have verified this address.

In the email you receive, simply click the link you see pictured here to the left. Then log into the email application and begin creating and sending emails.



[Click here to verify your email address](#)

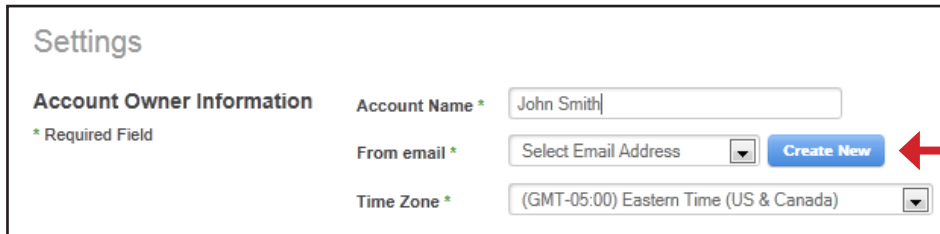
Each subsequent time you change your From Email Address in the application, you will receive a similar email asking you to verify the address. We do this to ensure that the address you provide is in fact valid and will not be blocked by ISP (Internet Service Provider) spam filters.

NOTE: The validation link expires after one week. If this occurs, you can request a new verification email from within the application.

DEFINE ADDITIONAL FROM NAMES

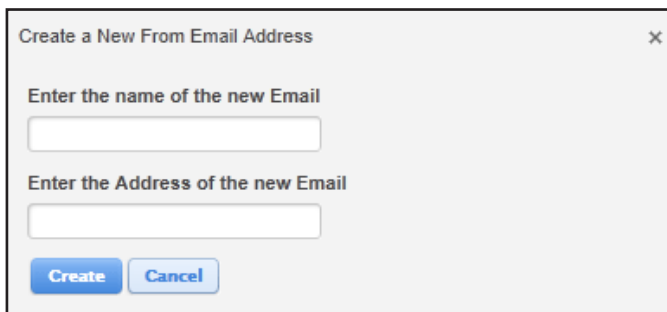
Within the email application, you have the option to create additional **From Names** in your account if you would like to send emails from different aliases for different audiences you may target. To create additional from names, follow the steps listed below:

1. Click on the **Settings** link located in the top-right hand corner of your screen next to the Logout link.
2. To add a new from name, click the **Create New** button.



The screenshot shows the 'Settings' page under 'Account Owner Information'. It includes fields for 'Account Name' (John Smith), 'From email' (a dropdown menu with 'Select Email Address'), and 'Time Zone' ((GMT-05:00) Eastern Time (US & Canada)). A blue 'Create New' button is positioned to the right of the 'From email' dropdown. A red arrow points to this button.

3. Enter both the **Name** and the **Address** of your new Email.
4. Click the **Create** button.

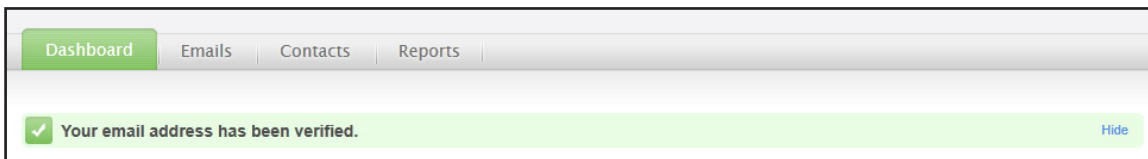


The dialog box is titled 'Create a New From Email Address'. It has two input fields: 'Enter the name of the new Email' and 'Enter the Address of the new Email'. At the bottom, there are 'Create' and 'Cancel' buttons.

5. To add another From Name, repeat the above steps.

NOTE: The application will automatically send a verification message to the email address. You cannot use a From Email Address until you have clicked the verification link within the email.

6. The following message will display after you click the verification link in your email and log back into the email application.

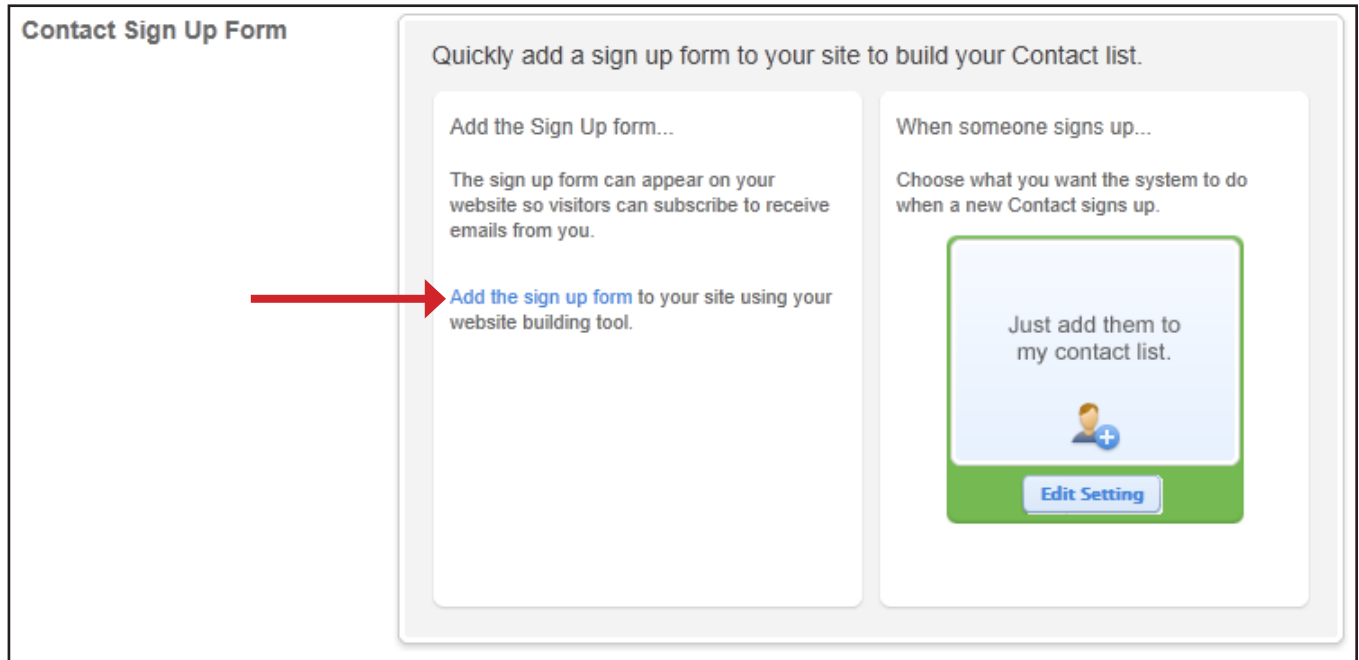


The screenshot shows the application dashboard with a notification message: 'Your email address has been verified.' with a 'Hide' button.

CREATE A SIGN-UP FORM ON YOUR WEBSITE

Your email marketing account comes standard with a sign-up form. This is a simple piece of code that when placed on your site, allows visitors to sign up for your newsletter. To access this code, follow these steps within the email marketing application:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Sign Up Settings**.
3. Click the **Add the Sign Up Form** text to access the sign up form code.



Contact Sign Up Form

Quickly add a sign up form to your site to build your Contact list.

Add the Sign Up form...

The sign up form can appear on your website so visitors can subscribe to receive emails from you.

[Add the sign up form](#) to your site using your website building tool.

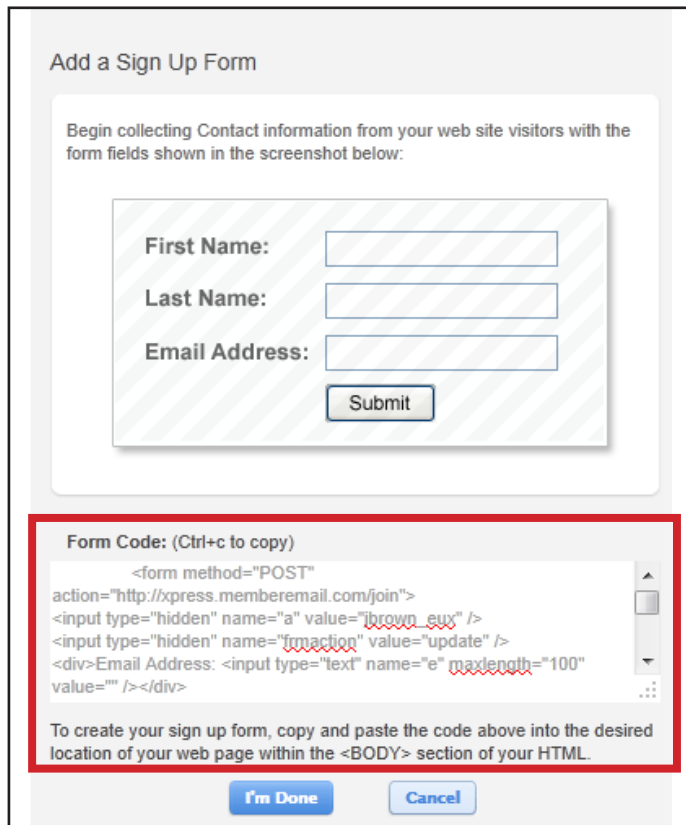
When someone signs up...

