



## Re-writing the rules for email subject lines?

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The findings of a recent study of email subject lines and their length is bringing into question a long-held email marketing belief that subject line length is a key variable in overall email performance,.

A recent Epsilon study analysed the results of more than 20,000 campaigns sent by a selection of US -based clients in the retail and consumer services industries delivering more than one billion emails. When the study looked for any direct correlation between subject line length and overall email performance, it was found that although a shorter subject line often generates better email performance, the correlation between length and response is actually relatively weak for most email programs.

Interestingly the study suggests that subject line word order, word choice, brand and audience awareness are also critical to the success of email campaigns.

For email subject lines, Epsilon suggests the following:

- 1) Front load subject lines with the most important information.
- 2) Keep the subject line as short as possible to ensure the message can be read clearly.
- 3) Use longer subject lines only when there is a compelling reason to do so.
- 4) When in doubt, test.

The full report of the Email Subject Line study is available at [www.epsilon.com/emailssubjectline](http://www.epsilon.com/emailssubjectline).