



The B2B Email Sender's Handbook

A Best Practices Guide for Sales Prospecting and Email Marketing

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Introduction: Sending B2B Email

Let's face it – email is important to B2B companies. For prospecting, sales, and marketing purposes alike. According to HubSpot, 86% of professionals prefer to use email when communicating for business purposes (hence the downturn of cold calling). A recent Worldstream analysis indicated that email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry thought leaders. So, what are some of the best practices for sending email. First, it's important to understand the goals:

Opens – The number or percentage (open rate) of recipients that actually open your email. This is the first step. Without an open, there can be nothing else.

- Good subject lines lead to good open rates... And without a good subject line, even if your email is opened, it's not necessarily going to be read. The subject line is arguably the single most important factor in determining email marketing success.
- Just as good subject lines lead to more opens, engaging email content leads to more readers. The more recipients that open and read your email, the higher your conversion rate will be.

Conversions – The number or percentage (conversion rate) of recipients who not only open and read your email, but take an action... Which could be clicking on a link, filling out a form or responding directly to your message. Conversions are what turn “opens” into “opportunities.”

Opportunities – Contacts, leads, email recipients and website users who are essentially “pre-qualified” or actively interested in your offer. Opportunities spawn from things like:

- Calls and meetings setup through the continuous sending of prospecting email (for sales).
- Downloads occurring as a result of email marketing promotions (for client marketing).

Sales – Alas, from opportunities spawn sales and revenue. Any salesperson or marketer's end game. Generating more sales and more revenue. In this guide, we'll discuss the best ways to generate sales via email.

Email Sending Best Practices

From Interesting Subject Lines > to Engaging Content > to Proper Timing > to Conversions > to Sales

This guide provides an in-depth data analysis of recent email prospecting and email marketing studies, their findings. The research provided in this guide is a mixed method analysis that is mostly quantitative in nature. Though some parts are no doubt based on qualitative findings.

The goal is to use these finding and best practices to increase email open rates. Inevitably, increased email open rates will lead to increased conversion rates. Increased conversion rates equate to more total conversions when your send volume / send rates remain unchanged... Or better yet, significantly more total conversions when your send volume is increased over your current baseline.

Increased total conversions translate to more clients, more sales, more revenue generated. That said, these methods are in no way a substitute for sending email in volume. If you are sending too few emails, you are likely not going to fully benefit from this guide.

Your **conversion rates** will no doubt go up using these best practices, alone – but your **total conversions** and sales will not increase without sending a high volume of email to a large number of recipients.

Section 1: Be Concise

Like many things in life, less is more when it comes to email subject lines and message bodies:

- Being “concise” refers to using only the words necessary to convey an idea. It aims to enhance communication by eliminating redundancy without omitting important information.
- Generally speaking, subject lines should be held to less than 60 total characters and should be no more than nine to ten words in length.
- Being concise is just as important in the body of the email.
- Your subject line may convince the recipient to read your email, but if the overall message isn’t interesting and concise enough, it is unlikely that a conversion will ensue.
- Generally, you’ll want to show the recipient value. Give them a reason to click a link, or reply to your email, ultimately get on a call with you.
- Simple put: What can you do for them... that other people who are sending similar emails cannot?
- Based on my data analysis, here are some researched and proven methods for delivering intriguing, concise content that can increase your likelihood of success by approximately 16%:
 - **People need to understand what you’re offering.** Provide a lot of relevant information – but do it in as few sentences as possible.
 - **People need want to know that you know them,** what they provide (more to come). If you don’t understand the prospective customer, how can you presume to know that your offerings can help them?
 - **People check their email in a hurry,** so keep large paragraphs and run-on sentences to an absolute minimum. Actually, try your best to exclude them altogether.
 - **People receive huge amounts of email on a daily basis.** Make the read easier on them. Use bullet points where possible, or even an outlined type of format where points are easier to pick out and read (think about website FAQ sections and why they’re so important).

Section 2: Use Personalization

The success of your email sending is dependent on the open rate, and According to Convince & Convert, 35% of email recipients open email based on the subject line alone.

If you needed any convincing of the importance of personalizing content, the self-reference effect makes an excellent case. Egocentric as we are, humans actually encode and recall information better when it relates to themselves, in comparison to material of less personal relevance.

As crazy as it may seem, a lead may better remember your offer or find your educational content more convincing if their name heads the preceding line. On a broader scale, this relates to the relevance of your content as a whole— for this reason, among many others, it pays to segment your client database and personalize as much of your outreach content as possible.

- If nobody opens your emails, you cannot generate new business from email.
- Study: MailChimp analyzed approximately 24 billion cross industry emails, delivered with subject lines composed of approximately 22,000 distinct words.
- Similarly, SuperOffice conducted an internal case study, which analyzed 99,000 prospecting emails sent over a 10-month period in 2019. As they changed and tweaked their processes, they saw open rates increase from about 22% to 39%.
- The impact that personalization has on open rates has been debated in the past, but the consensus is that it has a positive impact on open rates.

(1) Personalized Subject Lines

- Personalize the subject line with the recipient's first and or last name, company name or job title. Examples:
 - "Sarah: Media Planners Doubled Demand Gen ROI in 5 Months"
 - "How Veeam Can Get More Leads into the Pipeline – Faster"
- One of the most interesting findings is that, though the use of both first and last names in a subject is fairly uncommon, it shows the largest positive impact on open rates.
- For our purposes, you can also consider personalizing the subject line with the recipients first name and their company name. Or perhaps their first name and job role. Examples:
 - "Kelsey – We Can Help Speedup Veeam's Sales Cycle"
 - "Jill - How Media Planners are Doubling Demand Gen ROI"

(2) Personalized Email Messages

Personalizing a message comes down to knowing the company (or even the person) that you are prospecting.

- Know the products and solutions that they offer; take the time to actually understand them
- Don't oversimplify their products/solutions.
- Definitely don't oversimplify their perceived goals.
- Think harder about the goals that each "Media Planner" or "Demand Gen Manager" probably has...

Goals: In today's game, almost all media planners and demand gen marketers are held to some sort of standard...

- Metrics (marketing analytics)
- ROI-based goals (efficient investments)
- Lead volume goals (keeping the pipeline full)
- Sales originating from leads purchased (revenue goals)
- These days, nobody has a problem finding leads... or "HQL leads" or "tele-verified leads" or even "BANT leads." They have a problem finding leads that satisfy their need and their goals.

Section 3: Appeal to Curiosity

Curiosity is the reason for the viral success of news publisher Upworthy and several other global media outlets.

Even if the "curiosity gap is closing" – meaning that we've become immune to over-hyped headlines like "This young inventor's brilliant device could remove tons of garbage from our oceans," and "It looks just like another picturesque view, but the truth is far deadlier" – the curiosity effect should not be overlooked when writing email subject line.

Copyhacker Joanna Wiebe used the element of curiosity to generate 927% more signups on a registration page, and when it's used responsibly and sparingly, curiosity can no doubt produce similarly powerful results for email. While you don't have to be overly dramatic, you do want to pique the reader's interest. You can do this by hinting at the contents of your email body within the subject line... Make the reader curious, and it'll be hard for them not to open your email.