Choose what you want the system to do when a new Contact signs up.

Just add them to my contact list.

[Edit Setting](#)

4. The sign up code will launch in a separate dialog box.



Add a Sign Up Form

Begin collecting Contact information from your web site visitors with the form fields shown in the screenshot below:

First Name:

Last Name:

Email Address:

[Submit](#)

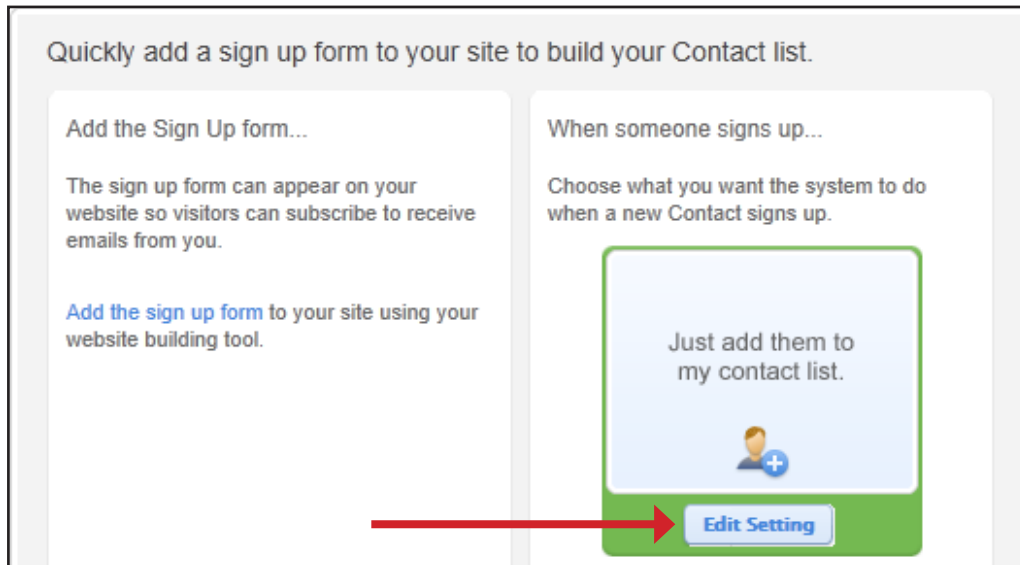
Form Code: (Ctrl+c to copy)

```
<form method="POST"
action="http://xpress.memberemail.com/join">
<input type="hidden" name="a" value="jbrown_eux" />
<input type="hidden" name="formaction" value="update" />
<div>Email Address: <input type="text" name="e" maxlength="100"
value="" /></div>
```

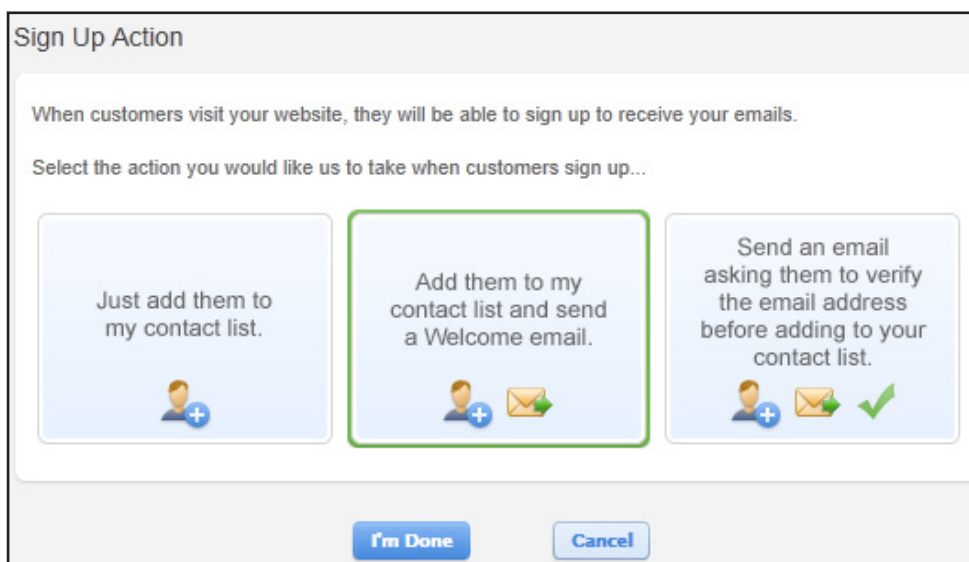
To create your sign up form, copy and paste the code above into the desired location of your web page within the <BODY> section of your HTML.

[I'm Done](#) [Cancel](#)

5. Copy and paste the form code to your website. It is important that you do not manipulate the code as it will negatively impact the application's ability to capture new contacts from your website.
6. To configure what action you want the application to take when a website visitor completes the form, click on the **Edit Setting** button.



7. You have three options for what action you want the application to take:
 - a. **Just add them to my Contact list:** Once the visitor submits the sign up request, the application will add the individual to your Contact list and take no further action.
 - b. **Add them to my contact list and send a Welcome Email:** In addition to adding the individual to your Contact list, the application will send a Welcome Email that you configure. See below for instructions on creating and managing your Welcome email.
 - c. **Send an email asking them to verify the email address before adding to your Contact list:** Before the website visitor is added to your Contact list, the application will send a text-based email that requires the individual to confirm their desire to sign up to your newsletter list. This is a best practice to ensure that only valid email addresses are added to your account. Once the individual has confirmed their opt-in, the application will then send a Welcome Email.

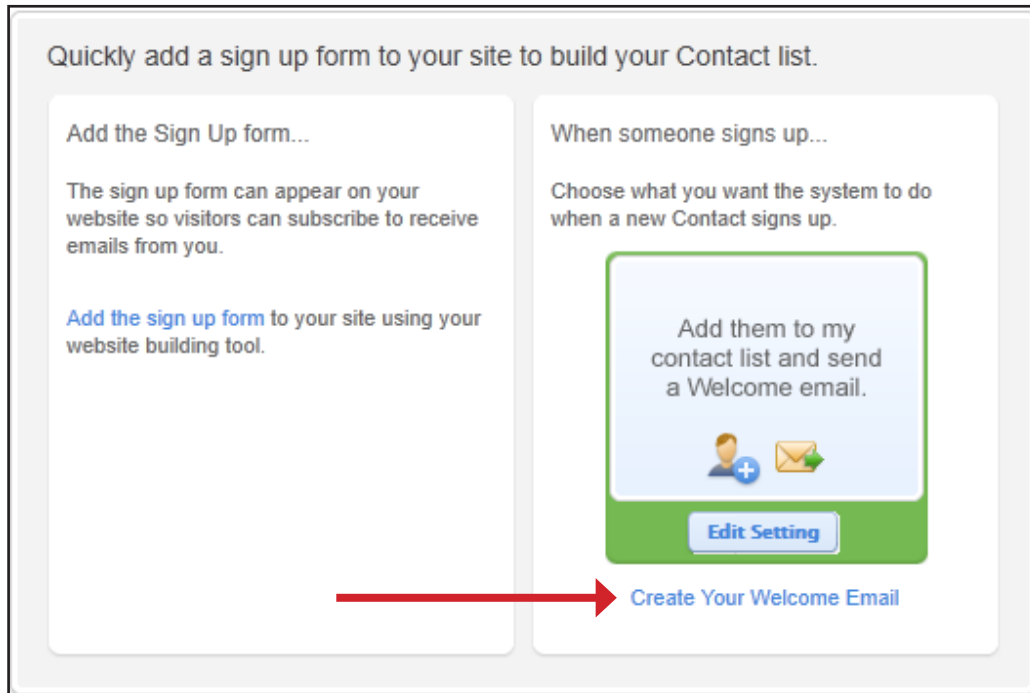


NOTE: Confirmation and Welcome Emails will not be sent until you have verified the From Email Address that was established when your account was created.

