



# 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.

Word by a robot?



Emoji by a robot?



## Length doesn't matter.\*



## Micro tests give you micro uplifts.

Micro test 1: Subject line



Micro test 2: Subject line



## Who are ya?

Parry Malm  
CEO, Phrasee  
@parrymalm



Artificial Intelligence.  
Human language.  
Awesome.

Previously:



## Here's what actually matters.



Are you a Vegas Vegas?



30% off select paint sets

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

## Shameless Plug Zone

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phrasee

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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.

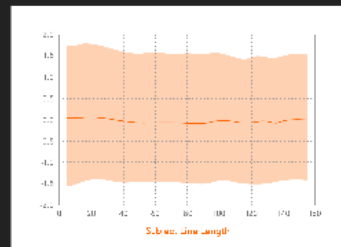
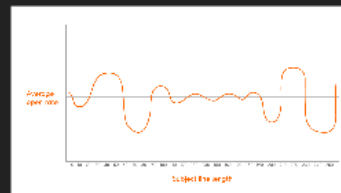


Dr Neil Yager, PhD  
Chief Scientist, Phrasee



# Length doesn't matter.\*

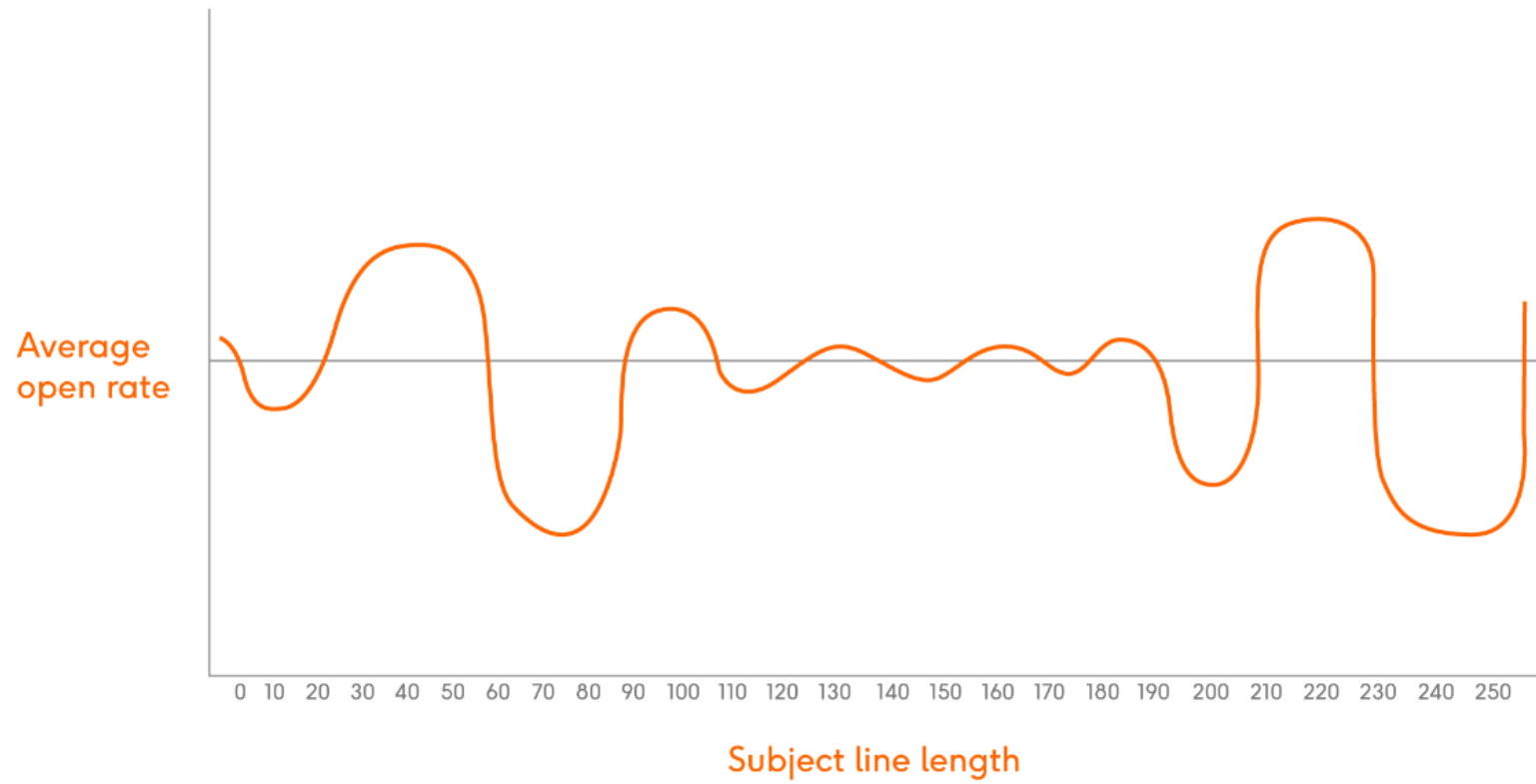
\*That's what she said

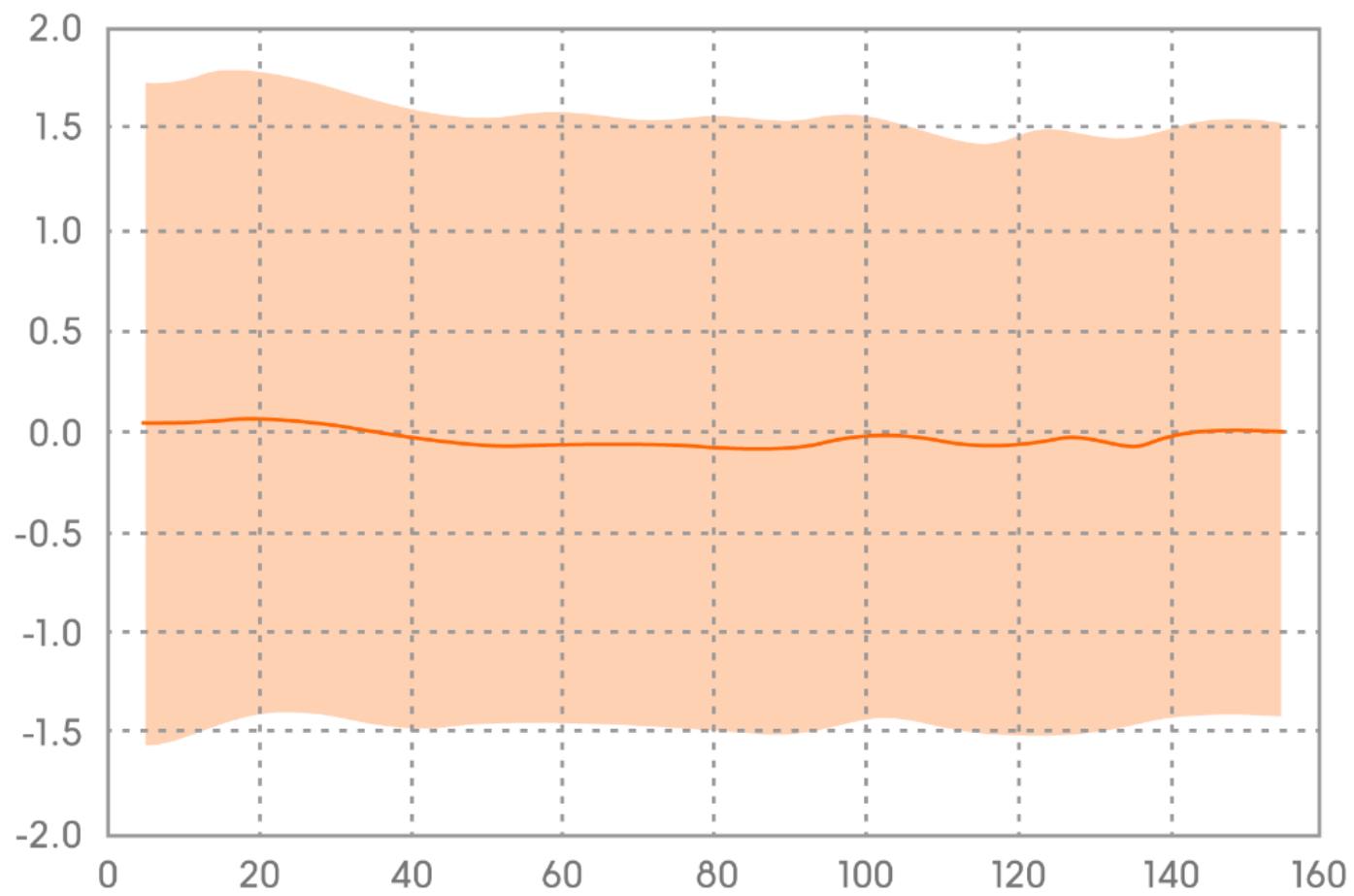


But surely on mobile this isn't true, right?

NOPE.



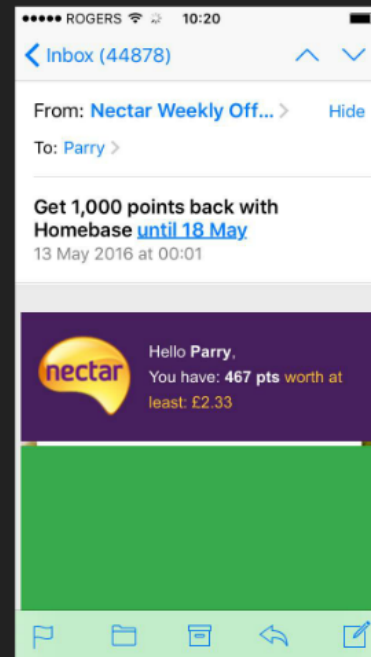
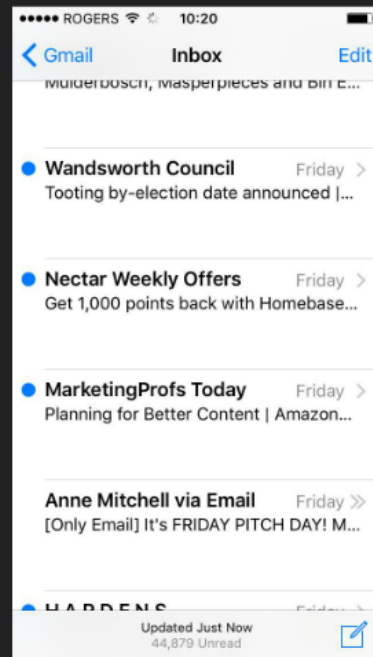