- Here are some examples of email subject lines that are intended to appeal to the recipient's curiosity:
 - "Here's How We Doubled Lead Generation ROI in 5 Months..."
 - "Everyone in Content Syndication Should Know What We Know"
 - "Mark – Let's Double Your Demand Generation ROI by September"
 - "Janine: This is Why Fortune 500 Companies Love Our Leads"
 - "Two Wrongs that Prove Your Demand Generation is Not Right"
 - "Hello... Is it Leads You're Looking For?"

Section 4: Imply Scarcity

Humans are psychologically wired to take action when they believe an opportunity will soon disappear.

Use this tendency to your advantage in email subject lines by adding an element of scarcity (limited availability) or urgency (limited time).

Email marketing research from HubSpot Sales indicate that using the word “Tomorrow” in a subject line can increase open rates by about 10%.

This has been summed up more recently in marketing trends like FOMO (aka fear of missing out) – but it has always been an effective psychological tactic. Some examples of using scarcity in email subject lines.

- “Last Chance: Get Your Free Demand Gen Analysis Before Q2”
- “Uh-oh, Your Leads are Expiring”
- “Tomorrow: Free ABM List Building”
- “Jennifer – You’re missing out on leadgen points.”
- “Get Your Free Cybersecurity Intent Data by March 31st”
- “Today Only: A Lead Lover’s Dream”

Section 5: Leverage Social Proof

The ultimate study in peer pressure, social proof is the theory that people will align their beliefs or actions toward those of others that they like or trust.

In the business-to-business sales world, “others that they like or trust” can be equated to competitors and similar organizations.

When there is something that a marketer or media planner doesn’t completely understand – or a situation where they don’t know exactly what to do – they will often look to their peers and competitors for guidance.

(Part 1) Mentioning a competitor, a technology leader, or industry expert can quickly get people’s minds running:

- “What are other people in my job role doing?”
- “Wow, that’s interesting. Should I just use Knowledge Hub Media, too?”
- “I mean if IBM is doing it, it must be good, right?”
- “Wait, our competitors are using Knowledge Hub Media? Have I been missing out all this time?”

Make sure you are using truthful statements that can be backed up by a research report, a white paper, a company press release or a case study:

Some subject line examples that you could potentially use based on real research involving Marketo and Salesforce.com:

Marketo

- “Marketo Increased Engagement Rates by 30%... It’s Your Turn”
- “Marketo Leveraged Intent Data for Lead Gen – So Can HubSpot”
- “Intent Data: How Marketo Generated More Qualified Leads”
 - Source: <https://knowledge.bombora.com/case-studies/marketo-case-study>

Salesforce

- “How Salesforce.com Generated 271% ROI with Intent Data”

- “Shave 33% Off of Your Sales Cycle Like Salesforce Did”
- “How SelectHub Can Post a 271% ROI – Just Like Salesforce.com”
 - Source: <https://knowledge.bombora.com/case-studies/bombora-ben-howell-salesforce-2018-2>

(Part 2) Quote statistics or customer feedback: In other words, leverage our customer testimonials and direct feedback for social proof.

Client testimonials are one of top things potential customers look for when gathering information about a product they're interested in purchasing – this, according to HubSpot Academy's Principal Inbound Strategist, Dr. Tammy Duggan-Herd, PhD.

That said, you should look for natural places to press endorsements into your emails. Check out the Workforce Portal for client feedback received about lead quality, ROI, the customer experience and doing business with Knowledge Hub Media, in general. These can even be incorporated into your email subject lines:

- “Fortune 500 Tech Leader Says Knowledge Hub’s Leads ‘Crushing It’ ”
- Source: Direct quote from a Paid Media Specialist at IBM
- “Knowledge Hub Lead Reports: Our Customer’s Favorite Emails”
 - Source: Direct quote from the Sr. Marketing Programs Manager at Hitachi Vantara

(Part 3) Leverage media coverage – Knowledge Hub Media has been featured in publications like Inc. Magazine, Entrepreneur Magazine, The Silicon Review, CV Magazine, and Dynamic Entrepreneurs of the 21st Century (to name a few).

- “Why Entrepreneur Magazine Says We’ve Pushed the Boundaries”
- Source <https://www.entrepreneur.com/article/325118>
- “Follow the Leads... We’re Now a Top 50 Tech Leader”
- “Experience Better ROI from a Top 50 Tech Leader”
 - Source: KHM deemed a "Top 50 Tech Leader" for 2020 by InterCon Awards Committee

(Part 4) Use metrics and financial figures – Keeping in mind that it's always important to note the amount or percentage of time and money that was saved. Pull factual financial metrics associated with lead generation ROI. Example:

- “Demand Generation + B2B Intent Data Yields a 271% ROI”
- “We’ll Get Your Leads into the Pipeline 33% Faster”
- “The Leads for Speed: 33% Faster Sales Cycles”
 - Source: <https://knowledge.bombora.com/case-studies/bombora-ben-howell-salesforce-2018-2>

Section 6: Present an Offer

If you're going to use this tactic, crafting a great offer should come first (before you start writing).

The concept of an “offer” is as old as the art of selling, itself. It's often so easy to get caught up in the details of word choice, headline length, and statistics, that we forget about what we're actually selling.

The three (3) standard “offer types” that we traditionally see in marketing:

- **Free**
- **Discounts**
- **Bundles**

It may seem as though these three things aren't relevant to what we do, or the types of companies that we sell to... But we have to look deeper.

(Offer #1) Free is a term that infers something is being given away at no cost. That "something" does not have to be a product or tangible good. Think along the lines of added value (what we call the "value add") or a free assessment.

Free can also mean adding an extra service on at no additional cost. Some of these things are actually free to begin with – but nobody knows that right off of the bat:

- Business Email Addresses / Business Phone Numbers
- Intent Data Derived ABM Lists
- Three (3) Free Custom Questions
- One (1) Free Custom Qualifier Question
- A Bonus Upgrade to "Director Level" Targeting

Including the word "free" in your subject line will often entice potential readers to open your message.

While the impact of using the term "free" in subject lines was found to be positive and statistically significant for certain industries (including Media & Publishing – that's us), the word "Freebie" seems to work even better.

- "B2B Freebie: Get a Complimentary Lead Generation Analysis"
- "Free Report: Intent Data for Better Lead Conversions"
- "Jim: Free Identity Access Management Intent Data (OneLogin)"

(Offer #2) Discounts are not restricted to retail and ecommerce. If you think about it, discounts are something that we already offer... A lot of the time, if not the majority of the time.

- The following combinations of terms mean just about the same thing. They draw comparisons between our perceived "normal" or "standard" pricing rates, and the "discounted" pricing rates that we are willing to offer our clients:
 - "Open Rate" vs. "Proposed Rate"
 - "Rate Card" vs. "Net Rate"
 - "Maximum Headroom" vs. "Minimum Headroom"
- Everyone company uses slightly different jargon, but it all boils down to offering and receiving a "discount."
- Discounts can often be very important to clients – especially agencies – when they are forecasting future conversion rates and projected ROI.

(Offer #3) Bundles are typically offered in "packages."

Think the cable company, the drive-thru car wash, the "Omaha's Best Sampler" pack from Omaha Steaks.

- The general idea is always the same... We take multiple things – bundle them together – and offer them as a (discounted) package deal. As it runs out, we bundle things in B2B marketing, too:
- ABM list layered with B2B intent data (works great according to multiple Bambara case studies).
- A data append or list building order bundled with competitor "install base intelligence" (this was very well received by Cisco, one of our largest clients).

