

FOR EMAIL MARKETERS



CHECKLIST

FOR EMAIL
MARKETERS

8

SUBJECT LINE BEST PRACTICES

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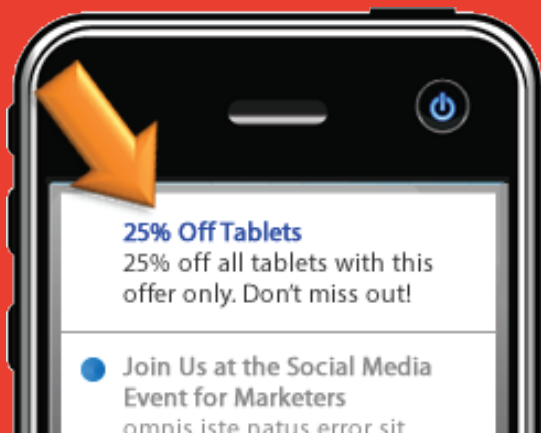
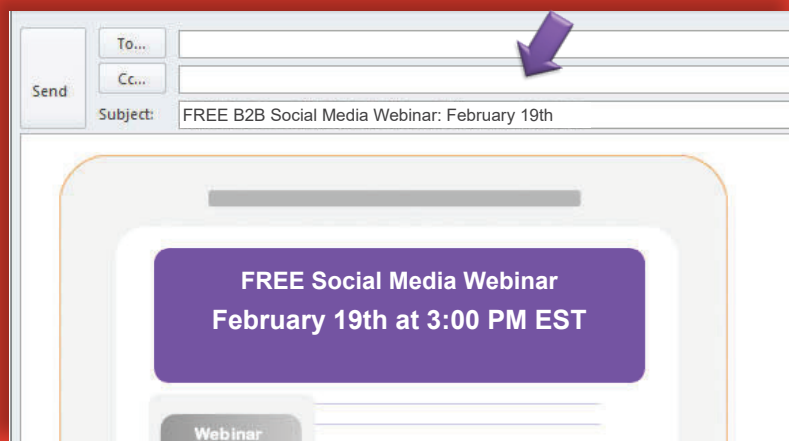
SubjectLine.com

8 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 LENGTH:

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

SubjectLine.com

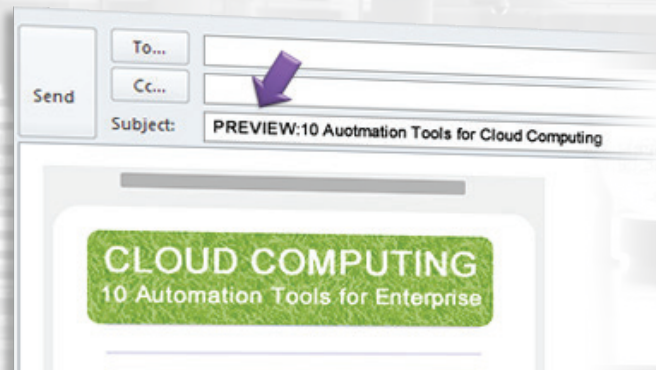
FOR EMAIL MARKETERS: **Subject Line Checklist**



✓ 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%.

SubjectLine.com

FOR EMAIL MARKETERS: **Subject Line Checklist**



✓ TOP PERFORMING SUBJECT LINE PHRASES:

The Top Performing Phrases within Subject Lines Yielding the Highest Open Rates When Used:

