



TIPS FOR CRAFTING A COMPELLING EMAIL SUBJECT LINE



An email's subject line is one of the most important pieces of the entire email. An optimized and compelling subject line can entice subscribers to open an email and encourage them to interact with the content within.

USE THESE TIPS TO MAKE SURE YOUR SUBJECT LINE IS AS OPTIMIZED AS POSSIBLE:

CHARACTER COUNT

Stand out in your subscriber's inbox with a subject line that is quick and easy to digest. Recommended count is 20 characters (or 3–5 words).

SENTENCE CASE

Avoid emails with CAPITALIZED subject lines and subject lines with too much punctuation (e.g. !!!), as these are often filtered out of the inbox. See the examples below to help you determine examples for your own business.

GOOD EXAMPLES

- Last chance to save 20% on your favorite items"
- "Discover new recipes for a healthy summer"
- "How to boost your productivity in just 10 minutes a day"

BAD EXAMPLES

- "Save 20% on everything in our store now"
- "Check out our latest blog post"
- "Click here for a special offer"

EMOJI OR NUMBER INCLUDED

Consider adding a number or an emoji to your subject line. If used in a positive context like “Last Chance for 30% Savings!” or “Do More This Spring 🌸” these can increase subscriber engagement. Also think about best practices for using emojis, including cultural considerations (yellow hands emojis versus specific skin tone) and A/B testing results demonstrating the impact of emojis and numbers on open rates. [Learn More.](#)

Though not necessary in every subject line, these can also help your email stand out in your subscribers’ inbox. [Learn More.](#)

NO TRIGGER WORDS

Trigger words are phrases that email providers frequently flag as fraudulent and malicious, that can send your email to your subscribers’ junk or spam folder, so you’ll want to stay away from these. Reducing trigger words and optimizing your subject line can also help with inbox placement.

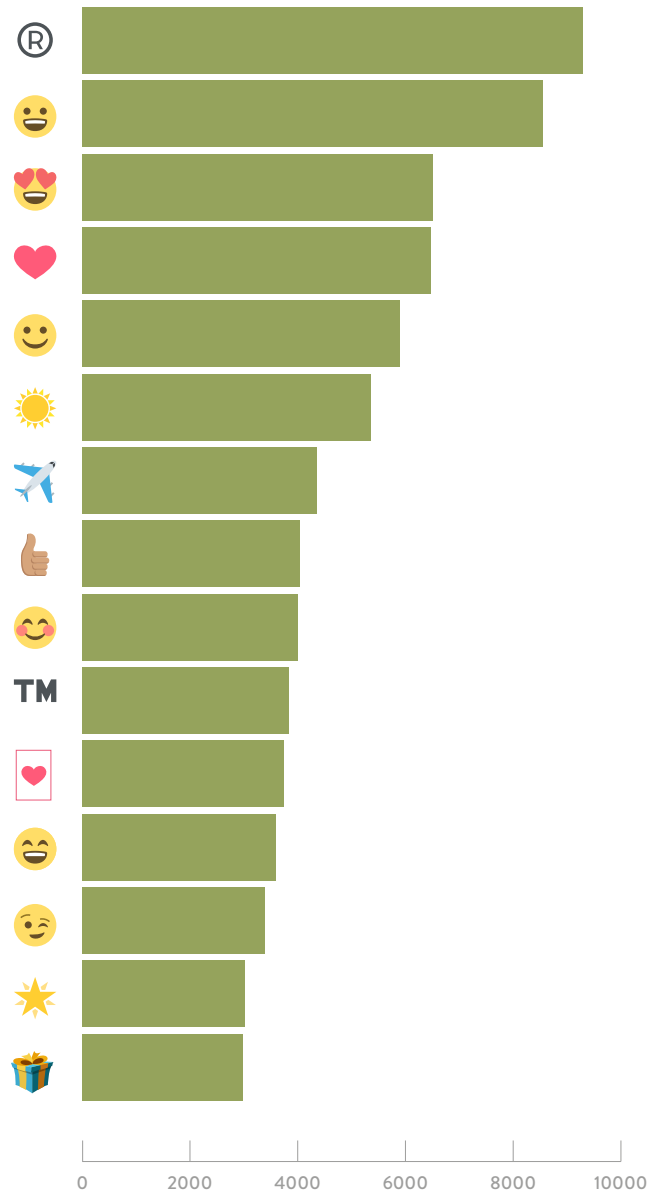
Avoid trigger words and phrases in your subject line, like:

- winner
- miracle
- click
- amazing
- cancel at any time
- your income
- great offer
- guarantee
- order now
- promise you
- risk-free
- special promotion
- be amazed



NOTE

Using these words from time-to-time may not cause your email to be filtered, but the more frequently you use them, the higher the risk.





TIP

See more examples of compelling and trigger words [here](#).

USE OF COMPELLING WORDS

On the other hand, subject lines with the following compelling terms can encourage subscribers to click and read your emails.

- % off
- event
- great deal
- tomorrow
- today only
- this
- just
- really
- last chance
- register
- soon
- new
- on sale now
- RE / FWD (as in Reply or Forward)
- weekend

A Catchy email subject line can draw your attention and readers to open your emails, but a poorly written subject line can send your emails straight to the spam folder.



TIP

Get more ideas or test your subject lines here:

- [Email subject line generator](#)
- [Email subject line tester](#)