Section 7: Rely on Reciprocity

Reciprocity stems offers. To quote The Beatles, "the love you take is equal to the love you make." This is also known as the fairly straightforward reciprocity principle, which states that people tend to feel compelled to give back when something is received, particularly of no cost to them.

Reciprocity is the core concept behind your landing pages, and moves clients down your sales funnel at a pace that they view as fair in exchange for subscriptions, purchases, personal information, etc. It also drives companies to invest in free samples, trial versions, and (conveniently for you) content offers throughout a marketing campaign.

To put it succinctly: don't be stingy with your leads. Valuable content can include anything from an exclusive eBook to a free piece of merchandise to a one-on-one consultation. If you make “surprise gifts” a regular component of your marketing while also refraining from putting pressure on the recipients to reciprocate, you will meet a great deal of positive responses.

Section 8: Maintain Continuous Exposure

The effect of continuous sounds ridiculously simple— the more we're exposed to a stimulus, the more likely we are to develop a fondness for it. Of course, this is by no means a green light to spam a lead's inbox with mindless emails at all hours of day. Without a strategy, your best-case scenario will be giving your clients Stockholm Syndrome.

But ongoing exposure confirms that a steady output of relevant and timely content over numerous outlets makes clients feel as though your company is reliable, consistent, and engaged with them.

It's also the reason a professional-yet-friendly tone and personalized elements in your campaign can make such a significant difference. In nurturing leads, you should constantly be considering not only how to stay at the top of your leads' minds, but how to humanize your digital relationship, as well.

Section 9: Get Your Foot-in-the-Door

Finally, the foot-in-the-door concept is a well-known compliance tactic which states that agreeing to a small request increases the likelihood of later agreeing to a second, larger one. This is rooted in the consistency of the nature of the request.

You can see an obvious connection to campaign elements— if a lead initially agrees to navigate away from an email to receive access to a webpage with valuable information, they will then be more likely to fill out a personal information form later to a landing page for a better piece of content.

Patience is truly a virtue here. Optimizing the pace of your nurturing process so as to actively, but respectfully guide a lead toward making a decision is the secret to success. As with reciprocity, don't skimp on providing seemingly unprofitable content in hopes of speeding up the process. Gradual, incremented “requests” made of a lead are the best approach, so leave your door open rather than jamming it on a client's foot.

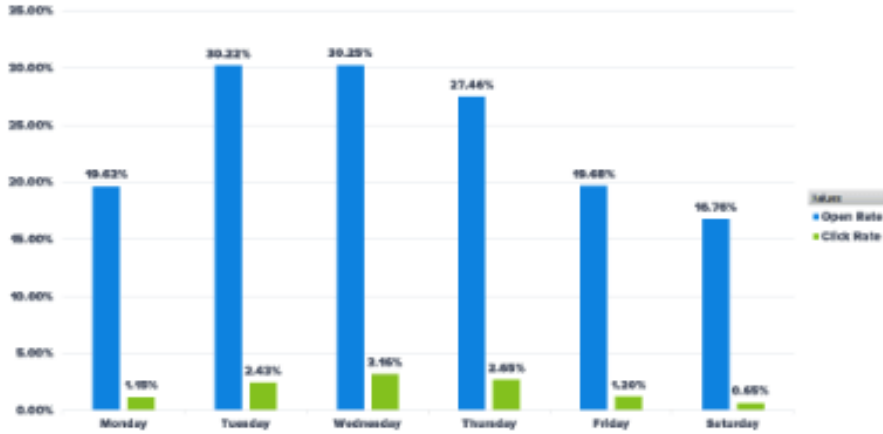
Section 10: Use Optimal Timing

It's been common knowledge in the world of email marketing for a while, now... That email timing can have a huge effect on overall performance metrics. We analyzed the billions of emails sent through multiple email service providers and marketing platforms, alike. Similar to many studies before us, we found that both the day of week and the time of day that emails are sent have a significant impact on email open rates, clickthrough rates and overall conversions.

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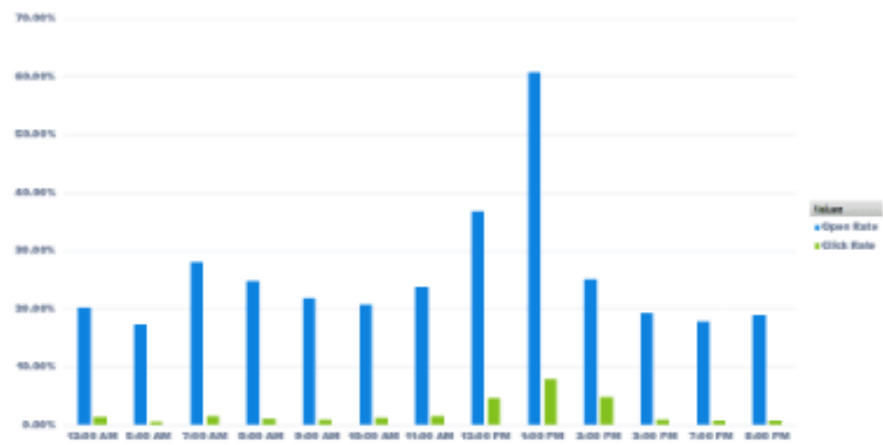
Best Days to Send Email: Aggregate 2019 **OptinMonster** data shows that the best days to send emails are Tuesdays or Wednesdays at around 10 am. Monday and Thursday also offer reputable rates on engagement. Based on a review of their data, open and click rates are best on Wednesdays, though Tuesdays are a close second.

Open Rates & Click Rates by Day



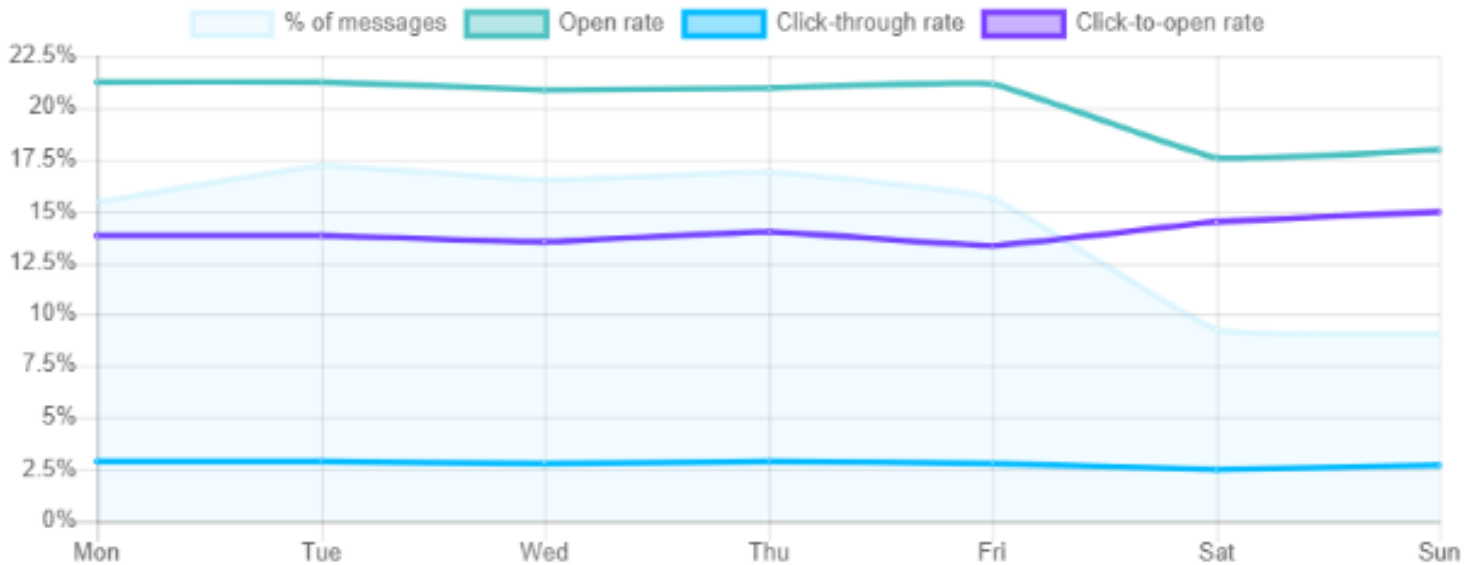
Best Times of Day to Send Email: OptinMonster data shows that the optimal time of day for opens and clicks is between 9 am and 2 pm – with 1 pm being the best overall. Keep in mind that this dataset takes all days of the week into accounts.

