



phrasee

How to make your subject lines pop.

According to actual science, not gut feeling.

The anatomy of a bad subject line



Individual words or emojis don't matter.



Length doesn't matter.*



Micro tests give you micro uplifts.



Who are ya?

Parry Malm
CEO, Phrasee
@parrymalm



Artificial Intelligence,
Human Language,
Automation.

Previously:



Here's what actually matters.

 Are you a Vegas Vegas?

 30% off select point rest

It's your brand.
So make it your subject line.

Shameless Plug Zone

phrasee.co



parry@phrasee.co
@parrymalm
linkedin.com/in/parrymalm



phrasee

How to make your subject lines pop.

According to actual science,
not gut feeling.

Who are ya?

Parry Malm
CEO, Phrasee
@parrymalm



Artificial intelligence.
Human language.
Awesome.

Previously:



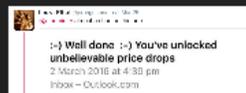


phrasee

How to make your subject lines pop.

According to actual science,
not gut feeling.

The anatomy of a bad subject line



Lets use actual stats.



Dr Neil Yager, PhD
Chief Scientist, Phrasee



Jaina Mistry

@jainamistry



Following

Most open-bait and misleading subject line I've seen in a while. Shame to see it come from a respectable retailer.

Argos

12:45

👑 Hooray Jaina 👑 You've Unlocked This - Open To Discover More...

7 Day Deals Must End Tuesday View this email with images | Send email to a friend | Tell us about yourself to win £500 TECHNOLOGYHOME &GARDEN BABY &NURSERYTOYSS...



Laura Elliot @orangesmarties · Mar 25

@jainamistry almost as bad as this one...

**:-) Well done :-) You've unlocked
unbelievable price drops**

2 March 2016 at 4:39 pm

Inbox – Outlook.com

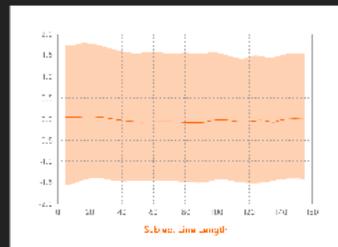
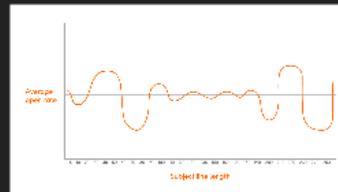
Lets use actual stats.



