

GLOSSARY



Email and Newsletter Marketing Foundations

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Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
click rate	The number of times the links in your emails were clicked
email marketing	A form of direct marketing that uses email as its main medium of communication
open rate	The number of people who have opened your email
segmentation strategy	Used to personalize email content so your customers feel like you are speaking directly to them.
subscriber	A person who has opted to receive your email communication
target	The person you wish to directly market with your email campaign