Open Rates & Click Rates by Time

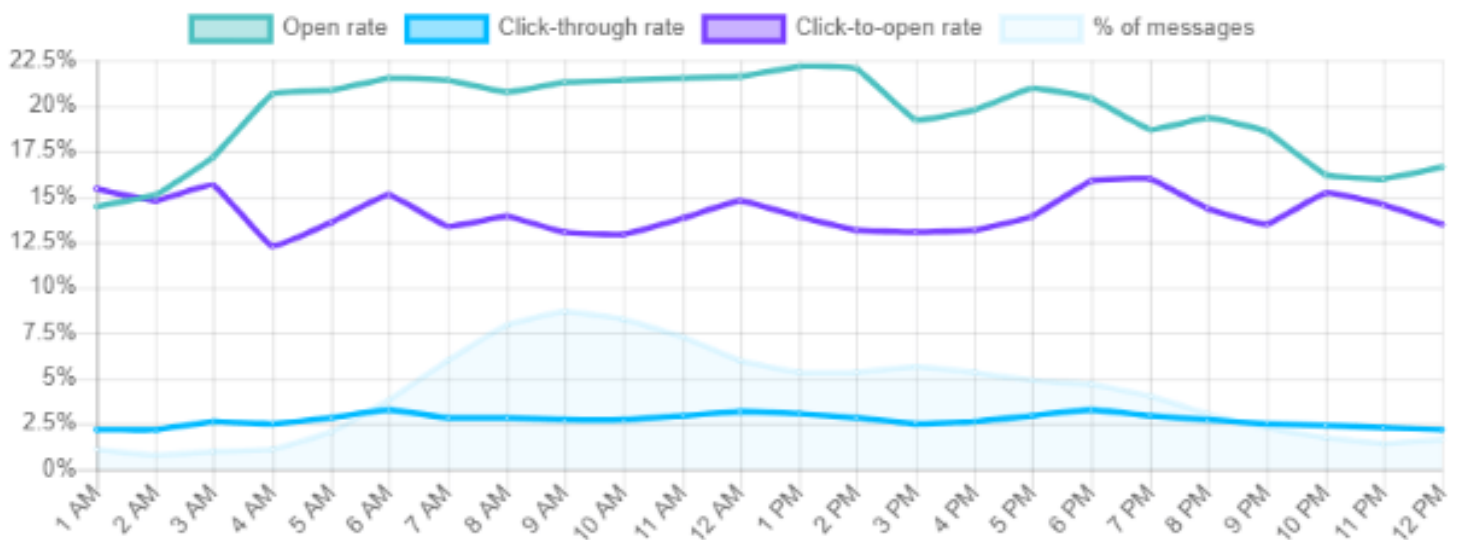


Best Days to Send Email: In a 2019 study by [GetResponse](#), they analyzed about 4 billion emails sent by their customers between January and June 2019, to gather information on the best time to send to individual email addresses in their local time zones.

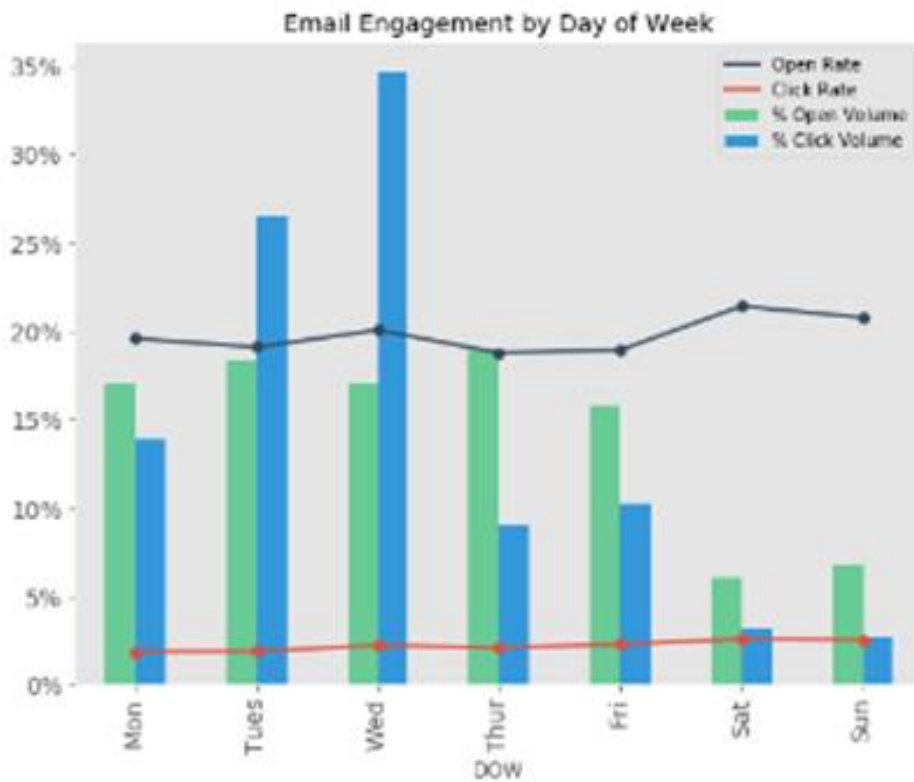
From GetResponse's data, we learn that Tuesday has the highest open rate and click-through rate, as well as being the most popular day to send emails. As you'd probably expect, weekends were the least popular days to send emails, and they also yield the lowest rates of engagement.



