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The subject line of a campaign e-mail: short, honest and saying what is inside

SEO & Marketing

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Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
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The subject line of a campaign e-mail: short, honest and saying what is inside

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The short answer: the subject decides whether the e-mail gets opened. It should be **short, written as a normal sentence and say what is inside**. Capitals and too many exclamation marks are among the mistakes that send campaigns to spam.

Before and after

Weak	Better	Why
`HUGE SALE!!!`	`Backpacks and notebooks discounted until Saturday`	Says what and until when, without shouting.
`Newsletter no. 14`	`Three new dishes on this week's menu`	Nobody cares about the issue number; they care about the content.
`You will not believe this`	`We have opened a new branch in town`	Mystery looks like bait and annoys people who open.
`Hello`	`Ana, your place on the course is confirmed`	Concrete, with the person's name.

Simple rules

1. **Short.** On a phone, a long subject gets cut off and the end is lost. Put the point first.

2. **Honest.** What the subject promises, the e-mail delivers. A misleading subject gets one open and then unsubscribes and complaints.

3 **No capitals or strings of exclamation marks.** No «FREE» in big letters.

4 **With a sender people recognise**: the company name, or a person's name plus the company's.

Do not fake a conversation.
Subjects starting with «RE:» or «FW:» in a campaign make people feel tricked, and filters know the trick too.

Compare subjects using the numbers.
Opens in **each campaign's report** show which kind of subject works with your list, bearing in mind that opens are not exact.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

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- **Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes** →
- **The spam checker before an e-mail campaign: what it is for and how to act on its advice** →
- **Letting the AI propose an e-mail campaign: subject and blocks from a short description** →
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