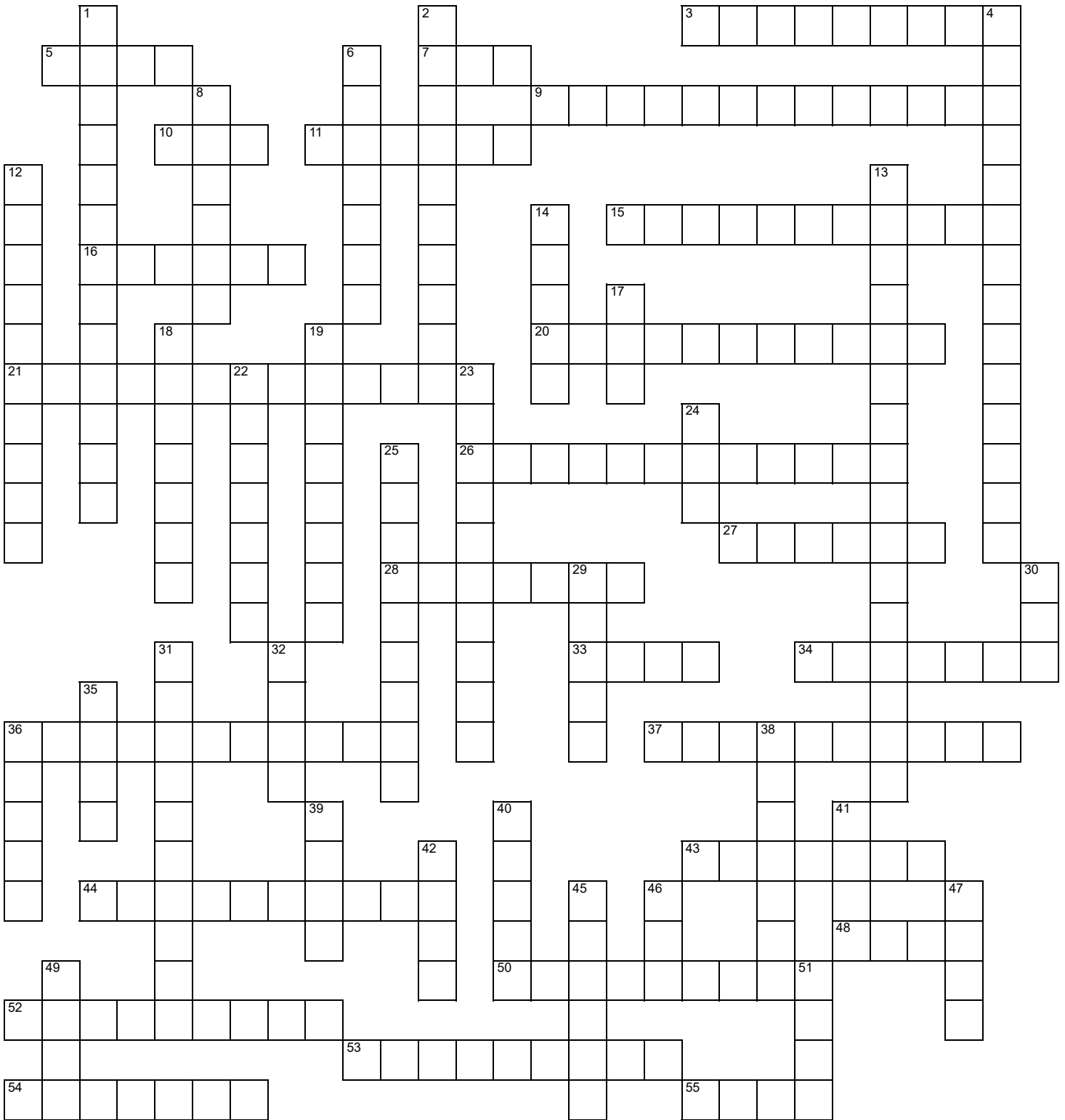


EmailGeeks Crossword



Across:

