

The Envelope, Please!

Improve Your Email “Envelope” for
Maximized Open Rates
and Impact



You have **mere moments** to catch your audience's attention and **motivate** them to open your message.

**Make sure you capitalize on all
your envelope fields!**

Have you been overlooking a crucial envelope field?

There are three fields in an email envelope:
From, **Subject Line**, and the often overlooked but important, **Preview Text**!



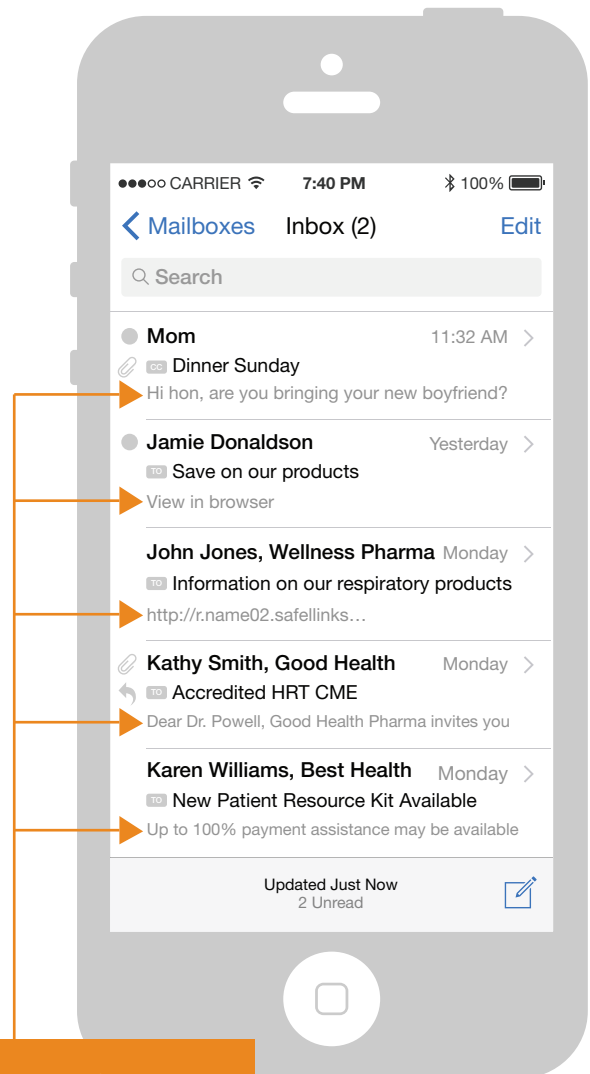
▶ Preview Text

Is a snippet of copy (40 – 90 characters) that appears on most email clients' viewing panes. In the case of promotional emails, Preview Text often appears as 'View this email in a web browser' or 'Click to download' – not the best use of this important space!

Think of your Preview Text as an extension of your subject line. Use it to amplify your subject line and communicate additional information to improve your open rate!

As different email clients have lower character limits, ensure the first few words count. Front load high-value info, i.e. Patient Support or CHE credits.

Well-crafted Preview Text helps to build brand awareness, increase open rates, and communicate important information, even in the absence of a click!



DON'T SQUANDER THIS VALUABLE REAL ESTATE!

Remember, even in the absence of an open, you're getting a 'hit' with your Preview Text and building awareness!