CREATE YOUR WELCOME EMAIL

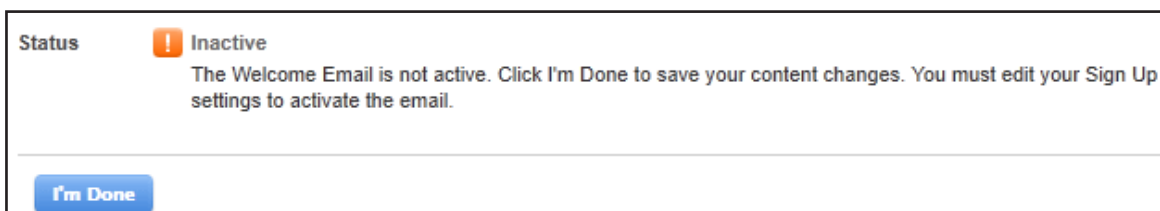
Based on the configuration of your Sign Up Form, a Welcome Email can be sent automatically by the application whenever a visitor to your website completes the sign up form that comes standard with your application. To edit your Welcome Email, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Sign Up Settings**.
3. Click the **Create Your Welcome Email** option.

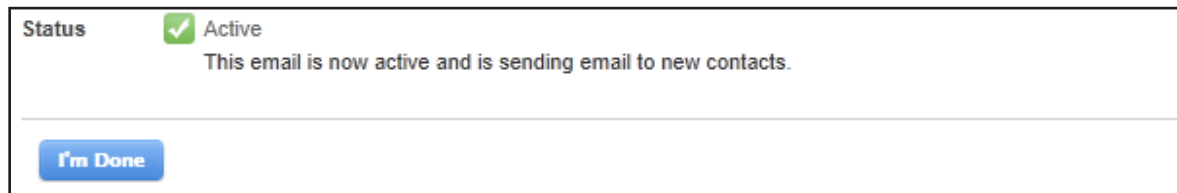


The email creation process will launch with the Select Template step active.

4. Select the template you would like to use for your Welcome Email. To select the template, place your cursor over the desired template and click on the Select option that appears.
5. On the **Add Content** step, modify the content of your email.
6. Click the **Next** button.
7. On the **Sending Details** step, select the From Name you want to use for your Welcome Email and click the **I'm Done** button to activate your Welcome Email.



You will know the Welcome Email is active when you see the following:



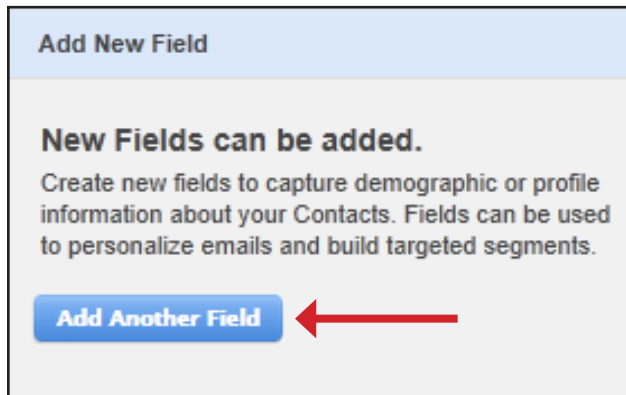
NOTE: If you want to edit your Welcome Email at a future time, return to the Sign Up Settings page and click on the **Edit Your Welcome Email** option (which will be in the same position as the Create Your Welcome Email option was).

CREATE ADDITIONAL CONTACT FIELDS

Your email marketing application comes with a standard set of contact fields including First Name, Last Name, Email Address, Gender and Birth Date. These fields cannot be edited or deleted. However, you can create custom contact fields to capture additional information.

Once defined, any contact field can be used in personalization and segmentation. To add contact fields, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Contact Fields**.
3. On the right-hand side, click on **Add Another Field**.
4. Enter the **Field Name**.



5. You can **Select Data Type** (either **Date**, **Text** or **Number**) depending on what type of information you are storing.
 - a. If you choose **Date** as your **Data Type**, you have the following choices under the drop-down menu for **Select Field Type**:
 - **Calendar**, **Radio Buttons**, **Check Boxes** or **Drop Down**.
 - b. If you choose **Text** or **Number** as your **Data Type**, you can choose from the following for **Select Field Type**:
 - **Single Line** (which allows you to adjust the **Character Limit**), **Radio Buttons**, **Check Boxes** or **Drop Down**.
6. Once you have selected all the criteria for your new field, click **Create**.

NOTE: If you select a **Field Type** of **Radio Buttons**, **Check Boxes**, or **Drop Down**, you need to define the possible values for the field. For example, Favorite Color and the options of Blue, Green, Red and Orange.

Add New Field

Field Name

Select Data Type

Select Field Type

Additional Options
Enter Options

1

2

3

4

7. After your field has been created, it will appear in the list of **Contact Fields** on the right in alphabetical order.

✓ **The field Country has been added.** Hide

Contact Fields

Field Name	Data Type	Field Type	
Added Date	Date	Calendar	<div style="background-color: #f0f0f0; padding: 10px; border: 1px solid #ccc;"> <p>New Fields can be added. Create new fields to capture demographic or profile information about your Contacts. Fields can be used to personalize emails and build targeted segments.</p> <p style="text-align: center;"><input type="button" value="Add Another Field"/></p> </div>
Birthdate	Date	Calendar	
Cell Phone	Text	Single Line - 100 char	
City	Text	Single Line - 100 char	
Country	Text	Single Line - 100 char	

8. You can choose to **Edit** or **Delete** your Contact Field(s) by clicking on the **Edit** or **Delete** icons.

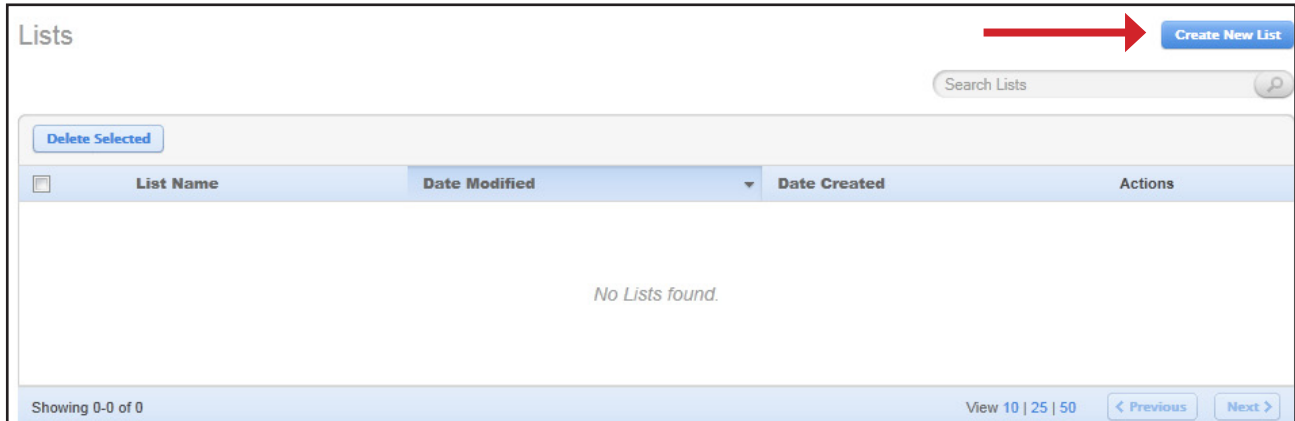
NOTE: You cannot edit the **Data Type** or **Field Type**.

9. To create another Contact Field, simply click the **Add Another Field** button on the right.

CREATE LISTS

Within the email marketing application, you can use lists as a way to organize your contacts. You can import records to a list as well as send your emails to your lists. To create a list, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Lists**.
3. Click the **Create New List** option.

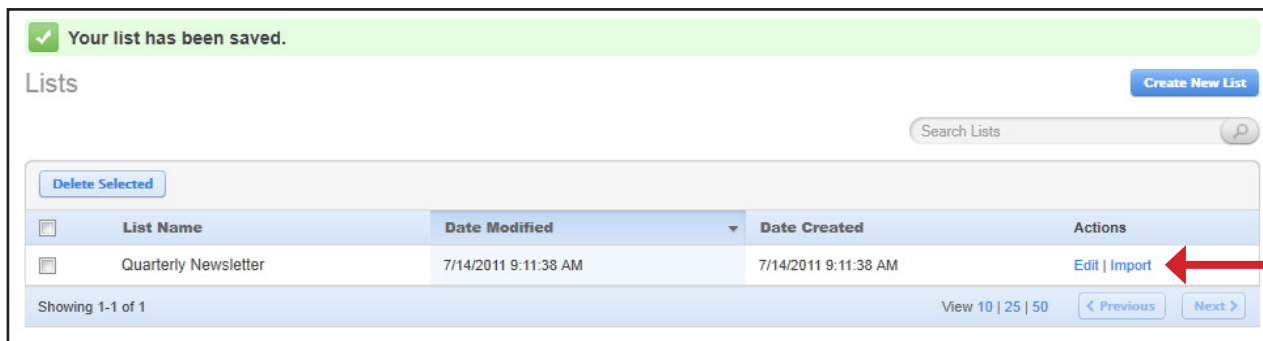


4. Enter a name for your new list and click **Update**.

The screenshot shows a dialog box titled 'Create a New List' with a close button (X) in the top right corner. Inside the dialog, there is a text input field with the placeholder text 'Enter the name of the new list'. Below the input field are two buttons: 'Save' and 'Cancel'.