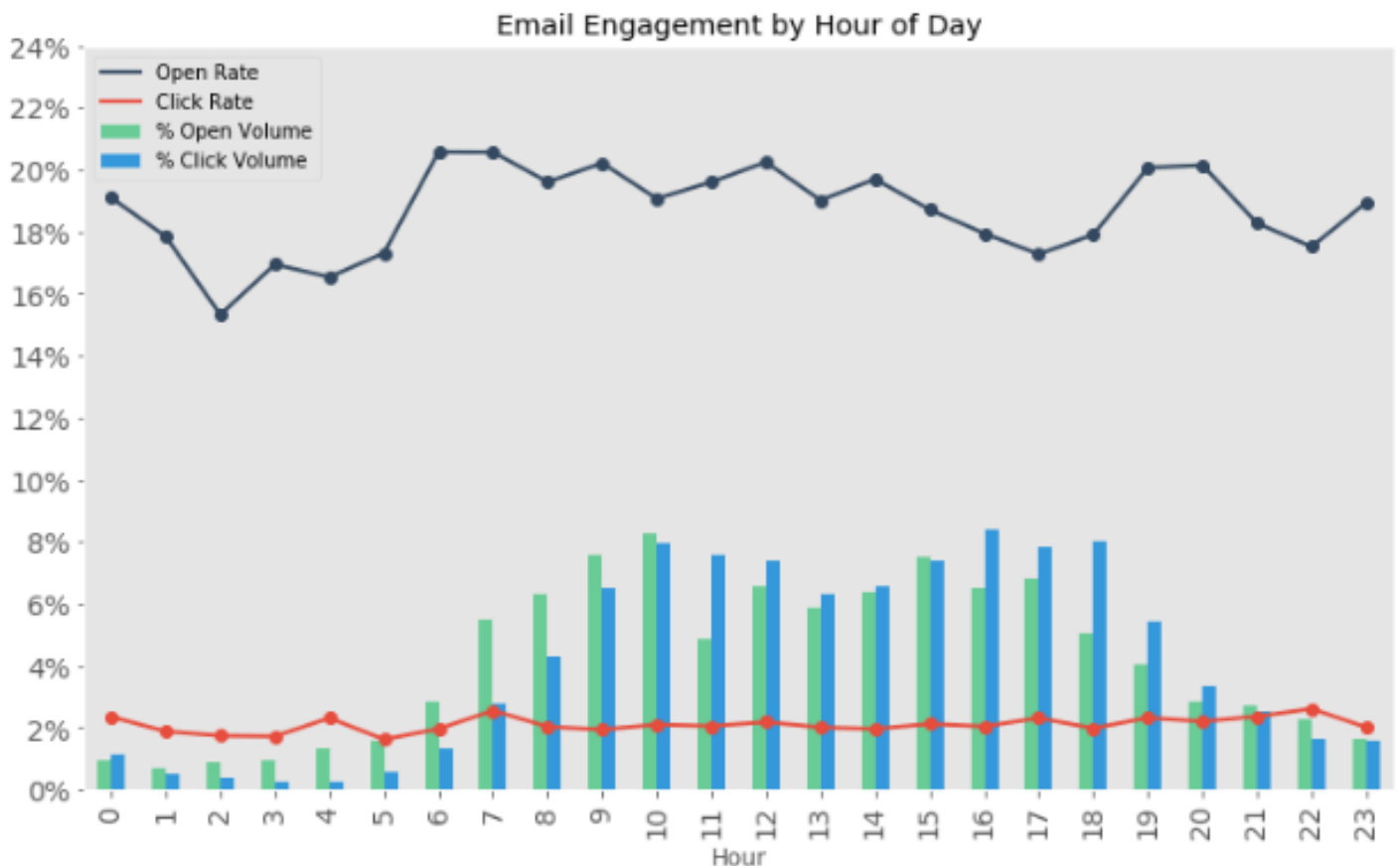
Best Time of Day to Send Email: GetResponse also found that 1 pm is a great time to send emails, but also offer 10 am as another time slot with strong open and click rates.



Best Days to Send Email: The chart below from a [Sendinblue](#) 2017 email engagement research analysis shows that emails sent on Wednesday and Tuesday were huge winners in terms of open and click volume.

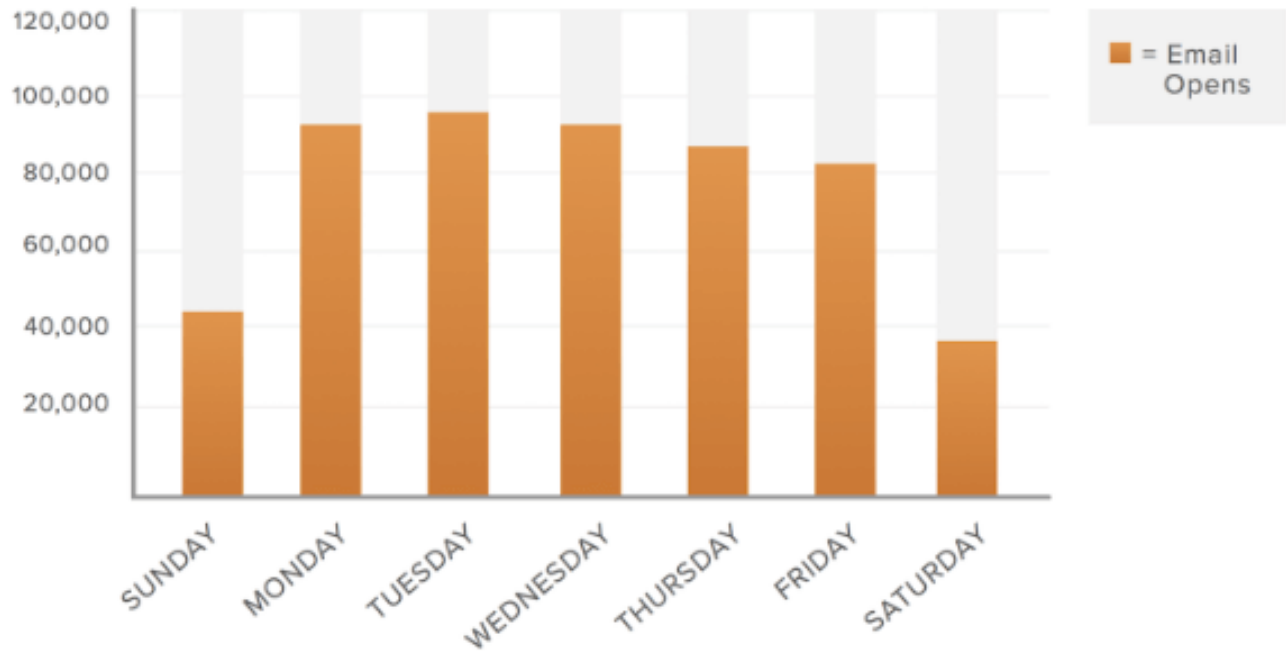


Best Time of Day to Send Email: Sendinblue's data shows that there are 2 times of day that are best for open and click volume: 10 am and between 3 pm-4 pm.