Dr Neil Yager, PhD
Chief Scientist, Phrasedee

Length doesn't matter.*

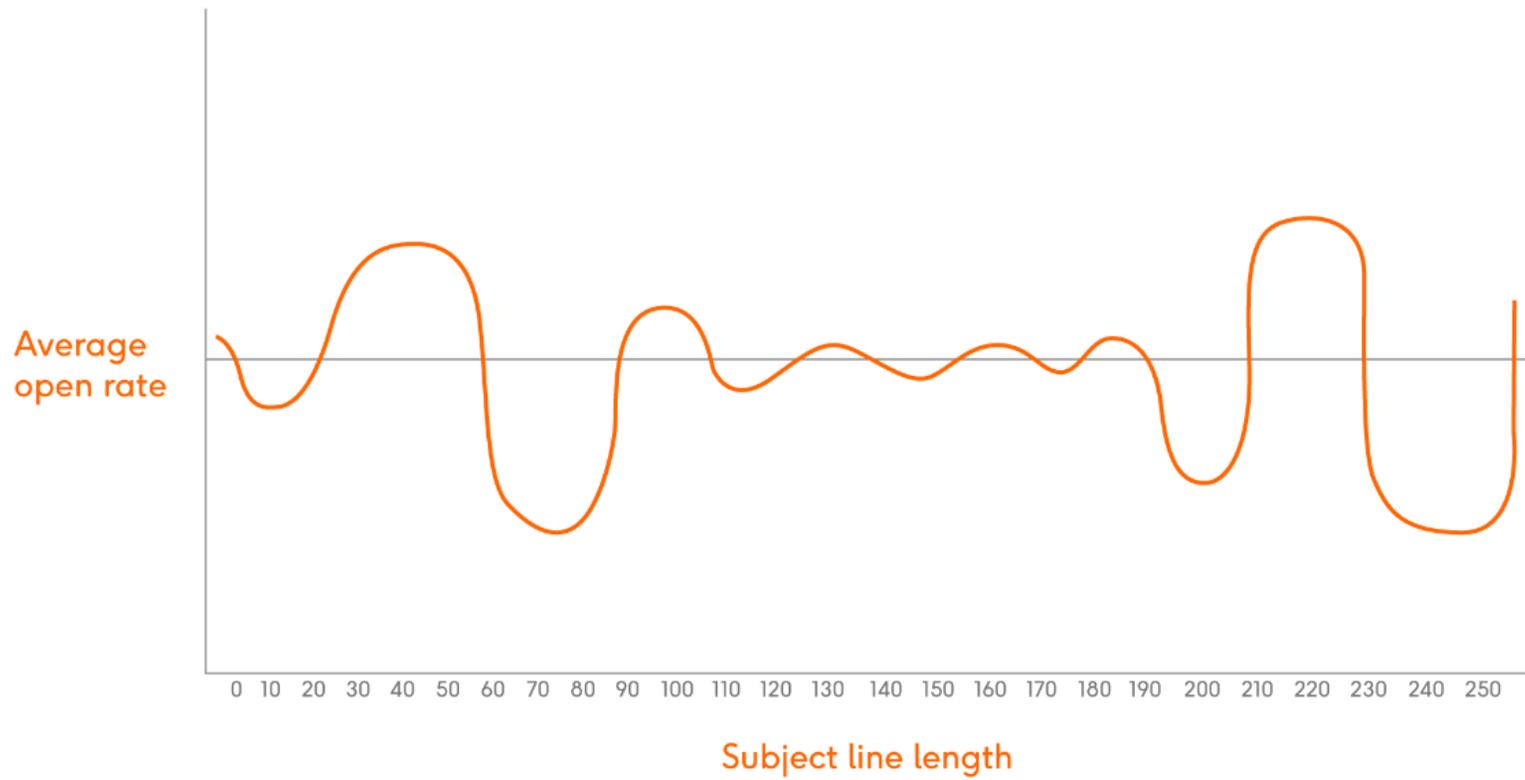
*That's what she said

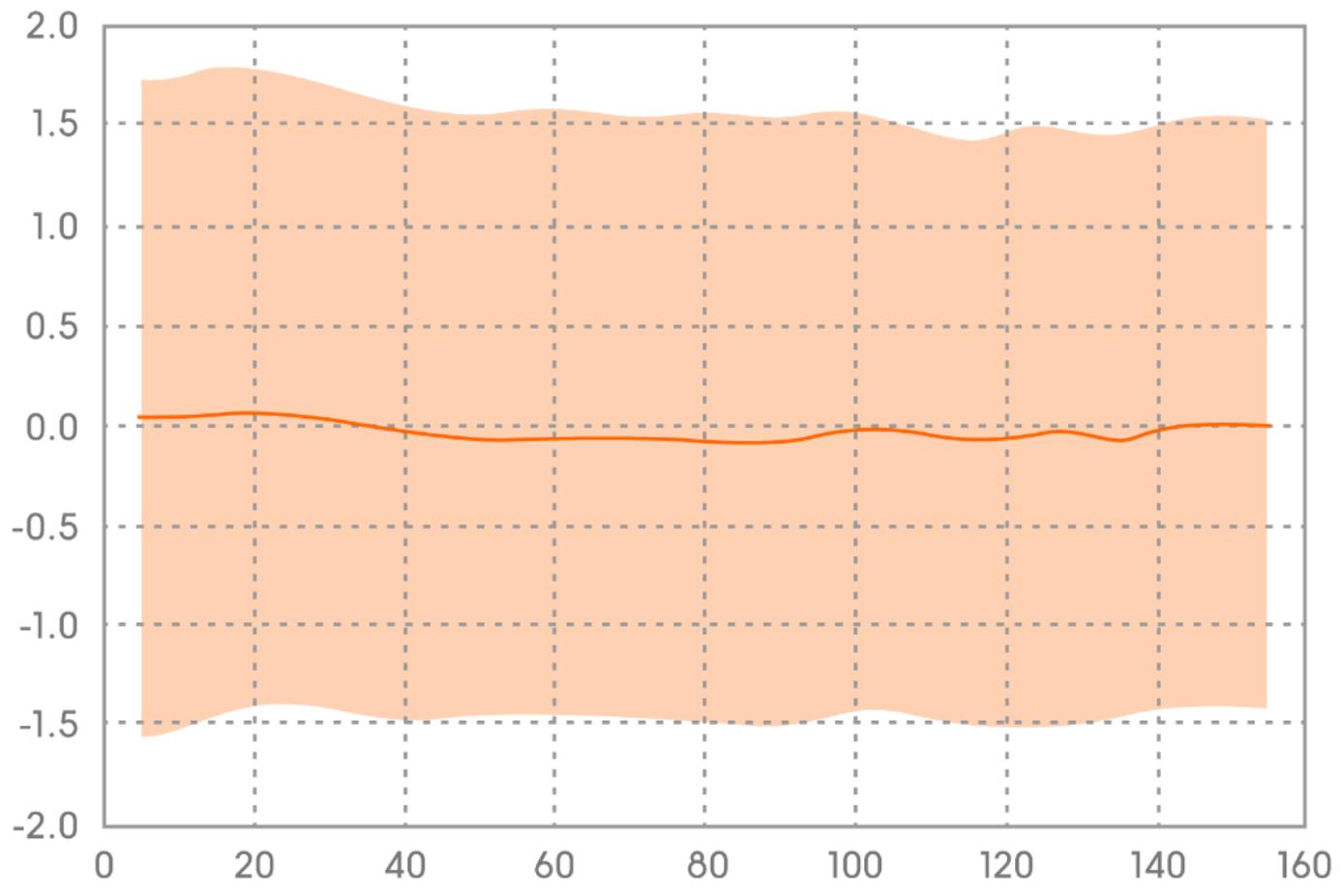