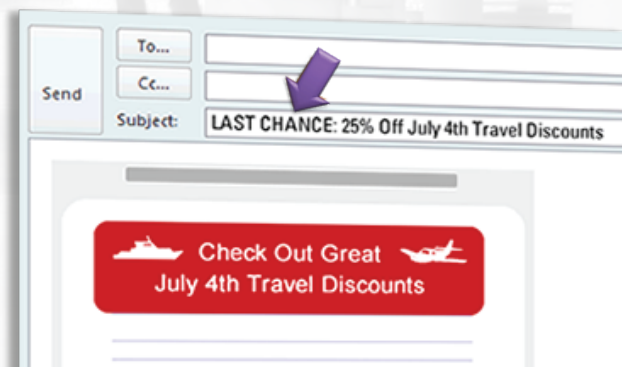
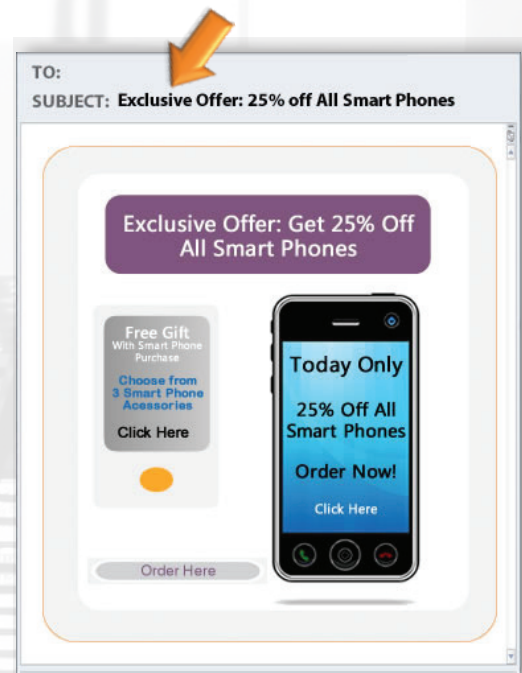
Consumer – “Free Shipping”

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.

— WHAT WE DO —



ACQUISITION EMAIL MARKETING

DRIVING NEW CUSTOMERS

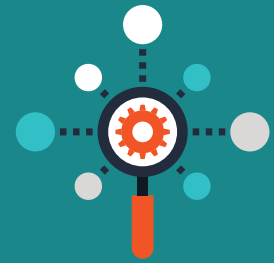
Email is among the most effective forms of direct response media. To have success leveraging email as an acquisition marketing channel, a conservative approach is critical. Understanding the right sources, most responsive offers, and up to the minute best practices is what leads to the greatest success. For the last 20 years Worldata has been the largest email media buying organization in North America. Our experience and leveraged position within the industry allows our clients to achieve unmatched success.



PAID SOCIAL MEDIA MARKETING

SUCCESSFUL PLANS FOR A CHANGING ENVIRONMENT

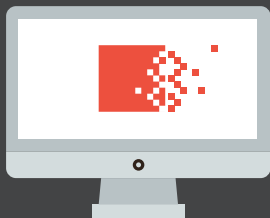
Worldata is a social media marketing pioneer, and was among the first agencies to execute media buys across all major forms of social media. We'll use our years of experience and our understanding of where the marketplace is headed to help you navigate the ever-changing trends of this fickle medium. Whether it's Twitter, Facebook, LinkedIn, Snapchat, or an emerging platform, we know what gets results. We'll ensure your message is delivered in the right form to the right audience.



PAID SEARCH ENGINE MARKETING

SMARTER SEARCHES MEAN LOWER NET COSTS

Worldata's paid search engine marketing services are entirely focused on getting more positive outcomes for each marketing dollar you spend. Daily program adjustments and testing are what leads to search engine marketing success. Worldata will build a plan for you that extends to all major platforms and bidding processes, allowing your company to expand inventories and achieve more cost-effective results. Our unique solutions yield larger search inventory at an overall lower cost.



ONLINE DISPLAY

EXPERIENCE YIELDS RESULTS

Worldata has over two decades of experience creating online advertising programs. Our programs are driven to achieve maximum ROI, and we can help design a program with messaging that hits harder and communicates more effectively. You won't find an agency with more experience or a better track record in the online display advertising space.



DIRECT MAIL

GETTING YOUR MESSAGE DELIVERED

Worldata is one of the largest direct mail media buyers in all of North America, and has been working in the DM space for over 40 years. We take an objective approach with a single minded goal of bringing you the most efficient program possible. Our long-standing provider relationships and vast buying power benefits all of our clients. We will work with you to create a results-driven direct mail program that expands your customer base.



CONTENT SYNDICATION

DEFINING YOUR AUDIENCE

Worldata will assign a team leader to your business who will help you more clearly define a target audience for your marketing. We'll create a plan with the best cost-per-interaction ratio to help accomplish better outcomes. We'll then take that information and go to the market to give you a program that best accomplishes your goals at a predetermined price per lead.



GET IN TOUCH

For More Information Contact Jay Schwedelson at: JayS@corpwd.com

Worldata
3000 N. Military Trail
Boca Raton, FL 33431-6321

Phone: (561) 393-8200 • (800) 331-8102
Fax: (561) 241-7257

Email: mail@worldata.com
Web: www.worldata.com



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