Definitions

Before we dive into how to use your MailUp account, just a few words about some terms that you will find over and over both in the documentation and in the platform.

Bounce

For all various Bounce definitions, please refer to Bounces and Bounce Management in the QuickStart Guide.

CTR (Click through rate)

Click Through Rate is the number of unique clicks divided by the number of emails delivered.

CTOR (Click-to-Open rate)

Click-to-Open Rate is the number of unique clicks divided by the number of unique opens.

Delivery/Delivered

Statistic reports inform email as *Delivered*. Delivered means that the message has arrived to the recipient.

> ⚠ A *Delivered* email only means that the email has arrived to the recipient. It does not specifically refer to arrival in the Inbox or the Spam folders.
>
> *Delivered = Sent emails minus bounced emails.*

Dynamic Content

Dynamic content allows you to send different versions of an email message depending on the recipient. You create a set of conditions based on selected filters (gender, birthday, purchase info, etc) which then determines the type of content sent retrieved from an RSS feed, web url, or html message.

Filters

Conditions that can help target specific subscribers. The conditions can be based on:

- recipient fields (e.g. gender, zip code, etc.)
- recipient activity (e.g. whether somebody opened a certain message or not)
- recipient location (based on the IP address used when opening/clicking on a message)
- recipient device (e.g. whether somebody is ready your e-mail messages with an iPhone or an iPad)

Filters can be used when searching recipients, when creating automated messages, when inserting dynamic content, and more.

Looking at them from a different point of view, filters allow you to create dynamic segments of recipients: the contacts that belong to the segment are there because they meet the condition(s) of the filters. They could meet those conditions today and not tomorrow.

For example, those contacts whose birthday is today are clearly different than those whose birthday is tomorrow. So the "Birthday is today" segment is a dynamic subset of recipients.

Groups

Groups are a subset of recipients (typically subscribers) within a List. Recipients can belong to multiple groups (similarly to "Categories" in MS Outlook). A group can be created, edited, or deleted at any time. The recipients that it contains will not be affected. When importing recipients, you can specify one or more groups that they should be assigned to. Groups are List-specific: they will not be visible in other Lists.

Unlike filters, Groups allow you to create static segments of recipients. If a recipient is added to the Group "Subscribed on Facebook", the recipient will stay assigned to the Group until removed.

Lists (or Environments)

A List - also referred to as an Environment - is an independent set of messages, settings, statistics, filters, events, groups, subscribers, unsubscribed recipients, etc.

You can create multiple Lists in the platform, as long as your account has purchased that feature and as long as your user has rights to do so.

Groups are a static segment within a List. Therefore, Groups are always a subset of the recipients that exist in a List.

List GUID

An alphanumeric, unique identifier for each List. Whereas the List code (e.g. List number 5) exists in multiple accounts in the platform, the List GUID uniquely identifies the list, across all accounts. It can be located under *Settings > Account settings > Developer's corner.*

Message

An individual message. A "message" could be an email, text, or social message (social messages can also be called "Posts.")

OR (Open Rate)

The Open Rate is the number of unique opens divided by the number of emails delivered (important note: see *"delivered"* definition.)

Pending

Status for a recipient that opted in, received a subscription confirmation request e-mail, but has not yet clicked on that link to give permission to receive emails.

Post

A social message. Not to be confused with Email or Text message.

Profile Updates

Profile updates has replaced the previous term "autoprofile" and allows user to create changes, additions or deletions of recipient information: subscriber preferences, address, email, etc.

Recipients

Contacts in your admin console. There are three recipient statuses: Subscribed, Pending, Unsubscribed. They will only receive messages from you if their status is that of a "Subscribed".

Recipient fields

Custom fields used to store recipient data. They are shared across Lists. They are currently (Spring 2016) limited to 39 (plus one used by default for email).

Subscribed

Status of a recipient that has "opted in" to a List.

Subscriber

A recipient that subscribed or "opted in" to a List. Note that a company may have two lists ("Monthly Newsletter" and "Weekly Specials") and the same person may subscribe to one list and not the other.

> ⚠️ Note: a *subscriber* is not to be confused with a *recipient*. Not all recipients are subscribers. They can also be *Pending* or *Unsubscribed.*

Triggered messages

Triggered messages are messages that are sent automatically based on certain applied conditions set up through a filter or multiple filters.

Unique click

A unique click is a recipient that has clicked on a link at least once. *Clicks* refers to a unique click and all subsequent clicks on that link.

Unique open

A unique open is a recipient that has opened an email at least once. *Opens* refers to a unique open and all subsequent opens of that email.

Unsubscriber

An unsubscribed recipient who "opted out" of a List. Note, a recipient may be a subscriber of multiple lists. Therefore, if he/she opts-out of one list, he/she is not automatically unsubscribed from additional lists.