Best Practices to Increase Open Rates (and reduce getting caught in Junkmail)

Subject Lines:

Don’ts
No special characters (&*# etc)
Do not use commas or exclamation marks, question marks are okay
No numbers that are not part of a date
Do no use all caps
iModules only: Do not include data tags (ex. first name)

Dos
Be brief, stay under 35-40 characters
Convey urgency (without using flagged keywords – noted below)
Make “from” clear
Be specific
Include call to action or provide a teaser for body text

Sender:
Avoid special characters
Always use a familiar name, whether it’s a person or an institution – be regular when possible
Avoid commas

Email Body:
Most important info should be in the top 400 pixels
Avoid text in red letters
Top image should be no more than 120px high if it goes across the full width
Evaluate day/time with best open rates
60/40 text to image ratio
Avoid using p tags when possible – yahoo doesn’t register them (use <br> instead)
Use a link to a video vs. embedding a video
Limit how many links per email – if many are needed use a splash page
Use alt text for ALL images
Do not embed forms, use a landing page
Use spell check – bad spelling is often picked up by spam filters
Avoid the following words: free, guarantee, opportunity, no obligation
(This list is constantly in flux)

Other tips for images:
Resize images before uploading to iModules. iModules has a 1MB limit for emails
- You can use Microsoft Photo Manager to resize images
- Newsletter template: Image size 150x150px
- Full width image: 540px (even though email window is 600px, the body of the email templates have padding built in the code)
- Image with text wrap: 225px (be sure to add padding around the image)