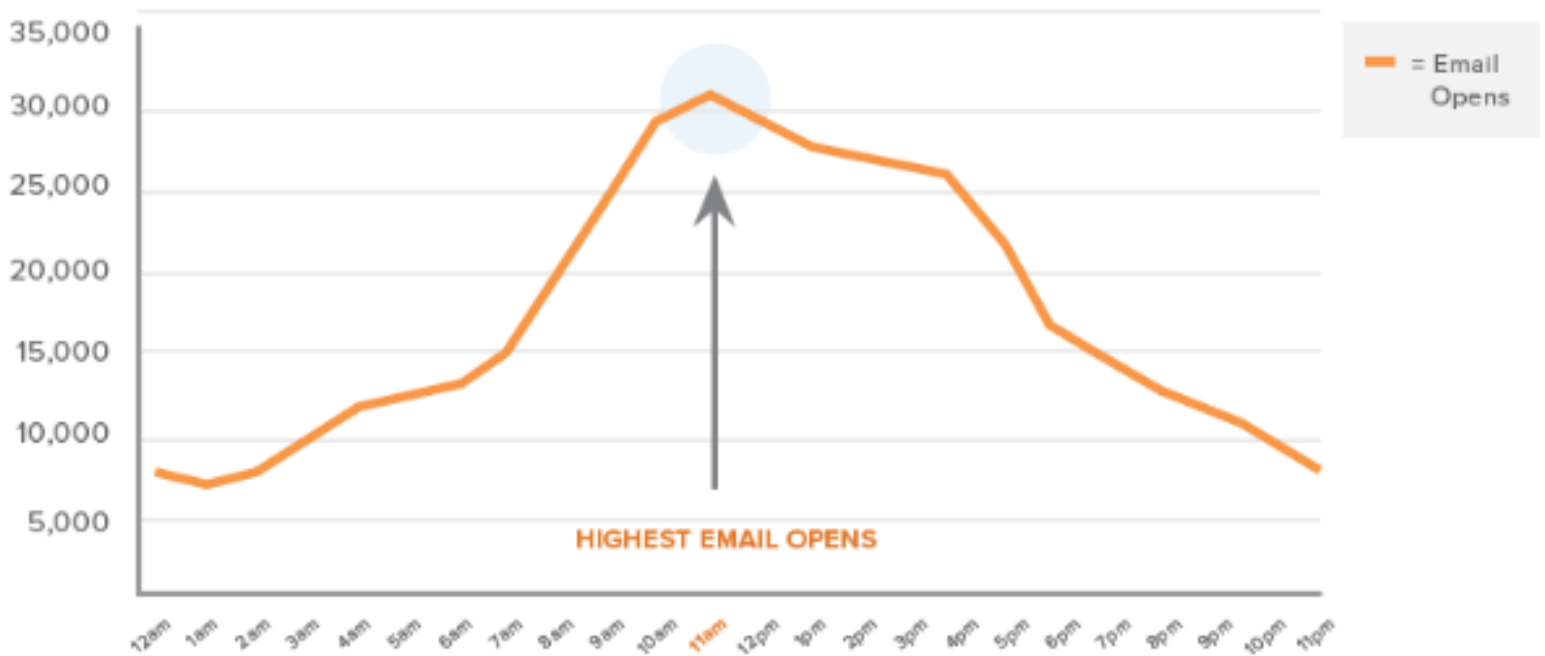


Best Days to Send Email: Over a 10-month period in 2015, HubSpot pulled data from 20+ million sent emails. The resulting data analysis found that Tuesday was the best day to send an email in terms of open rate. This was followed closely by Wednesday, with Monday coming up fast in third.

Send Emails on Tuesday, Wednesday, or Monday



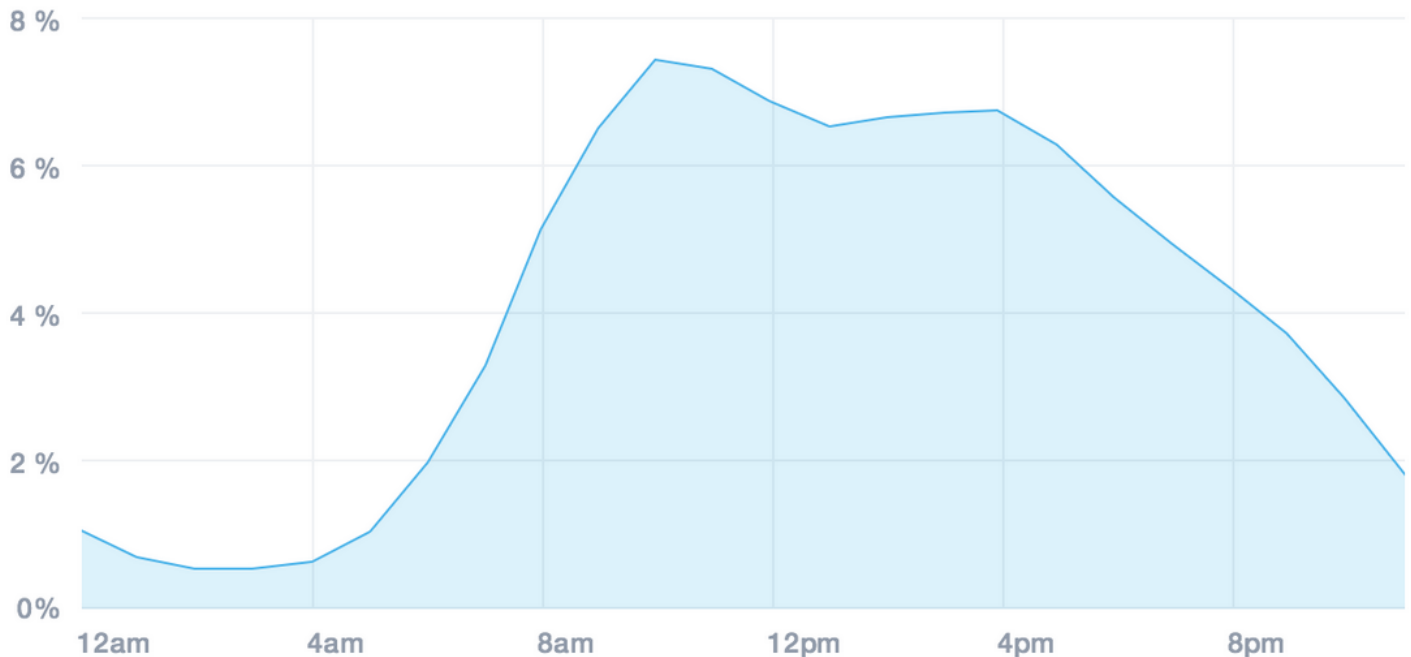
Best Times of Day to Send Email: HubSpot's data found the best time to send emails is between 10 am and 2 pm, with the peak time for email opens being 11 am.



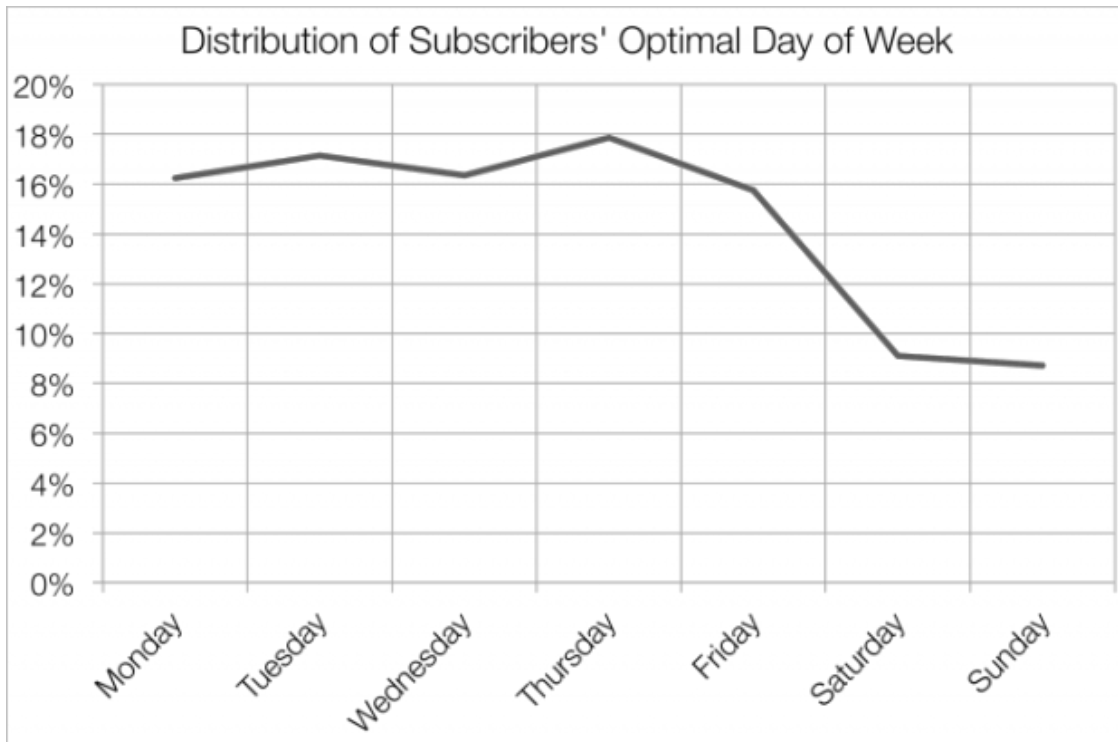
Best Days to Send Email: A research report by **Campaign Monitor** analyzed over 30 billion emails sent globally between January and December 2019. The findings show that Thursday is the best day if you're looking for high open rates... with Tuesday being the best for highest click-through rates.



