

EMAS CAMPAIGN BUILDER TERMINOLOGY

“Emails Sent” – the quantity of individual emails sent through the EMAS email services for delivery to individual recipients.

For example: If an email list used for an email campaign includes 10,000 email addresses and a campaign was sent to the list on 1 occasion, this is the equivalent of 10,000 ‘emails sent’.

Furthermore, if the same list of 10,000 email addresses was sent 1 campaign on 3 separate occasions, this is the equivalent of 30,000 ‘emails sent’.

If additional campaigns were sent to a subset of the list, say 5,000 recipients, for another 2 separate occasions, this is an additional 10,000 ‘emails sent.’

If all the above occurred, it would represent a total of 50,000 ‘emails sent.’

“Email Campaign” or **“Campaign”** – any email message or messages sent to one or more individuals.

“Client Template Configuration” – An activity by either your staff or EMAS Professional Services to configure one of your own existing institutional email templates as a “master template” for use and/or reuse by you and your email creation team in EMAS Campaign Builder.

“Custom Template Configuration” – An activity by your staff or by EMAS Professional Services to build and configure the elements for a new custom email “master template” to include multiple layout variations as well as dynamic capabilities, for use and reuse by you and your email creation team in EMAS Campaign Builder.

“Branding” – utilizing the institutional approved style guide to modify HTML code or load graphic content (logos, images) for the purpose of setting colors, fonts, etc. to the exact specifications of that institution preserving the look, feel and brand of that individual school.