

Definitions

Here are some of the terms that are used frequently in the MailUp documentation.

- [CONSOLE](#)
- [LIST](#)
- [MESSAGE](#)
- [NEWSLETTER](#)
- [RECIPIENTS](#)
- [RECIPIENT STATUS](#)
- [RECIPIENT FIELDS](#)
- [FILTERS](#)
- [GROUPS](#)
- [EMAIL](#)
- [THIRD LEVEL DOMAIN](#) or [C-NAME](#)

CONSOLE

The administration console area that MailUp users access to create, send, and track messages. In the MailUp system, it's often a synonymous of "account".

LIST

All data in MailUp is structured in independent **LISTS**: they allow you to manage different brands/companies/clients/etc. within the same MailUp account, or different newsletters (e.g. different topics, different languages, different frequency, etc.).

- A LIST is an independent set of messages, settings, statistics, filters, events, groups, subscribers, unsubscribers, etc.
- You can create as many LISTS as you wish in your MailUp console.
- The e-mail address is used as the record identifier for recipients within a LIST
- Each recipient subscribes and unsubscribes at the LIST level.
- Shared across LISTS within the same CONSOLE are the custom fields that hold recipient information ([recipient fields](#)).
- **LIST GUID**: An alphanumeric, unique identifier for each List. Whereas the List code (e.g. List number 5) exists in multiple MailUp accounts, the List GUID uniquely identifies the list, across all MailUp accounts. It can be located under *Settings > Edit Lists*.

MESSAGE

An individual message. Since MailUp is a multi-channel marketing system, a "message" could be an email, text, or social message.

NEWSLETTER

Same as "message", but only for the "email" channel. In other words, when we say "newsletter" in this documentation, we refer to an individual e-mail message.

RECIPIENTS

Contacts in your LISTS are called *recipients*: that's why they are there: to receive information from you 😊. Click [here](#) to learn more about recipients management

RECIPIENT STATUS

In MailUp a recipient is always in one of 3 statuses:

1. **PENDING** (or **OPT-IN**): by default MailUp uses a confirmed opt-in subscription model. A pending subscriber is a recipient that has not yet confirmed their subscription.
2. **SUBSCRIBED** (or **OPT-OUT**): a recipient that has confirmed their subscription (or a recipient that has subscribed when single opt-in is used).
3. **UNSUBSCRIBED**: a recipient that is no longer subscribed to that LIST, and will therefore no longer receive any messages in that LIST. A recipient can be unsubscribed for a variety of reasons (e.g. they unsubscribed via an unsubscribed link, due to a hard-bounce, etc.).

RECIPIENT FIELDS

Every contact in the system has its information saved into up to 39 [recipient fields](#) (also called *personal data fields*)

FILTERS

They can be applied to the personal data fields and allow you to dynamically create subset of contacts, based on the conditions listed in the filter (s). Groups and filters can be used at the same time to further segment your contacts database.

GROUPS

A subset of contacts. Contacts can belong to multiple groups (similarly to "Categories" in MS Outlook). A group can be created or deleted at any time. The contacts that it contains will not be affected. When importing contacts, you can specify one or more groups.

EMAIL

The key field in the MailUp contacts database. Subscribing and unsubscribing is List-specific, so the same e-mail can be a subscriber in one List and not in another.

THIRD LEVEL DOMAIN or C-NAME

Each MailUp Console has a unique Web address: a unique "third-level" domain that identifies the MailUp account on the Internet. For example, "v73.s02.it".

A custom domain can be pointed to your MailUp's third-level domain, as part of the [NO LOGO](#) feature. Learn more about [configuring a C-NAME to point to MailUp](#).