But surely on mobile this isn't true, right?

NOPE.



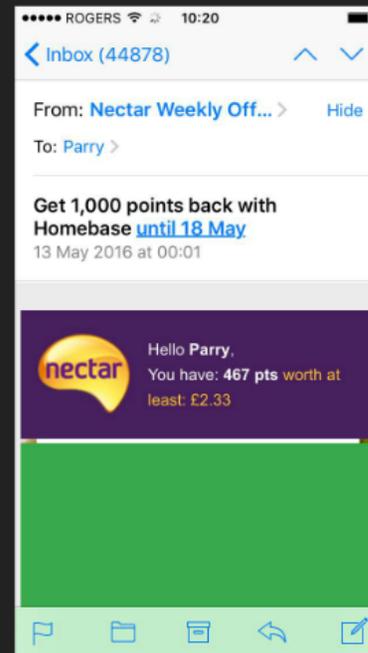
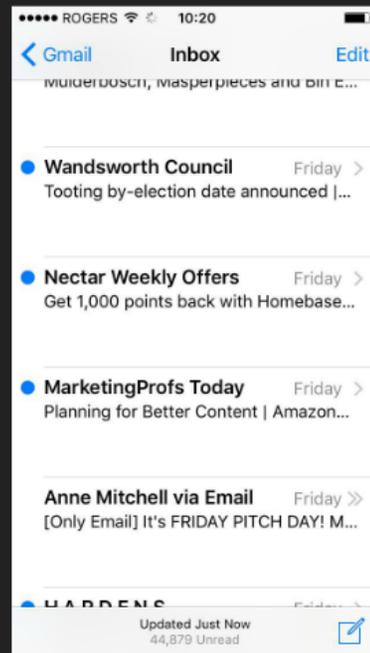


