

Ana Palop Pertejo. Email Marketing. Activity 1.

Names:

In pairs, look up the following words online:

Write down the meaning in English:

1. Opt - Out:

2. Opt- In:

3. Opt- In – Opt-Out notified:

4. Double Opt in:

5. Template:

6. RSS:

7. RRSS:

8. Target:

9. Spam:

10. From scratch:

11. Bounce rate:

12. List segmentation:

Check their pronunciation on <http://youglish.com/>