3. A way to process new email subscriber requests that requires those subscribers to confirm their email address before they are on list.
5. Usually refers to automated marketing that sends a series of messages to prospects over time.
7. A markup language used to design emails and web pages.
9. As opposed to promotional emails sent to confirm orders, reservations, or similar informational information.
10. An image format commonly used online. Pronunciation is often times a contentious discussion.
11. The software that a subscriber views their email messages in.
15. A link people click to leave your email program.
16. Another way to say "send"
20. Another term for spam.
21. Sometimes called a "drip campaign".
26. The email marketing technique of breaking a list up into different audiences.
27. The top section of an email message. Can also refer to top lines of code in an email. These first lines of code include important information about the attributes of an email message, but they are not seen by average users.
28. A personalization technique that swaps different content into pre-defined parts of an email message based on a subscribers' preferences, location or past behavior.

33. The polite term for the spam folder.
34. The 2003 American law designed to reduce spam from commercial emails.
36. A list of email addresses that should not be mailed to.
37. A testing term that's represented as a percentage. Most marketers use a 95% _____ level
43. Every website is required to have a policy the explains to website visitors and to email subscribers how their information is collected and used.
44. A file that is sent along with an email
48. An email authentician technique that links a domain name to an email message. Used to verify an email's authenticity and to increase deliverability rates.
50. The subscribers on your list who have not opened or clicked in a month or more.
52. A form of marketing automation.
53. A unique string of numbers separated by periods that identifies computers across networks. IP address are used as identifiers of email senders from all over the world.
54. How well your list's information is kept up to date. This includes removing unsubscribes and inactives.
55. As opposed to "an HTML email".

Down:

1. Part of an email message that is always text and appears right below the subject line when viewed in an inbox.
2. The percentage of email messages that a mail server accepts.
4. The art and science of getting emails from a sender all the way to subscribers' inboxes.
6. An email message or a series of email messages sent to new subscribers.
8. A way of letting new email subscribers opt-in without requiring that those subscribers confirm their email addresses first.
12. The marketing strategy of defining communications to different customer segments, then setting those messages to go out on a schedule.
13. A page on your website or a page hosted by your email service provider allowing users to modify the information they wish to receive from your company
14. The email messages that are all set up and ready to go, but are waiting for your email service provider to actually deploy them.
17. The company that provides software and hardware to manage your list and deploy and track your email messages.
18. The top section of an email that is visible from the inbox dashboard view or your email client.
19. A count of how many
30. An advertising or list management term that is often used in pricing calculations
31. The spammer's technique of stealing people email addresses by finding those addresses online and then adding them to a list without the email address owner's permission.
32. The Canadian equivalent of CAN SPAM law.
35. What subscribers call any email message they don't want.
36. An optimization technique that divides a list in two then sends a different email to each half of the list to see which variation converts best.
38. Declining engagement that occurs over time after an email list has been mailed to too frequently.
39. A new standard that allows an organization to host an avatar logo in the users mailbox
40. Special characters that create tiny images that you can embed in an email subject line, or anywhere else.
41. Type of bounce received when an email cannot be delivered to someone's inbox because that email account no longer exists or the email server was down.
42. A percentage of how many of the people who opened your email then clicked on one of the links in that email.
45. A numerical count of how many times your

- times one of your subscribers forwarded a message you sent them to someone else.
22. An email message's equivalent of a headline, or title.
 23. Design that will render properly on mobile devices, or any other device.
 24. Used to incite the subscriber to do something.
 25. How an email message appears in each subscriber's inbox.
 29. A percentage that expresses how often the emails you send actually reach subscribers' inboxes.
- emails have been forwarded or posted on social media.
46. Tags contain text that describes the image.
 47. The language or "protocol" servers use to talk to each other as they send emails around the world.
 49. A polite term that refers to email messages subscribers are no longer interested in, but have not unsubscribed from and would not mark as spam.
 51. Less severe than a hard bounce.