

# 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

