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## Front load important info in the subject line

Depending on the inbox preview (device size, client, etc), some of the subject line may be hidden. Put the most important information first to ensure your message is relayed.



2

## Leverage A/B testing to optimize subject lines

A/B test your subject lines, and pre-header text to gain an understanding of what resonates with your members and drives open rates. Maintain an A/B Test Summary Report to capture insights.



3

## Keep it simple & concise (30-50 characters)

With subject lines, less is more. Challenge yourself to get the message across in the most impactful way using the minimal amount of words. Keep it short, sweet, and to the point.



4

## Use action words & a sense of urgency

Call the reader to action with your subject line and preheader text. Research shows that including a sense of urgency or indicating a limited time to take action helps to increase opens.



5

## Personalize with first name or relevant info

Personalization is a proven method of increasing open rates. Use clean data fields like first name, membership level, or geographic information to customize your subject lines & preheader text.



6

## Present a clear value proposition

Your subject line and pre-header text should state the value of your email content clearly and concisely. Make it obvious as to what benefits they can receive from opening the email.



7

## Use humor & surprise to entice opens

Help your email stand out in the inbox by including humor or surprise in your subject line or pre-header text. Stay engaging & interactive by testing this method with your members.



8

## Develop a consistent brand, tone, & style

Through testing what resonates with your audience, begin to establish a brand voice and style in your email messages. Consistency improves deliverability and builds member trust.