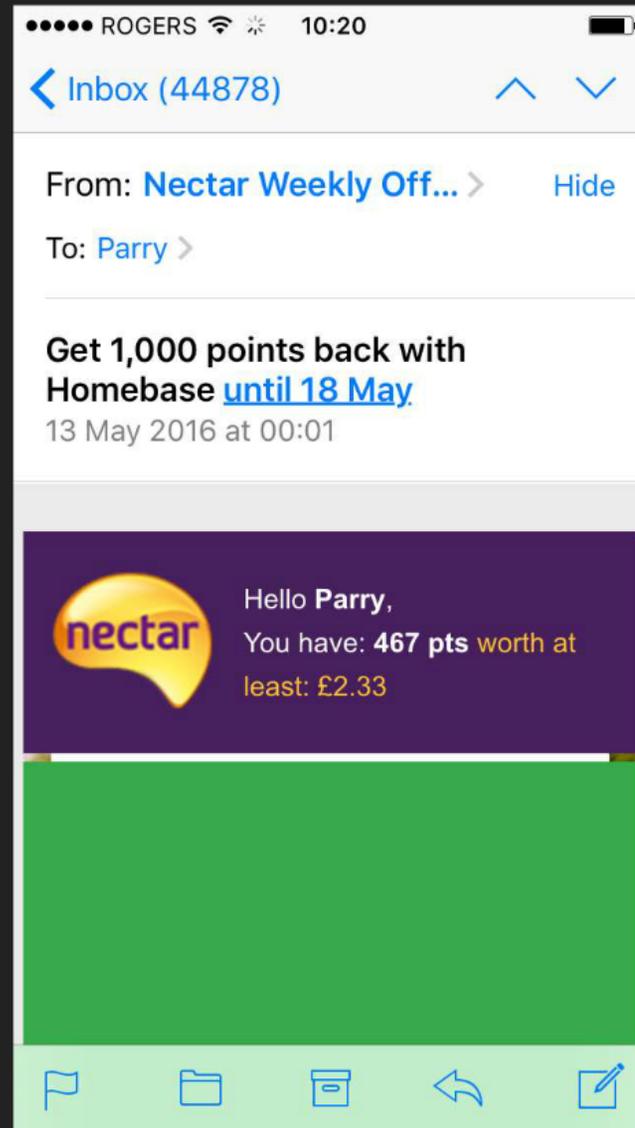
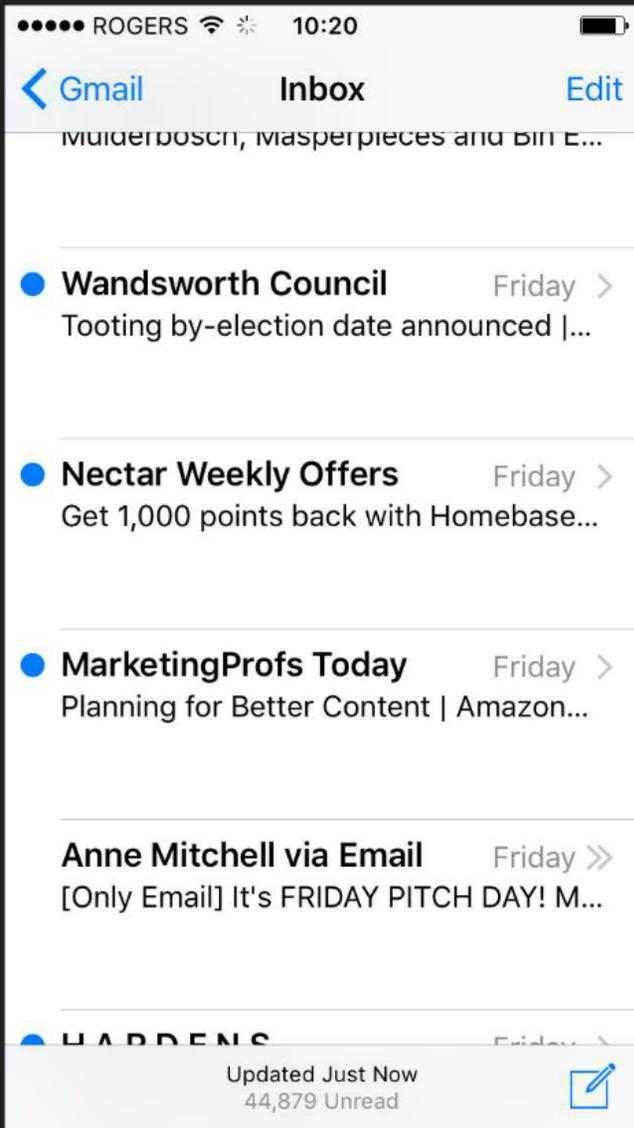


Subject Line Length

But surely on mobile this isn't true, right?

