

18.2: Key terms and concepts

Table 18.2.1

Term	Definition
Alt Text	The 'alt' attribute for the IMG HTML tag. It is used in HTML to attribute a text field to an image on a web page, normally with a descriptive function, telling a user what an image is about and displaying the text in instances where the image is unable to load. Also called alt tag.
Business-tobusiness (B2B)	When businesses sell products or services to other businesses and not to consumers.
Business-toconsumers (B2C)	When businesses sell products or services to consumers.
Call to action (CTA)	A phrase written to motivate the reader to take action such assign up for our newsletter or book car hire today.
Clickthrough rate	The total clicks on a link divided by the number of times that link was shown, expressed as a percentage.
Customer relationship management (CRM)	A strategy for managing a company's interactions with clients and potential clients. It often makes use of technology to automate the sales, marketing, customer service and technical processes of an organisation.
Database	In email marketing, the database is the list of prospects to which emails are sent. It also contains additional information pertinent to the prospects.
Domain name system (DNS)	DNS converts a domain name into an IP address. DomainKeys, an email authentication system designed to verify the DNS domain of an email sender and the message integrity.
Double opt-in	The act of getting subscribers to confirm their initial subscription via a follow-up email asking them to validate their address and hence opt-in again.
Email service provider (ESP)	A service that helps you design and send emails.
Hard bounce	The failed delivery of email communication due to an undeviating reason like a non-existent address.
Internet Protocol (IP) Address	An exclusive number that is used to represent every single computer in a network.
Internet service provider (ISP)	The company providing you access to the Internet, for example, MWEB, AOL and Yahoo!.
Open rate	The percentage of emails determined as opened out of the total number of emails sent.
Opt-in	Giving permission for emails to be sent to you.
Opt-out	Also known as unsubscribe. The act of removing oneself from a list or lists so that specified information is no longer received via email.
Return on investment (ROI)	The ratio of profit to cost
Sender ID	A method used by major ISPs to confirm that an email does originate from the domain that it claims to have been sent from.
Soft bounce	The failed delivery of an email due to a deviating reason like an overloaded email inbox or a server failure.
Spam	Email sent to someone who has not requested or given authorisation to receive it – EVIL!
Unique forwarders	This refers to the number of individuals who forwarded a specific email on.

White list

A list of accepted email addresses that an ISP, a subscriber or other email service provider allows to deliver messages regardless of spam filter settings.

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