5. If you wish to change the list name, you can choose the **Edit** option on the right.

NOTE: To add records to your list using data in a CSV (comma-separated values) file, click on the **Import** option on the right and follow the instructions on importing under the [Add Contacts to Your Account](#) section on page 12.



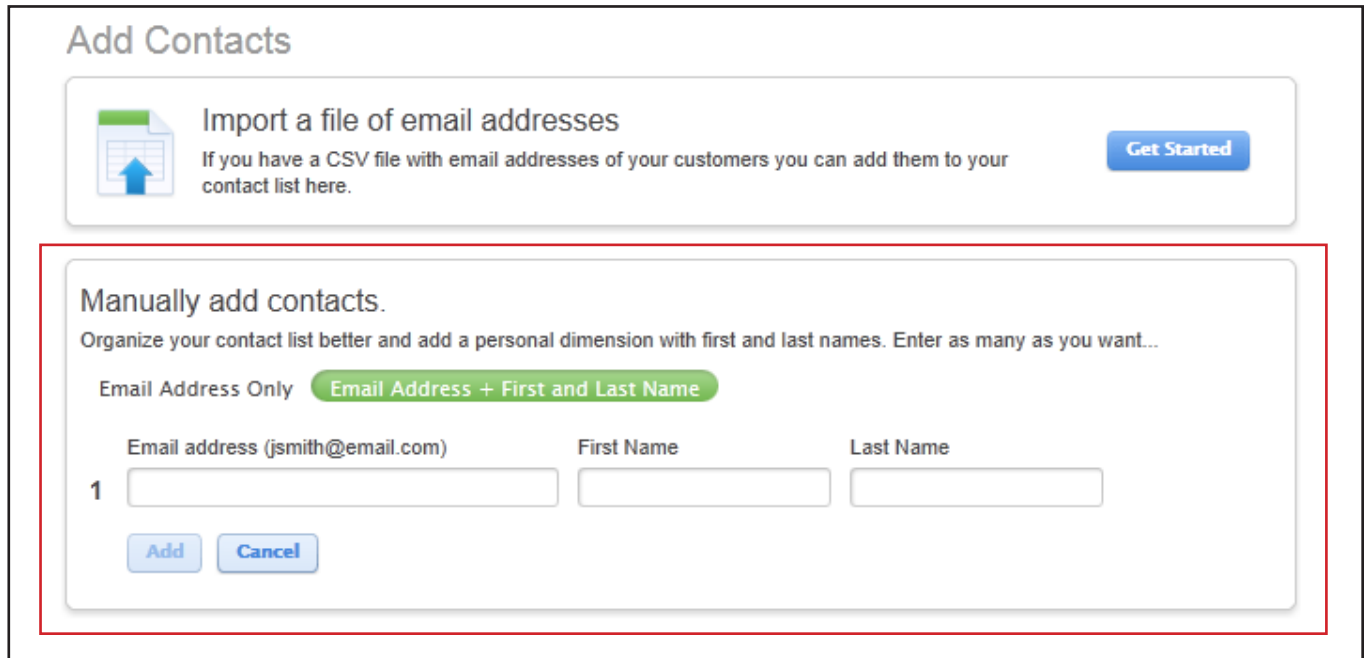
ADD CONTACTS TO YOUR ACCOUNT

There are two different methods you can use to add contacts to your email marketing application. You can add them manually or import them from a CSV file.

ADD CONTACTS MANUALLY

To add contacts manually, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Add Contacts**.
3. You can begin adding contacts in the **Manually add contacts** section.



The screenshot shows the 'Add Contacts' interface. At the top, there is a section for 'Import a file of email addresses' with a 'Get Started' button. Below this, the 'Manually add contacts' section is highlighted with a red border. It includes a title, a description, and two radio button options: 'Email Address Only' and 'Email Address + First and Last Name'. The 'Email Address + First and Last Name' option is selected. Below the options are three input fields labeled 'Email address (jsmith@email.com)', 'First Name', and 'Last Name'. A '1' is shown to the left of the first input field. At the bottom of this section are 'Add' and 'Cancel' buttons.

4. By default, you can add records and include **Email Address, First Name** and **Last Name**.

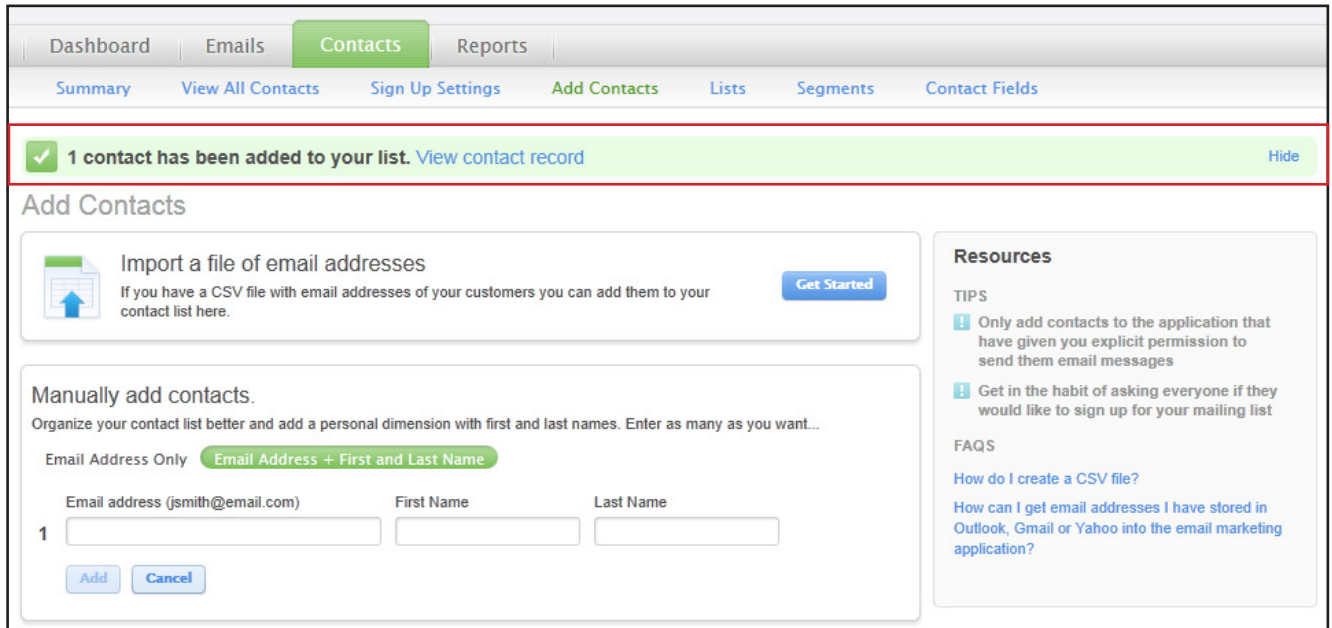
NOTE: Once you begin typing an email address in the first row, a second row will appear for you to add additional records.

5. If you have only the email address for the individual, or have a string of email addresses, you can click on the **Email Address Only option** and type in or paste in a series of comma separated string of email addresses.