NOPE.





Individual words or emojis don't matter.

Which SL is better?



Which SL is better?



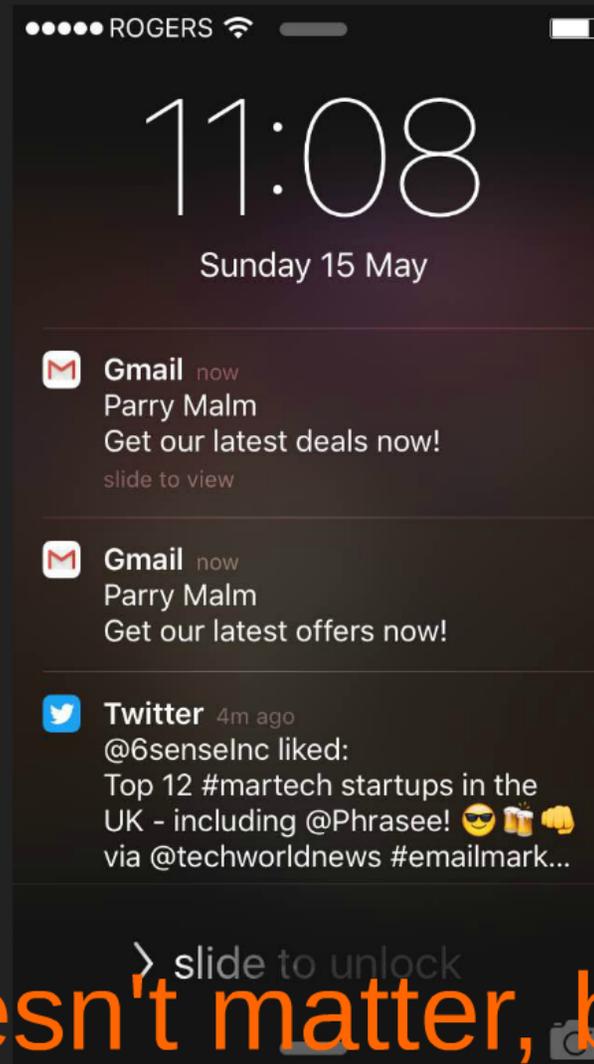
Which SL is better?



Which SL is better?



Q: Which one would win?



A: It doesn't matter, because this is a stupid test.

Q: Which one would win?

Answer Choices	Responses
Whoah! You'd be sad if you missed The X Factor Live Tour 2016	0.00% 0
The X Factor Live Tour announced!	13.95% 6
Newsflash! Get The X Factor Live Tour 2016 tickets before anyone else	6.98% 3
#YOLO are you ready for The X Factor Live Tour 2016?	9.30% 4
JUST ARRIVED: we need to talk about The X Factor Live Tour 2016	9.30% 4
NOW ON: you'd be nuts to ignore The X Factor Live Tour 2016	9.30% 4
↔ The X Factor Live Tour 2016 asks you one question - do you feel lucky?	13.95% 6
Right now! Unicorns aren't real, but The X Factor Live Tour 2016 tickets are	27.91% 12
Here and now. Don't blow it...get your tickets for The X Factor Live Tour 2016	4.65% 2
Wow. Just wow. Breaking news - tickets are now on sale	4.65% 2
Total	43

Here's what actually matters.



Are you a Vegas Virgin?



30% off white paint now!

It's your brand.
So make it your subject line.

Shameless Plug Zone

phrasee.co



- ✉ parry@phrasee.co
- 🐦 [@parrymalm](https://twitter.com/parrymalm)
- 🌐 [linkedin.com/in/parrymalm](https://www.linkedin.com/in/parrymalm)