

Email Marketing Report Glossary

Email marketing doesn't end with a send!

Use this glossary to understand the key terms within your email reports, evaluate the success of your email marketing, and identify areas to make improvements for your next email.

All opens - the total number of times an email is opened, including repeat opens

Average industry rates - a benchmark for how well your email results match up to others in your industry

Bounce rate - the percentage of email subscribers that did not receive your message

Click-through rate - the percentage of clicks an email receives based on the number of contacts who opened the email

Delivery rate - the percentage of emails sent that were successfully delivered to your contacts' inboxes

Did not opens - the number of people who have not yet opened your email

Sends - a complete list of contacts you sent your email to

Spam report - a contact on your email list receives your communication and reports it as unwanted or unsolicited

Unique opens - identifies each individual who opened your email and when

Unsubscribes/'Opt-Outs' - the total number of contacts who have decided to no longer receive your emails



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