Tips & Tricks | 19 Email Deliverability Terms Every Marketer Should Know [1]

June 26, 2018 by Kate O'Connell [2]

You've edited your content, doublechecked accessibility, set up an A/B test, and sent your email in Marketing Cloud. Now what?

Ensuring that your email was successfully delivered into inbox of each audience member is the final piece of the sending process. Learn more about deliverability by reading through the key terms on this post [3] on the HubSpot blog [4].

Highlights include:

- Deliverability
- Hard Bounce
- Soft Bounce
- Open Rate
- Sender Score

You can read the full blog post here [3].

Tools of the Trade [5], Email Marketing [6]
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