

Standardized Email Marketing Terms and Definitions (*proposed*)

The Email Measurement Accuracy Roundtable of the
DMA/Email Experience Council



Questions? Feedback? Please email us at ema_rt@allthenewsfittosend.com

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I. Delivery/Deliverability

Accepted: Any email that is not rejected by a server, including emails delivered to the inbox or the spam or junk folders, and including those that are missing but did not receive a bounce reply. (*Note: this metric is often reported as “delivered” by email broadcast systems*)

Accepted Rate: (*NOTE: This is typically the inverse of the Bounce Rate*)

$$\text{Accepted / Total Sent} = \text{Accepted Rate}$$

Bounce: A message rejected by the receiving server. Typically bounces are referred to as either hard bounce, a delivery failure for permanent reason (e.g. a misspelled email address) or soft bounce, a delivery failure due to a temporary condition (e.g. mailbox is currently full).

Bounce Rate: (*NOTE: This is typically the inverse of the Accepted Rate.*)

$$\text{Bounce / Total Sent} = \text{Bounce Rate}$$

Inbox Placement: (Also known as “Inbox Deliverability”) Messages that are actually delivered to the inbox. Usually tracked via a seed list or SMTP log file analysis.

Inbox Placement Rate:

$$\text{Inbox Placement / Total Sent} = \text{Inbox Placement Rate}$$

II. Open / Render

Total Renders: The total number of times an email is displayed (whether fully opened or within the preview pane) by any user and recorded using only a tracking pixel for a unique subscriber address. If the user opens the email multiple times, one email render is counted for each occurrence. This metric is based off of HTML formatted emails only. (*NOTE: This has been typically reported as “opens” by email broadcast systems.*)

Unique Renders: Renders from unique subscribers. If a user opens the email multiple times or multiple tracking pixels requests are recorded due to forwarding only one is counted per unique email address.

Render Rate:

$$\text{Renders / Accepted} = \text{Render Rate}$$

Average Recipient Render Ratio:

$$\text{Unique Render / Render Rate} = \text{Average Recipient Render Ratio}$$

Provides insight into the average number of times each recipient (that renders a message at least once) renders an individual message. May provide insight into the shelf life or depth of content - assuming that a high number of renders per recipient is a positive for certain types of email programs.

Total Confirmed Open: This includes all renders PLUS additional counts from any user click on any link (including the unsubscribe link) that have not been counted as renders. This metric includes both HTML and plain text messages.

Unique Confirmed Opens: The unique count of Total Confirmed Opens. This eliminates duplicates from both the renders and additional counts.

Confirmed Open Rate:

$$\text{Total Confirmed Opens / Accepted} = \text{Open Rate}$$

Unique Confirmed Open Rate:

$$\text{Unique Confirmed Opens / Accepted} = \text{Unique Open Rate}$$

III. Click Through

Click Through: The unique number of times any link is clicked from a message.

Click Through Rate (CTR):

$$\text{Click Through / Accepted} = \text{Click Through Rate}$$

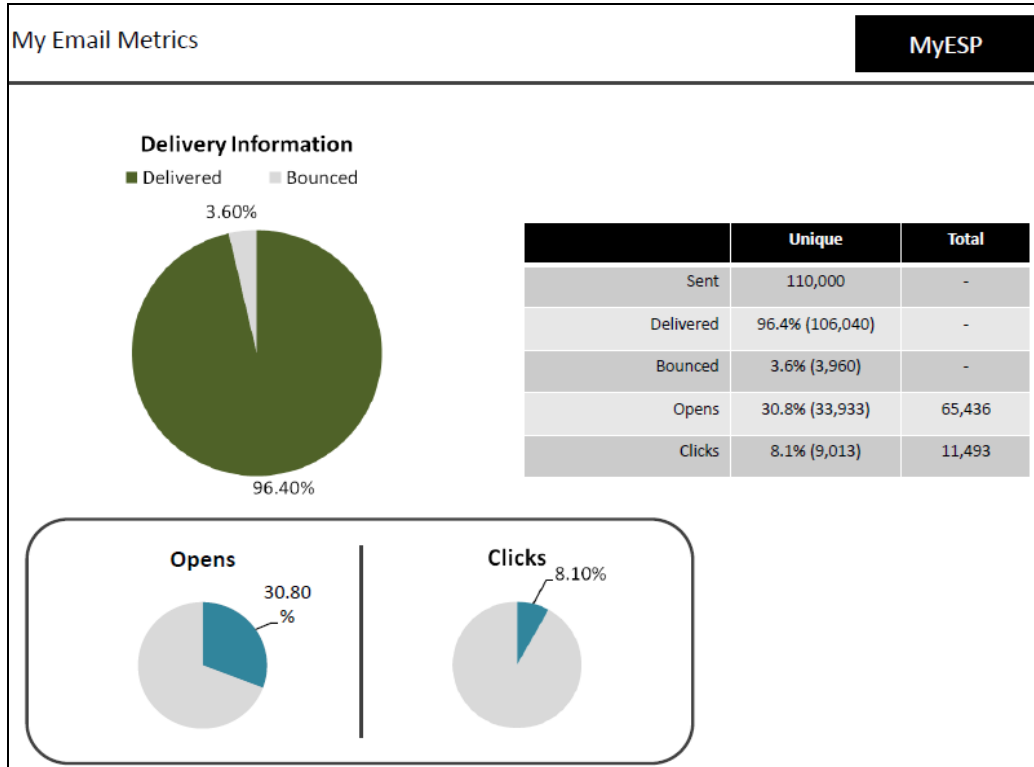
Click to Open Rate (CTO):

$$\text{Click Through / Confirmed Opens} = \text{Click to Open Rate}$$

Email Action Rate

Accepted / SUM(Unique Render + Unique Opens + Unique Click Throughs) =
Email Action Rate

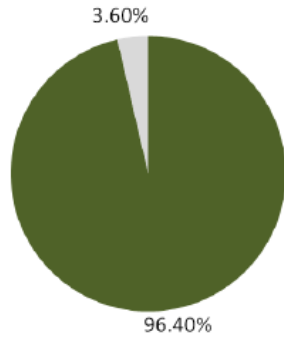
IV. SAMPLE DASHBOARDS



Sample of an email dashboard using old metrics

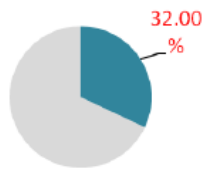
Delivery Information

■ Delivered ■ Bounced

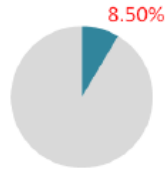


	Unique	Total
Sent	110,000	-
Delivered	96.4% (106,040)	-
Bounced	3.6% (3,960)	-
Render Rate	32% (33,933)	65,436
Click Rate	8.5% (9,013)	11,493

RenderRate



Click Rate



Sample of an email dashboard using the Email Experience Councils standardized metrics