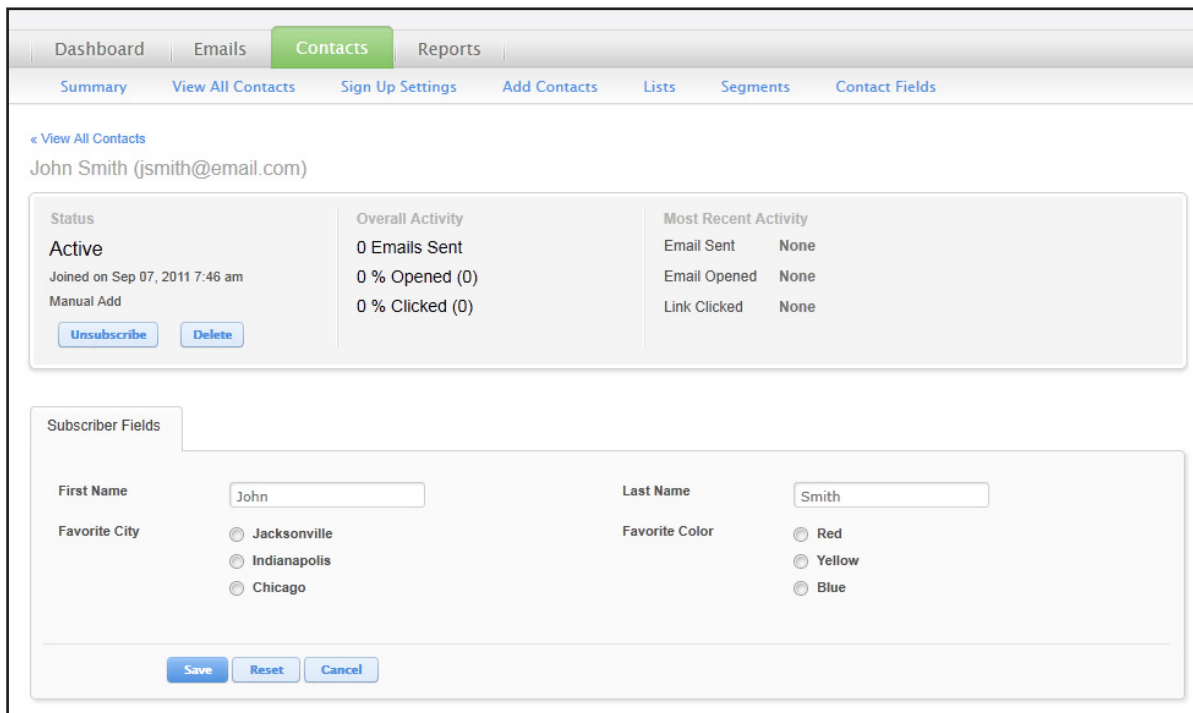


The screenshot shows the 'Manually add contacts' interface with the 'Email Address Only' option selected. It includes a title, a description, and two radio button options: 'Email Address Only' and 'Email Address + First and Last Name'. Below the options is a large text input field labeled 'Email address' with a 'Clear' button to its right. The input field contains the text: 'Type or paste multiple addresses in this field. Separate multiple email addresses with a comma, e. g. john.doe@email.com, jane.doe@email.com.' At the bottom of this section are 'Add' and 'Cancel' buttons.

- After adding **one** contact manually, a confirmation message will appear containing a link to view the record just created.
- To edit the contact, follow the **View contact record** link to the Contact Edit Page where additional information can be defined via the custom **Contact Fields** in the account.





NOTE: This function only works if a user is entering **one** record manually (and not more than one record at a time).



IMPORT CONTACTS FROM CSV FILE


To import a CSV file of contacts, you must first create the CSV file. This can easily be done from any Microsoft Excel file by following these steps:

1. Click the **Microsoft Office Button** , and then click **Save As**. If you don't see the **Microsoft Office Button** , click **Save As** on the **File** menu.
2. In the **File name** box, enter a new name for the file.
3. In the **Save as type** list, click the Comma Delimited (.csv) file format.
4. Click **Save**.

Once your file is ready, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Add Contacts**.
3. Initiate the import process by clicking the **Get Started** button.

Add Contacts



Import a file of email addresses

If you have a CSV file with email addresses of your customers you can add them to your contact list here.

[Get Started](#)

Manually add contacts.

Organize your contact list better and add a personal dimension with first and last names. Enter as many as you want...

Email Address Only **Email Address + First and Last Name**

	Email address (jsmith@email.com)	First Name	Last Name
1	<input type="text"/>	<input type="text"/>	<input type="text"/>

[Add](#) [Cancel](#)

4. Select which list you would like to import your CSV file to.

NOTE: You do not have to import records to a specific list. If you do not designate a specific list in Step 1, the records will just be added to your database.

Import a file of contacts

If you have a CSV file of your customers you can add them to a list here.

Step 1. Select a list to import to (optional):

Quarterly Newsletter

Step 2. Upload a CSV File:

[Browse for File...](#)

- Click the **Browse for File** button to find the file you want to import.
- In the dialog box, navigate to the CSV file you want.
- Click on the file name.
- Click the **Open** button.
- The name of your file will appear on screen in the application. Assuming this is the file you intended, click the **Upload File** button.
- Once the application has finished uploading the file, you must map the columns from your file to the fields in the application.
- From the **Supported Columns** drop-down menus, select the Contact field that corresponds to the column in your file. The application will attempt to make a logical mapping; however, you can easily override those by changing the values in the drop-down menus.

We think we've matched your files columns to our supported columns correctly. Use the drop down menus to review all of your file's columns to correctly match our columns.

First row is header **Import**

Supported Columns First Name Last Name Gender Favorite Sport Birthdate

Your File's Columns	First Name	Last Name	Gender	Sport	Birthday
	Stephanie	Bache		Camping	2/20/1965
	Daniel	Peck	Male	Hiking	8/23/1989
	Jenny	Robertson	Female	Running	9/28/1972
	Nick	Vowels		Canoeing	10/7/1981
	Conner	Andersen	Male	Climbing	3/23/1976

Use the dropdown menus above to map Your File's Columns to Supported Columns - First Name, Last Name, etc.

Import **Cancel**

- Once you have finished mapping the columns, click the **Import** button.
- Once the application has begun the import process, you will see the following onscreen message:

We are processing your import. Once it is complete, a message will be displayed on the Dashboard and Contacts Summary page. [Refresh Status](#) Hide

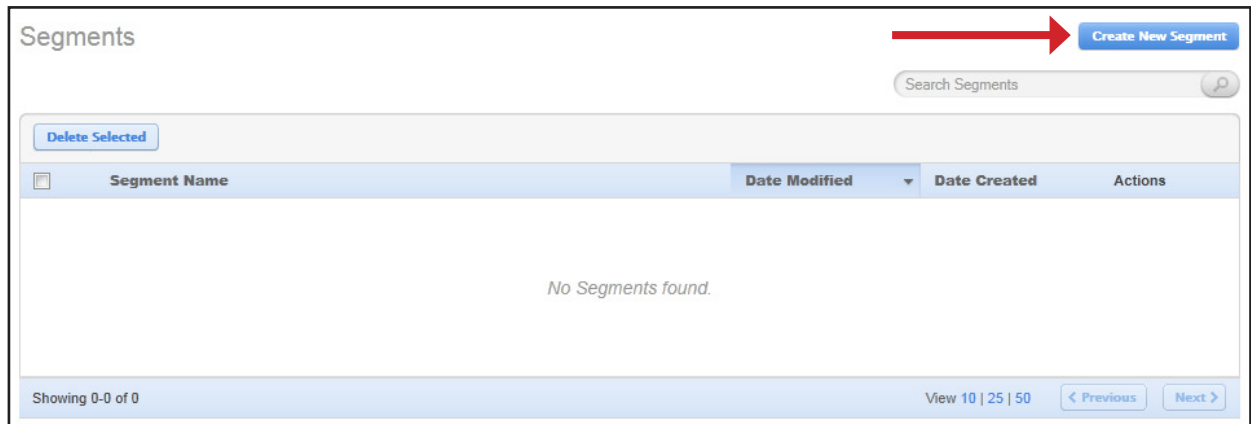
As indicated in this message, once the import is complete, the application will display a similar message on both the **Dashboard** and **Contacts Summary** pages.

9 Contacts were successfully imported from Newsletter.csv. Hide

CREATE SEGMENTS

Within your application, you have the option to organize your list of Contacts into **Segments**. These are different than Lists in that Segments are a way to group individuals with similar attributes or interests (i.e. all males over 21 years of age who like baseball). To create a Segment, follow these steps:

1. In the primary navigation, click on **Contacts**.
2. In the sub-navigation, click on **Segments**.
3. Click the **Create New Segment** option.

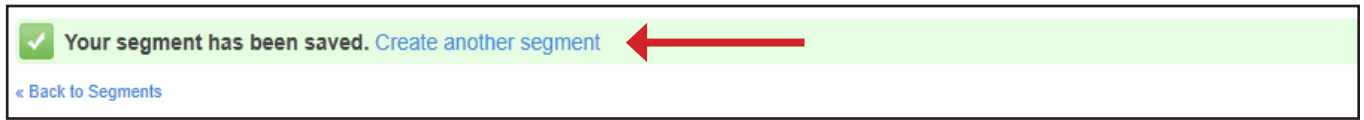


4. Designate a **Name** for your segment and a **Description** if you like.

5. Select the **Filters** and **Criteria** you wish.

NOTE: Once you begin adding a filter in the first row, a second row will appear for you to add additional filters. If you wish to **Delete** any **Filter Criteria**, click on the trash can icon on the right to delete.

