Beat: Technology

DATA- EMAIL Subject Lines Under 21 Characters Generate the Highest Open Rates

Yes Lifecycle Marketing Analysis

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USPA NEWS - Subject Lines Under 21 Characters generated a 31 % higher-than-average Open Rate, yet they account for less than 5 % of all Email Subject Lines, according to New Data from Yes Lifecycle Marketing....

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In the newly released, 'Subject Line Benchmarks : How Length and Personalization Impact Email Performance Across Message Type and Industry,' Yes Lifecycle Marketing analyzed the Subject Lines of more than 7 billion Emails deployed through its cross-channel Marketing Communication Platform Yesmail360. The Study found that more concise Subject Lines drove Higher Open Rates and more Clicks. In fact, those using 10 characters or less accounted for less than 1 % of all Subject Lines but generated an impressive average Open Rate of 26 % "" almost double the 14.2 % average. However, 45 % of Subject Lines in this category belonged to triggered Emails, driving engagement rates up and underscoring the value of Message Relevance, Timeliness and Personalization.

The Majority of Subject Lines (74 %) fell between 21 and 60 Characters, yet this length saw the lowest Open Rate at 13.8 %. These Emails also generated an 8.5 % click-to-open rate. In contrast, Emails with subject lines under 21 Characters received double the Unique Click rate (2.4 %) and a 12.9 % Click-to-open Rate. Just over a Fifth of all Subject Lines exceeded 60 Characters and they generated a 14.8 % Open Rate and 8.9 % Click-to-open Rate.

- Additional findings from the analysis include :

* Subject Line length impacted Open Rates most significantly for the Retail and Technology Industries.

* 84 % of Retail Subject Lines were between 21 and 60 Characters, yet they generated the lowest Open Rate for the Industry at 12.8 %.

* For the Financial Services, Publishing, and Hospitality/Travel Industries Subject Line length was not a significant factor in Email Engagement.

* Only 2 % of all Emails sent in Q2 2017 included Personalization in the Subject Line; yet these Emails generated 50 % higher Open Rates than those without Personalization.

Source : Yes Lifecycle Marketing

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