2015
CHECKLIST

# FOR EMAIL MARKETERS

SUBJECT LINE
BEST PRACTICES
FOR 2015







NOTES





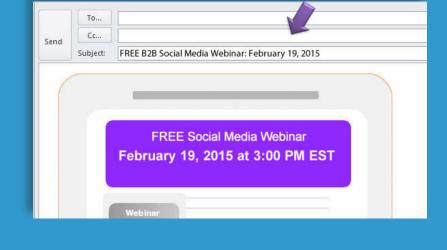
## FOR EMAIL MARKETERS: 2015 SUBJECT LINE CHECKLIST

## NEW SUBJECT LINE BEST PRACTICES

Subjectline.com's research team has tested the latest subject line best practices for marketers to use for email marketing to drive results. This report will assist in increasing and improving overall lead generation by the use of different subject line techniques.

### ✓ DATES IN THE SUBJECT LINE:

Business Emails That Have Some Form of a DATE in the Subject Line Will Generate a 38% Higher 'Open Rate'.





#### ✓ SHORT SUBJECT LINE LENGNTH:

Emails That Have a Subject Line Length of Between 4 and 15 Characters Have a 16% Average Increased Open Rate.



#### **8 NEW SUBJECT LINE BEST PRACTICES**



## **2015 SUBJECT LINE CHECKLIST**



## ✓ JUST FOR...

Subject Lines That Convey A Form Of Exclusivity (Shhh, Secret, Private, For CFO's Only, etc) Generate A 22% Higher Open Rate Than Those Without.

- Just For CFO's
- Exclusively for Security Professionals
- · Human Resource Professionals Only





## ✓ PREVIEW INDICATOR KEY WORDS:

In Acquisition Email, Using a Preview Indicator Key Word (Subscriber Preview,) Lifts Open Rates by 17%.

### ✓ "WHERE HAVE YOU BEEN" SUBJECT LINES:

"Where Have You Been" Subject Lines Increase Open Rates by 34%.





### **8 NEW SUBJECT LINE BEST PRACTICES**



## **2015 SUBJECT LINE CHECKLIST**



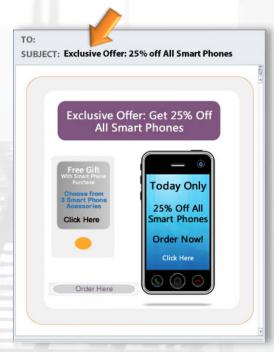
## ✓ TOP PERFORMING SUBJECT LINE PHRASES:

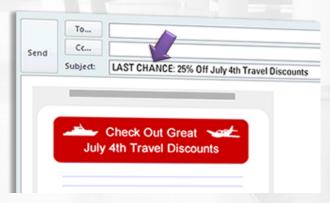
The Top Performing Phrases within Subject Lines Yielding the Highest Open Rates When Used: Consumer – "Free Shipping"
Business – "White Papers"

#### ✓ TOP B2C OFFERS IN SUBJECT LINES:

The Top 4 B2C Email Offers Targeting New & Existing Customers are:

- Free Shipping
- Private/Exclusive/Secret Events/Sales
- Discount off Next Purchase
- · Gift with Purchase





#### ✓ CAPITALIZATION:

In B2C Acquisition Email, Using CAPITALIZATION at the Start of a Subject Line Generates a 24% Higher Open Rate Than if Used in the Middle.







#### **Demand Generation**

Worldata is your solutions partner in all aspects of your demand generation program: Creative consultation, offer testing, click-strategy, landing page optimization, email cadence, data sourcing, cost negotiations and much more.

#### **Acquisition Marketing**

Because we are the largest buyer of permission email media in N. America, our client base is assured of receiving the most targeted, cost effective audience selections available.

#### Cost Per Lead Acquisition

After testing and analysis, this tactic brings forth a 'real' result at true budgeted pricing, taking the guesswork out of campaigns.

#### **Consultative Services**

Worldata is an extension of your marketing organization. We view our relationships as true partnerships. Working together we can share our experience and best practice knowledge so that you can leverage this information throughout your entire marketing organization.

#### Data Enhancement

Worldata adds critical variables to your marketing program. From consumer mobile platform targeting to installed technology information for business marketers, Worldata is the leading organization for enhancing data elements.

#### Analytics and Modeling

Driving greater results from existing datasets is at the core of Worldata's Analytics and Modeling services. Worldata's team has created and refined the tools needed to optimize your efforts with easy to use and digest reports and intelligence.

#### Private Customer and Prospect Database

Worldata's Private Database solutions allow for marketers to have scalability within desired target markets while drastically cutting down on marketing timelines and improving overall cost savings.

### Email Hygiene, Transmission, Analysis and Page Hosting

Syntax errors, spam traps, honeypots – Email marketing continues to evolve and ensuring that focus is paid to your data hygiene is at the very core of your overall performance. Worldata excels in these details and ensures that all aspects of your programs are being improved.

#### Social and Emerging Media

Online Advertising, Mobile Marketing, Social Media Platforms and the latest in Co-Registration are all part of the Worldata media mix to allow for the best possible marketing expenditure return on investment.







#### **GET IN TOUCH**

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