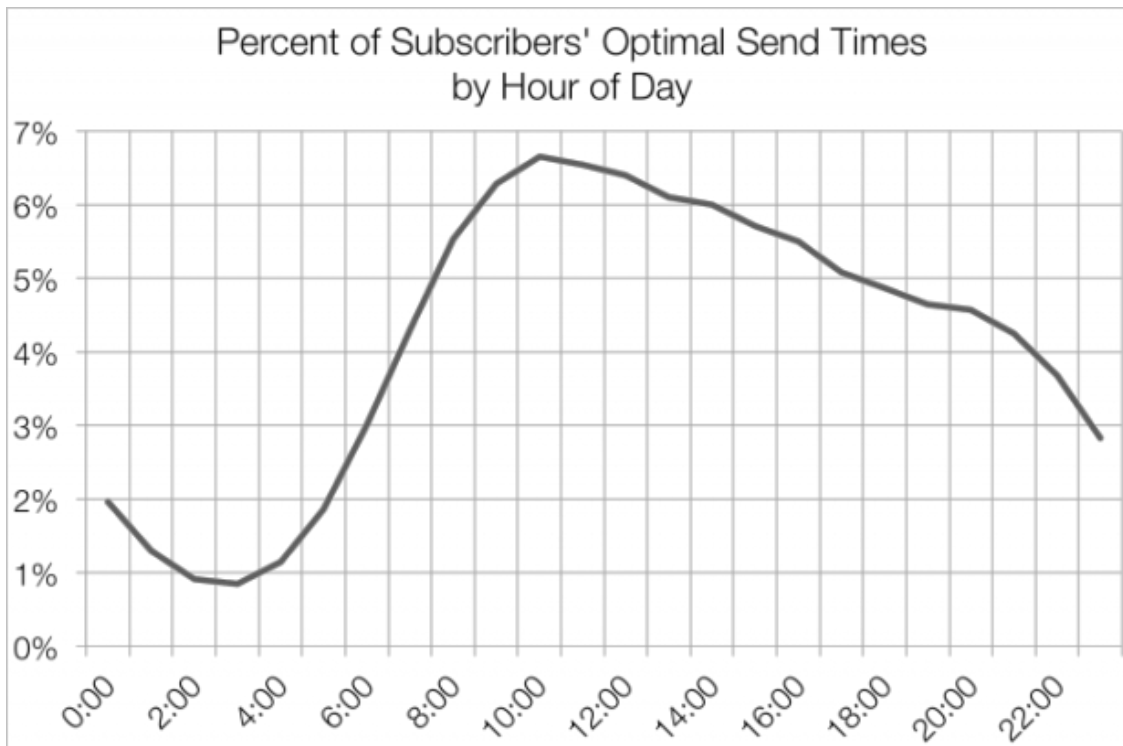
Best Times of Day to Send Email: The chart below is based on email campaigns sent worldwide. Time zones were factored into the analysis and are set to that of the email sender. As can be expected, the pattern of opens increases as people begin to wake up and start their day, then subside again as the workday winds down. The analysis shows that if you are going to send an email in the morning hours, the best window to do so is between the times of 10:00 am – 11:00 am. Per Campaign Monitor's PM send data, afternoon emails tend to get the most engagement when they are sent between the hours of 1:00 pm – 3:45 pm.



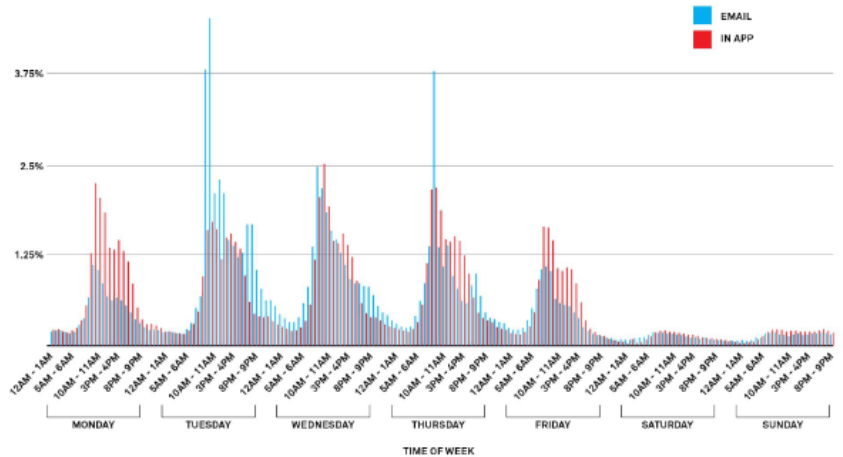
Best Days to Send Email: In an effort to measure engagement rates, MailChimp analyzed email analytics across billions of email addresses, and millions of sent email messages. MailChimp's data indicated that, in general, the best time of week to send emails is on weekdays versus weekends. While no single day won hand's down, Thursday, Tuesday and Wednesday appeared to be the days that resulted in the highest levels of engagement (in that order).



Best Times of Day to Send Email: They also found that, in general, the optimal time of day to send an email is just after 10 am in the recipients' own time zone. In terms of interpreting a good "time window" range, the best send times tended to fall between the hours of 9 am - 2 pm, again, in the recipients' time zone.



Best Times of Day to Send Email: From the [Intercom](#) graph below, you can see that their 2017 data analysis of “millions of messages” found that the optimal time to send emails is between the hours of 10 am and 2 pm.