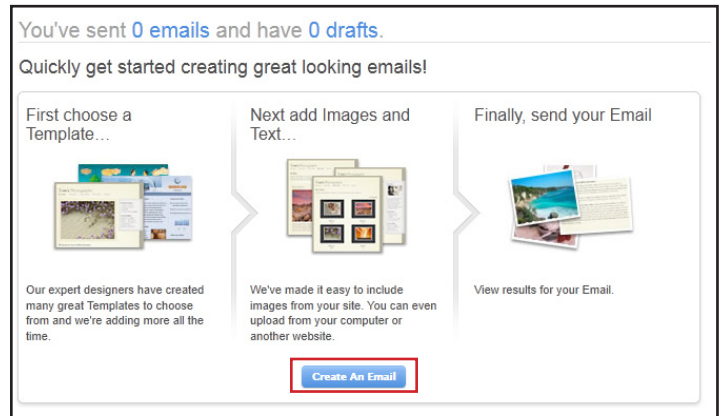
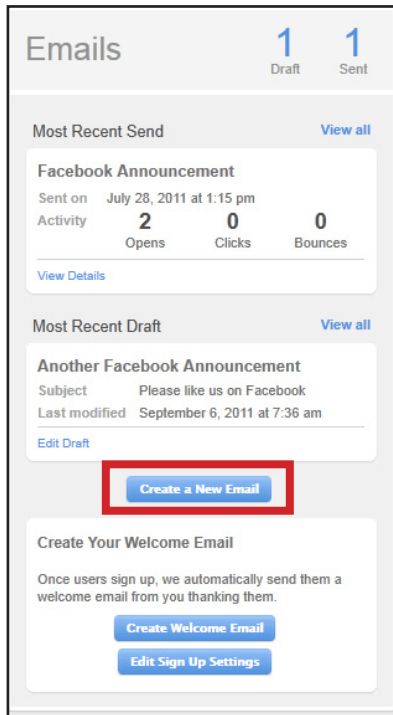
6. Once you have selected all the Filters and Criteria you want for your segment, click the **Save** button.
7. After your **Segment** has been saved, the below message will appear with a link to **Create another segment** if you wish to create another.



CREATE AND SEND AN EMAIL

You've added Contacts to your account and your Sign Up Form is up and running. Now it is time to create and send your first email campaign.

1. On the Dashboard, click the **Create Email** button. Optionally, you can also click on **Emails** in the primary navigation and then click **Create Email** in the sub-navigation or click the **Create an Email button** located further down on the page.

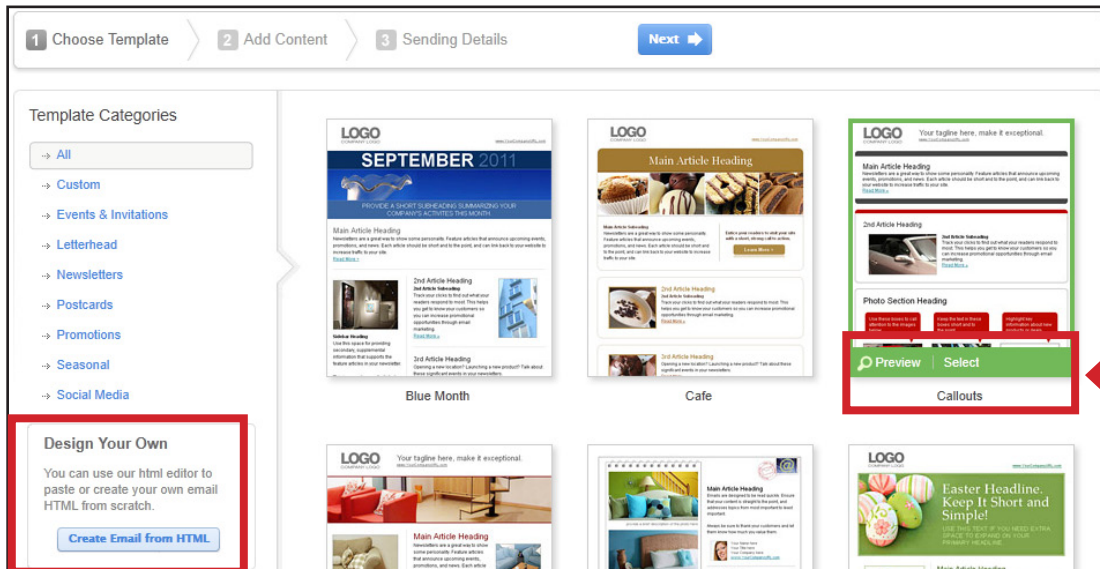


This is what appears on the Email Summary page if no emails have been created in the account.

This is what appears on the Email Summary page if an email has already been created in the account.

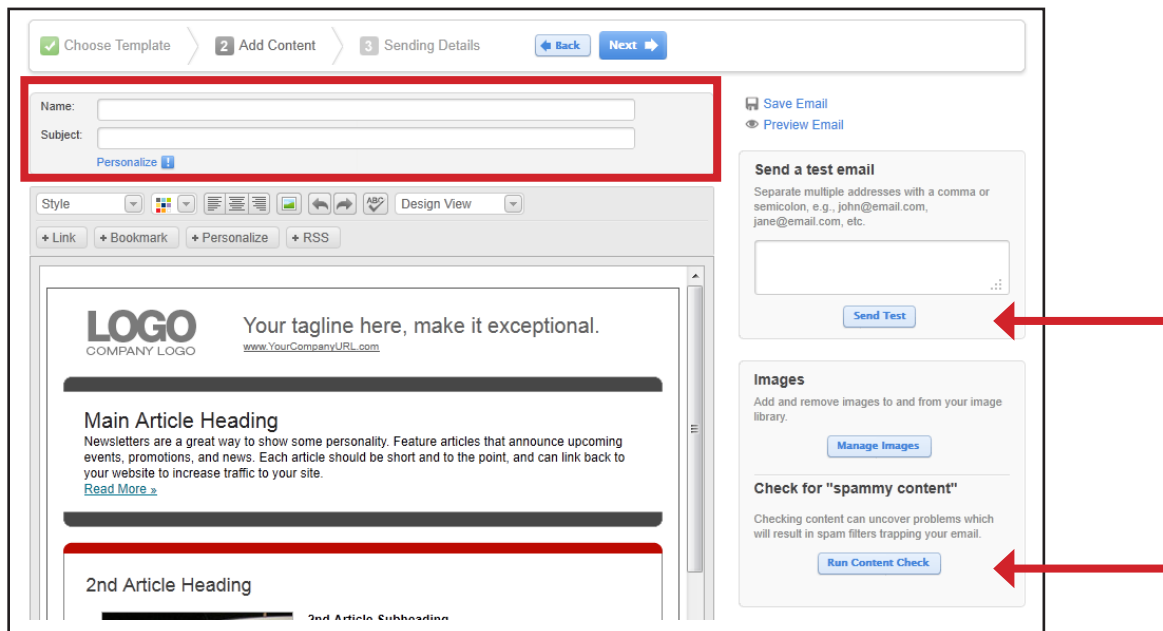
2. On **Step 1: Select a Template**, choose a Template from any of the categories. To select a template, place your cursor over the desired template and click on the **Select** option that appears.

NOTE: If you would like to create an email by defining the HTML in the application or pasting in HTML, you may do so by clicking the **Create Email from HTML** button on this page. It is listed just beneath the directory of Template Categories.

