

12 Matching questions

1. ____ Opt-in Opt-out notified

2. ____ Opt-Out

3. ____ RSS

4. ____ Template

5. ____ From scratch

6. ____ Double Opt in

7. ____ Spam

8. ____ Opt-In

9. ____ Target

10. ____ List Segmentation

11. ____ RRSS

12. ____ Bounce Rate

A. From the beginning or from nothing

B. 1. When a subscriber chooses not to receive email communications from the sender anymore, and requests removal from your email list. It is legally required that you provide a clear way to opt out in every email you send.
2. It is a passive way of subscription where companies notify by email that the subscriber is included in their database unless he or she wants to unsubscribe

C. Really Simple Syndication, Delivers content enabling readers to stay up-to-date with any blogs or sites they read without them having to visit each individual site.

D. It is a variation of Opt-In where the company send an email to inform the client once he or she has accepted to be include in the list.

E. To opt-in or subscribe to an email list is to choose to receive email communications by supplying your email address to a particular company, website or individual thereby giving them permission to email you. The subscriber can often indicate areas of personal interest (e.g. mountain biking) and/or indicate what types of emails they wish to receive from the sender (e.g. newsletters).

F. The rate at which your emails are not delivered. There are two types of bounces, hard and soft. An acceptable bounce rate is less than 5%

G. A group of individuals to be reached with our campaign

H. Selecting a target audience or group of individuals for whom your email message is relevant. A segmented list means a more targeted and relevant email campaign, thus a higher response rate and less unsubscribes and spam reports.

I. Inappropriate commercial message of extremely low value.

J. The recommended method of building an email list, it requires subscribers to confirm their opt in by clicking a link in a confirmation email or responding to the confirmation email in some other way

K. Social Media Network

- L. Anything that determines or serves as a pattern; a model