The Final Verdict on Optimal Send Days and Send Times

After analyzing all data, assigning weighted values based on age of the study, sample size, and brand reputation. Results:

Optimal Days of Week to Send Email

- #1. Tuesday **Most Effective Day*
- #2. Wednesday
- #3. Thursday
- #4. Monday
- #5. Friday **Least Effective Day*

Optimal Times of Day to Send Email

Morning Hours (best time window for sending morning emails)

9:00 am – 11:15 am

Afternoon Hours (best time window for sending afternoon emails)

1:00 pm – 3:15 pm

Best Overall Day to Send Email

Absolute, Optimal Send Day: TUESDAY

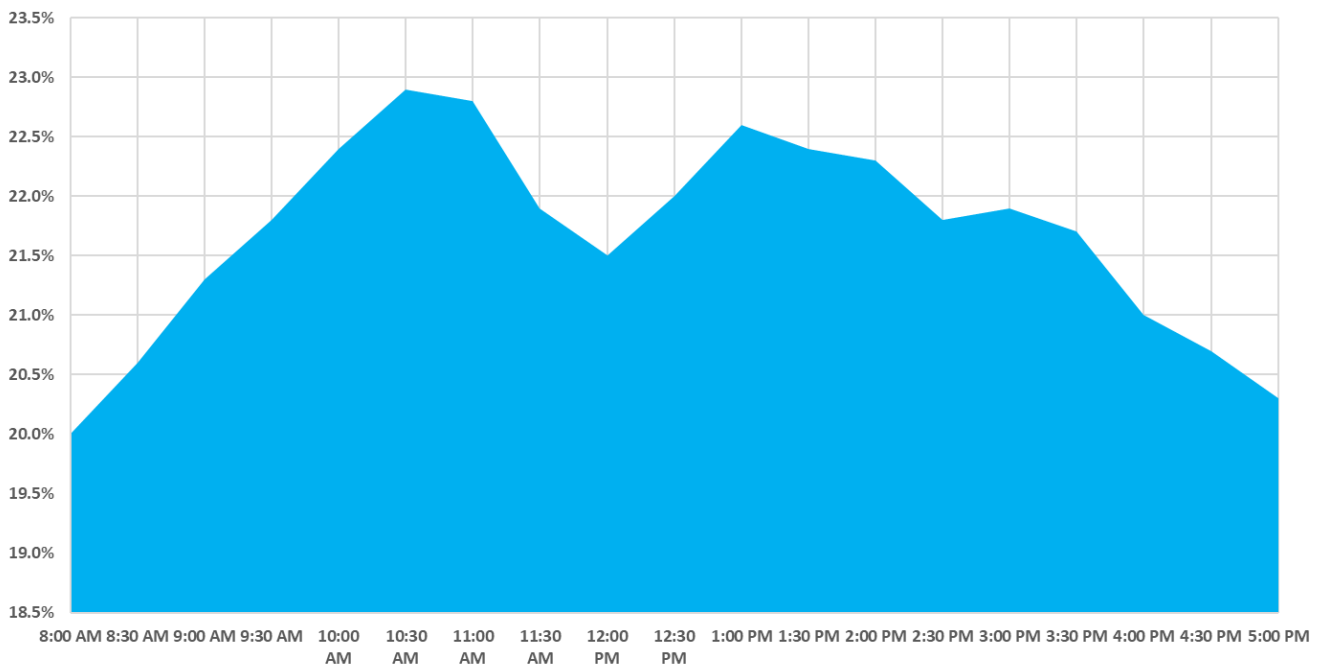
(Note: Click graph below for full results)

Best Overall Time to Send Email

Absolute, Optimal Morning Send Time: 10:36 AM

Absolute, Optimal Afternoon Send Time: 1:21 PM

Knowledge Hub Media Proprietary Analysis: Email Engagement by the Hour



Glossary of Terms

- **Account Based Marketing (ABM)** – A strategic approach to business marketing based on account awareness. A client provides a list of specific accounts (“companies”) that they wish to target via content syndication / lead generation / demand generation. For account based marketing targeted campaigns, leads generated can only be derived from companies listed on the client’s “ABM list.” The companies on client ABM lists are derived and compiled for various reasons. Sometimes they are the client’s current customers. Conversely, sometimes they are the customers of the client’s competitor(s). Sometimes they are companies that the client has identified as being (currently) “in the buying cycle.”
- **Actionable Insights** – Direct and meaningful actions that can be taken from analyzing any type of raw data or metrics. They're often the result of data analytics that provides enough data for organizations to make a well-informed decision.
- **Analytics** – The discovery, interpretation, and communication of meaningful patterns in data (statistics). Also entails utilizing patterns found within the data to increase the effectiveness of decision making; that is, increase efficiencies by making better, data-driven business decisions.
- **BANT (BANT Leads)** – BANT is an acronym for budget, authority, need and timeframe. It is a type of lead qualification process designed to identify the upper echelon (“bottom of the funnel”) sales leads. In other words, the leads that are most likely to convert into opportunities or sales. BANT leads generally meet all four of the criteria for sales readiness: budget available; decision making authority; need for product; purchase timeframe <12 mo.
- **Buzzword** – A word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context. Example: Our intent data provides actionable insights that allow your sales team to focus on companies that are currently in the buying cycle.
- **Click-through rate (CTR)** – The ratio or percentage of users who click on a specific link, related to the number of total users who view a page, email, or advertisement
- **Conversions** – The total number or percentage (‘conversion rate’) of recipients / users / leads that take a desired action. The action measured can be a variety of things, such as: subscribing to an email list; downloading a white paper; making a purchase. For our client’s purposes, conversion rates could refer to the percentage of leads that convert into an opportunity or a sale. In email marketing, conversions can be measured by recipient actions, such as (1) responding directly to the email, (2) clicking on a link within the email, or (3) submitting their information through a form.
- **HQL / SQL / SRL** – A high quality lead / sales quality lead / sales ready lead, is a lead that meets one or more criteria of sales readiness. It’s considered to be a “middle of the funnel” lead, and meets at least one (possibly more) of the four BANT sales readiness criteria: budget; authority; need; timeline
- **Intent Data** – Is compiled data derived from the content consumption habits of highly viable, potential buyers (this can refer to companies or individuals). The level and specificity of content consumed is then used to predict and identify the companies and/or individuals that are most likely to be in the market for various types of products, services and solutions.
- **Jargon** – Special words or expressions that are used by a particular profession or group. Are often difficult for others to understand.
- **Lead Funnel** – A lead funnel represents the pathway and the series of steps that a lead must cross, from being just another lead (top of the funnel), to an interested prospect (middle of the funnel), to a hot opportunity that is potentially ready to make a purchase (bottom of the funnel).

Glossary of Terms

- **Lead Nurturing** – The process of sending a series of automated emails that will trigger based on the recipient's behavior or a preset time interval.
- **Metrics** – Measures of quantitative statistics that are commonly used for assessing, comparing, and tracking performance or production. Quantitative infers that metrics are inherently based on numbers or percentages (e.g. 927 emails opened, 23% total click-through rate, \$88,110 booked revenue).
- **MQL / MRL** – A marketing quality lead / marketing ready lead, is a standard level, “top of the funnel” sales lead. This type of lead does not outwardly display any of the BANT sales readiness criteria, and thus, is often “warmed up” (nurtured) through marketing automation or a drip campaign.
- **Named Accounts List** – See definition above for account based marketing / ABM lists (they are synonymous terms).
- **Personalization** – In email marketing, personalization is a broad term. Basic email personalization can include employing tactics such as using a recipient’s name or company name in the email subject line. More advanced tactics include changing the content of the email body based on a recipient’s job role, products and solutions offered, geographic location, and other things that you presume to know about the recipient and/or the company that they represent. The subject line can also be manipulated in various other ways (e.g. using recipient’s full name, job title).
- **Return on Investment (ROI)** – Simply put, a company’s “return on investment.” A performance measure used to evaluate the efficiency of an investment (i.e. demand generation) or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment, relative to the investment's cost.
- **Sales Pipeline** – A representation of sales prospects and where they are in the purchasing process; a way of tracking the progress of deals that a sales team is currently working on and expects to close within a reasonable amount of time.
- **Target Accounts List (TAL)** – See definition above for account based marketing / ABM lists (they are synonymous terms).