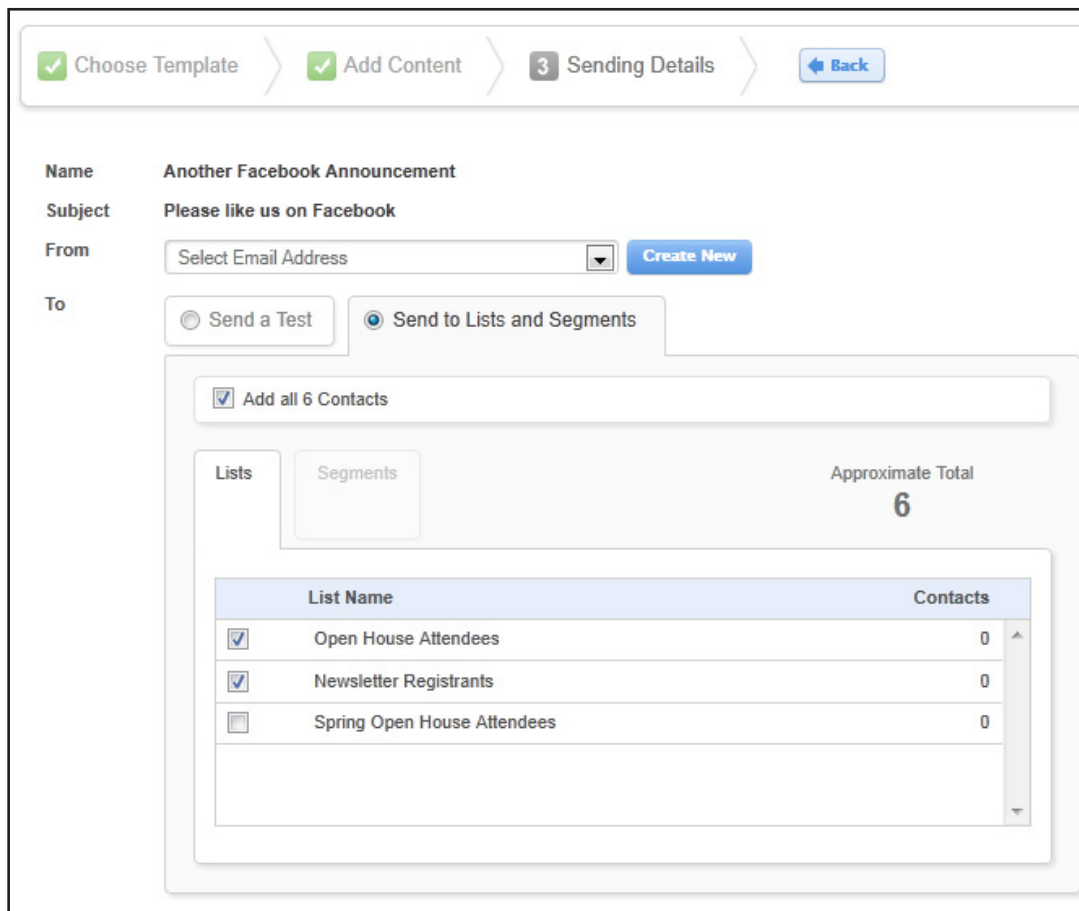


3. On **Step 2: Add Content**, complete the Name and Subject fields and customize the email to match your content.

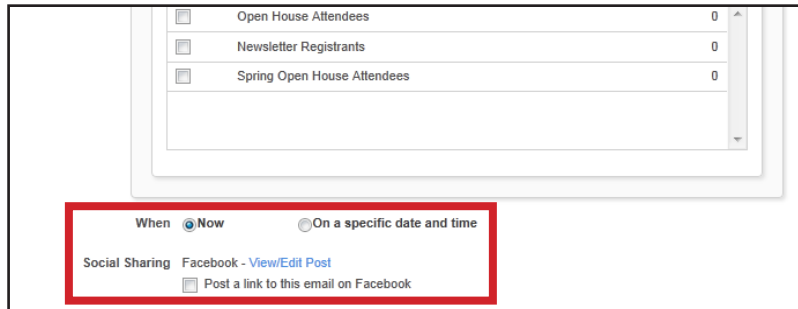
NOTE: Although it is not required, it is highly suggested that you check for “spammy” content and send a test email using the features in the right-hand column.



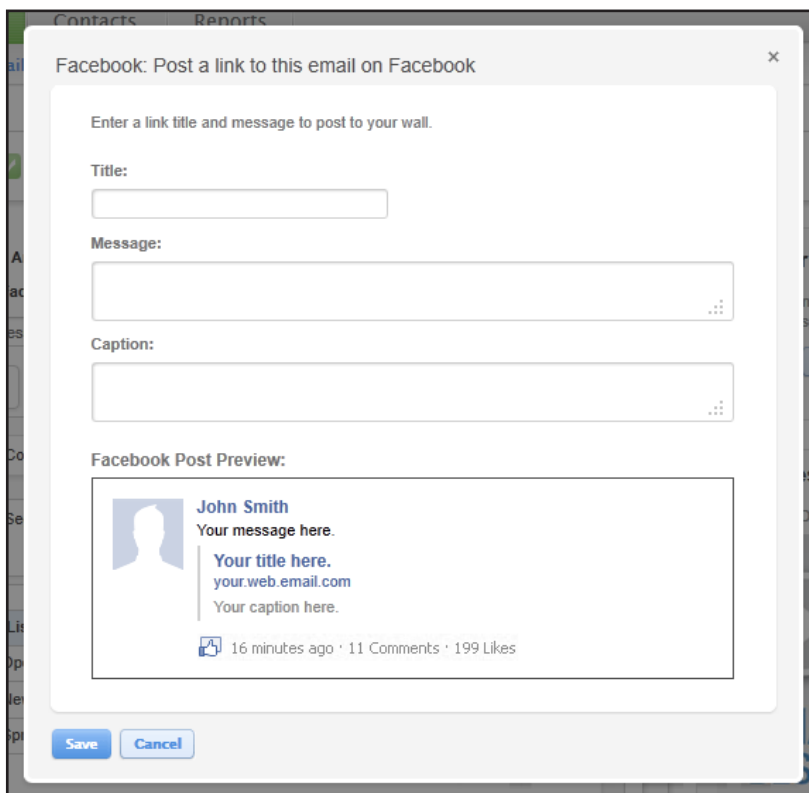
4. Click the **Next** button.
5. On the **Sending Details** page, you can choose which **From Name** you would like your email sent from as well as the option to **Send a Test** or not.
6. Choose the **List(s)** and / or **Segment(s)** you created earlier that you want to receive the email.



- Indicate if you want the email to be sent **Now** or **On a Specific date and time**.
- If you choose to send **Now**, you can also choose to share the email on Facebook by checking the check box for **Post a link to this email on Facebook**.
- Click the **View/Edit Post** link to define your Facebook post's **Title**, **Message** and **Caption**.



- Fill out the Title and Message form fields and click **Save**.



- Click the **Send Email** button.

NOTE: If you choose to send the email **On a Specific date and time**, you can choose to post to Facebook at a later time by accessing the **View Results** page and select the **Post to Facebook** option there.

Dashboard | **Emails** | Contacts | Reports

Summary | View All Emails | Create New Email

« Back to View all Sent Emails »

Email Results Details

Name
Facebook Announcement
Sent: 7/28/2011 7:14:00 PM

Subject
Please like us on Facebook

From
Karen Jung
kjung@exacttarget.com

Status
✓ **Send Completed**
Sent on July 28, 2011 at 1:15 PM
Sent to 5 subscribers

[Post to Facebook](#)

Email Overview

Overview	40.0 % (2) Opens	0.0 % (0) Clicks	0.0 % (0) Bounces	0.0 % (0) Unsubscribes
Delivery	100.0 % Delivery Rate	5 Sent	5 Delivered	View List
Opens	40.0 % Total Opens	2 Unique Opens	3 Did Not Open	View List

Email Content:

"Like Us" on Facebook
and receive 20% off your next purchase!

Dear [Customer Name],
We're very excited to announce that [Company Name] has recently launched our Facebook page! You can access our page by clicking the following link: [URL]. Take a few minutes to check it out and let us know what you think! Here are just a few reasons to "Like" us.

[PICK 3 FROM THIS LIST AND CUSTOMIZE]

- Get exclusive access to specials and promotions
- Take part in contests exclusively for our Facebook community
- Hear about upcoming events that we have scheduled
- Read the latest tips and trends in [industry]
- Get the inside scoop on current events
- Tell us what you think, or ask questions and share ideas with other customers

[Like us on Facebook](#)

LOGO
COMPANY LOGO

This email was sent to: %Name%
This email was sent by: %id%
20 North Main Street, Indianapolis, IN 46204

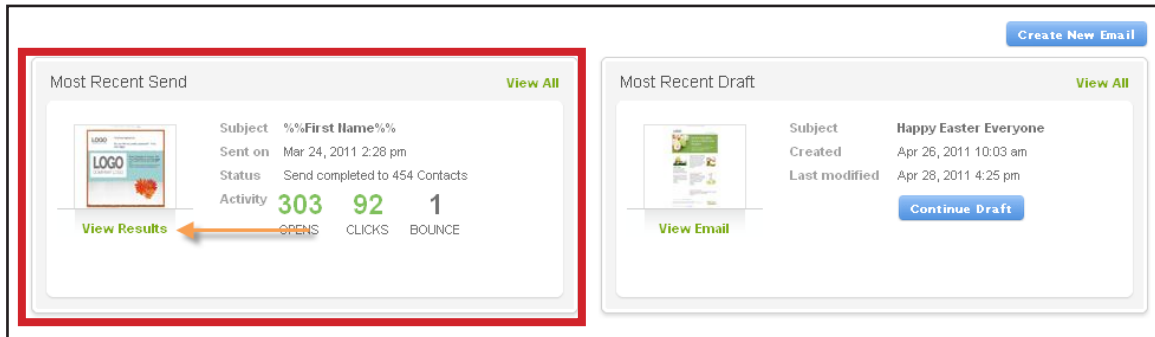
6 Photos | 4 Audio | 3 of Photos Audio

Once your email is sent, you can access the results on the **Sent** tab on the **View All Emails** page.

UNDERSTAND INDIVIDUAL EMAIL RESULTS

The email marketing application captures a number of statistics for every email that you send. To view results for an individual email, follow these steps:

1. In the primary navigation, click on **Emails**.
2. On the Emails Summary page, you will see the last email you sent in the **Most Recent Send** box.



3. Click on **View Results** to see the full set of results for that email.

NOTE: If you want to see the results for an email that was sent prior to your most recent send, click on **View all Emails** in the sub-navigation. By default, the **Sent** tab is active. Click on the **View Results** link in the Action column for the desired email.

4. The Email Results page contains the following statistics:
 - Number of Contacts who received the message.
 - **Opens:** The number of unique contacts who opened the message.
 - **Clicks:** The number of unique contacts who clicked on at least one link in the email.
 - **Bounces:** The number of email messages that the email application attempted to send but was unable to send. An email message may bounce for any number of reasons including if the email address is no longer valid or the recipient's mailbox is full.
 - **Unsubscribes:** The number of contacts who clicked on the Unsubscribe link automatically included in the footer of the email. The application will ensure that no more email messages are sent to these individuals; you do not need to take further action.
 - **Clicks:** The number of unique individuals who clicked on each of the links in the email message you sent.

Getting the most out of your email marketing application is about more than just knowing what buttons to click and understanding what you are seeing on the screen. You also need to apply industry-proven best practices to everything from email design, list growth, and managing deliverability.

EMAIL DESIGN BEST PRACTICES

The email marketing application comes with a library of professionally designed templates that you can customize to suite your specific design. As you work with these templates to build your emails, keep these simple best practices in mind:

- **Simple is better.** Make sure your message is easy to read and your call to action is clear.
- **Consider the priorities of the messages in your email.** Put your most important content at the top of the email; you cannot assume your contacts will ever scroll to the bottom of your message.
- **Strike a balance between text and images.** Graphics should be used to enhance and entice, not to convey the entire message.
- **Keep the length of your message short and sweet.** Limit copy to only what is necessary to make your point. Sending large chunks of text can be overwhelming — consequently landing your newsletter in the trash.
- **Get inspired!** Notice what kinds of email you receive, and what kinds of messages get your attention.
- **Know thy Audience.** Know your audience and take their unique needs and preferences into account when writing your message.
- **Include links or a call to action!** Give your contacts an opportunity to engage with your message. Give them a reason to call you or visit your website.

GROWING YOUR CONTACT LIST

If you are finding yourself scratching your head and wondering what you can do to grow your list of contacts, you are not alone. The good news is that if you are willing to get creative, there are a number of ways you can get people to sign up for your email program. Here are just a few ideas to get you started:

- Put your sign-up form throughout your website.
- Add a note in your email signature inviting others to visit your website and sign up for your newsletter program.
- Link to the sign-up form in every transactional email you send including order confirmations and shipping notifications.
- Get into the habit of asking everyone who contacts you – either by phone or email – for permission to add them to your mailing list.
- Encourage people to sign up on all your printed materials including business cards, brochures, menus, packing slips, etc.
- Capture sign-ups at your point of check-out by either verbally asking customers to sign up or including an incentive for people to give you their email address.
- Verbally ask for permission and capture it as part of the transaction.

Regardless of what methods you employ, remember that permission is paramount. It is imperative you ask for explicit permission before you start sending messages to anyone; you cannot assume it. Not only is it polite to ask for permission, it is also required by law. Do not be in such a rush to grow your list that you throw best practices out the window and run the risk of offending your customers.

MAXIMIZING DELIVERABILITY

If you are new to email marketing, deliverability may be a foreign term. At its most basic definition, deliverability refers to the ability to get the email messages you send to the inbox – and not the spam folder – of your intended recipients. By choosing to partner with a reputable sender in the eyes of Internet Service Providers like Yahoo!, Gmail and Hotmail, you have taken a huge first step in ensuring your messages reach their intended audience.

Don't think you are off the hook though just because you chose a good partner. Your reputation as a sender also plays a big role in maximizing your deliverability rates. If you send messages that recipients routinely mark as spam, or you repeatedly send messages to bad email addresses, your reputation will suffer.

The following are just a few hints for what you can do to protect your reputation and maximize your deliverability rates.

- **Always ask for permission.** Want to be extra careful? Be sure to confirm an individual's request to join your mailing list using the Sign Up form.
- **Avoid using common spam traps.** Even if you are the most honest email marketer, there are certain triggers that will land your email message in the spam folder. Be sure to avoid phrases like "FREE STUFF," avoid the use of many exclamation points, and try not to use all caps throughout your messages.
- **Send people only what they sign up for and expect.** If you send messages that are not relevant, your contacts are more likely to mark your messages as spam. The more they mark your messages as spam, the less likely ISPs are going to let them through in the future.
- **Use clear, easy-to-understand processes for unsubscribing.** The email marketing application has you covered here. The tool automatically inserts an unsubscribe process in every message you send.
- **Honor unsubscribes – no exceptions!** The good news for you is that the email marketing application makes it impossible for you to send a message to an email address that has previously unsubscribed.
- **Don't buy lists.** You don't know what email addresses are on the list; some of them may be addresses planted by Internet Service Providers as an attempt to capture spammers. Even if they are valid email addresses, that is no guarantee the people behind them are interested in your products or services.

GLOSSARY

Abuse

In the context of email, the sending of unsolicited commercial email or spam.

Bounce

An email message that fails to reach its intended destination. Emails can bounce for more than 30 reasons, such as when the inbox of a recipient is full or the email address is no longer in use.

Bounce Rate

Percentage of Contacts that didn't receive your message because it was returned by a recipient mail server.

Call to Action

In an email message, the text or image link, button, widget or visually highlighted body in copy that tells the recipient what action to take.

CAN-SPAM

An act (set of laws), which became effective Jan. 1, 2004, that establishes requirements for those who send email with a primary purpose of advertising or promoting a commercial product or service.

Click-Through Rate

The percentage of Contacts who clicked on a particular link within the email message.

Double Opt-In

The recommended procedure for subscribing email recipients to an email list or newsletter. Once a person requests to subscribe to a list, a confirmation email message is automatically sent to the supplied email address asking the person to verify that he or she has in fact requested to be included in future mailings.

Email Client

The software that recipients use to read email. Some email clients have better support for HTML email than others.

Hard Bounce

Email message that cannot be delivered to the recipient because of a permanent error such as an invalid or non-existing email address.

HTML

Hypertext Markup Language – The most commonly used coding language for creating Web pages. HTML can also be used in email messages.

Links

Text links, hyperlinks, graphics or images that, when clicked, send the client to another online location (for example, a landing page or other pages of a website). Links in emails are a source of action.

Open

“Opened” messages include HTML emails that have been viewed in a preview pane or fully opened in the email client as long as images have been enabled. Opens are generally tracked by inserting a small, clear image in an HTML message. When a message is opened and images are enabled, the image calls the server and the message is then counted as an open.

Open Rate

The percentage of Contacts who opened an email message.

Opt-In

An approach to email marketing in which customers must explicitly request to be included in an email campaign or newsletter.

Permission

The explicit or implicit approval given when a person actively requests to have their own email address added to a list.

Personalization

The insertion of personal greetings in email messages (for instance “Dear Bill” rather than the generic “Dear Customer”).

Preview Pane

The window in an email client that allows the user to scan message content without actually clicking on the message. Emails that are read in the preview pane will not count as an open unless the recipient has the images displayed.

Soft Bounce

Email message that cannot be delivered to the recipient because of a temporary error such as a full mailbox.

Spam

Email sent to a Contact who has not opted-in or given permission to the sender.

Subscribe

The process of joining a mailing list either through an email command, by filling out a Web form, or offline by filling out a form or requesting to be added verbally.

Subscriber

A person who has specifically requested to join your mailing list.

Unsubscribe

The action a Contact takes to remove himself or herself from an email list.

Welcome Email

The email message that is automatically sent to a Contact when they complete the Sign Up form on your website.