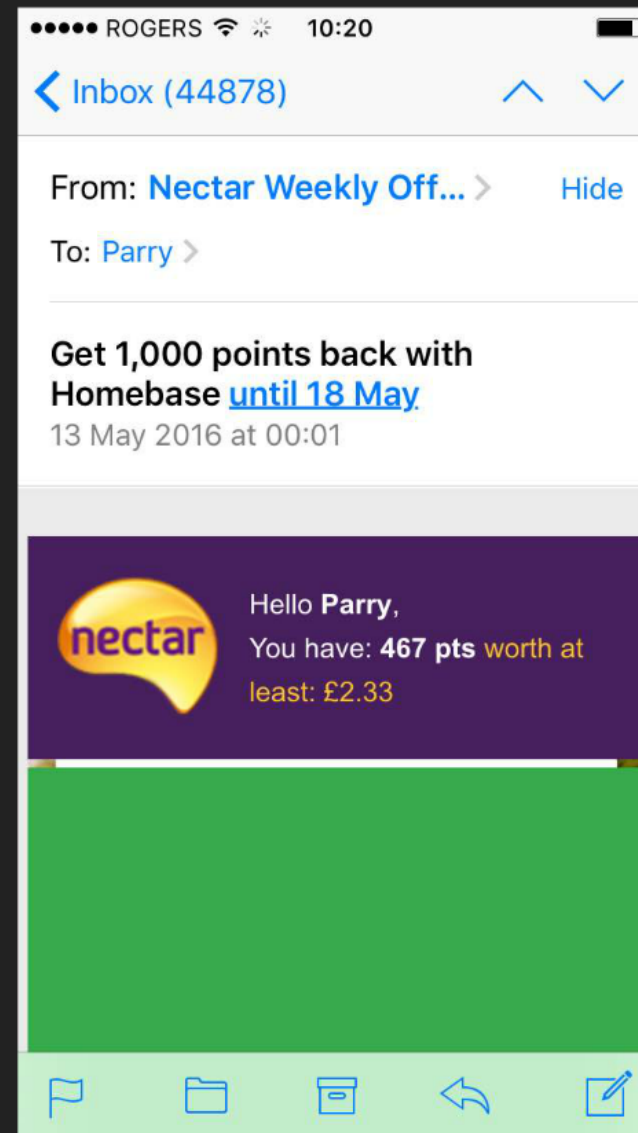
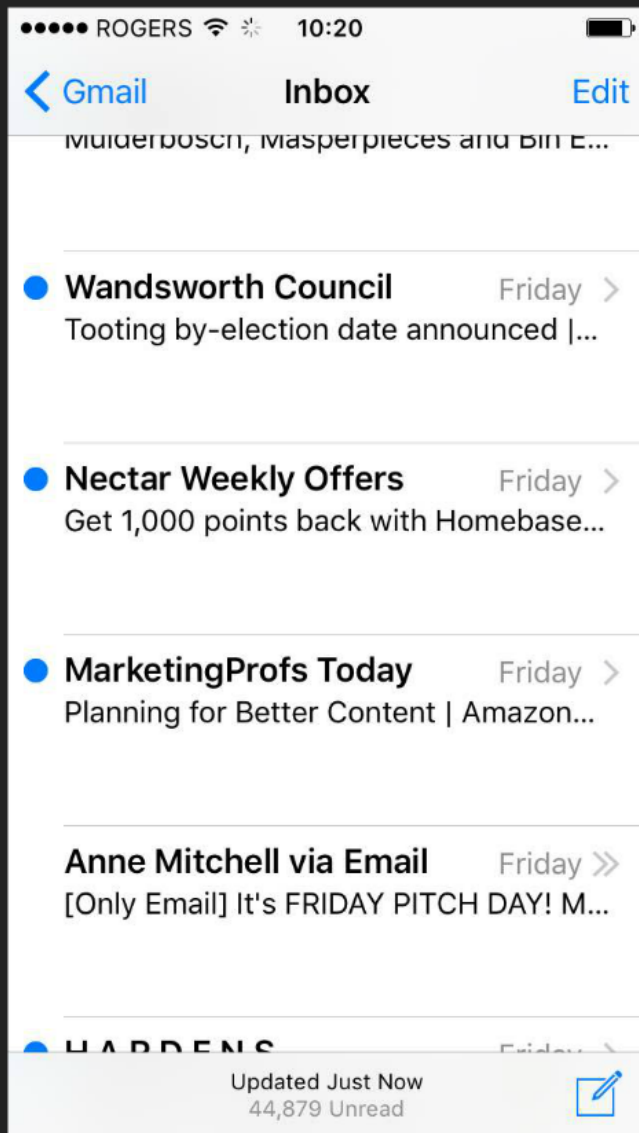


Subject Line Length

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

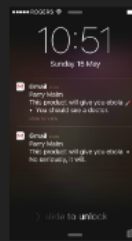
## NOPE.



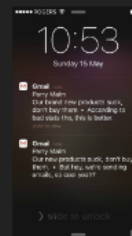


# Individual words or emojis don't matter.

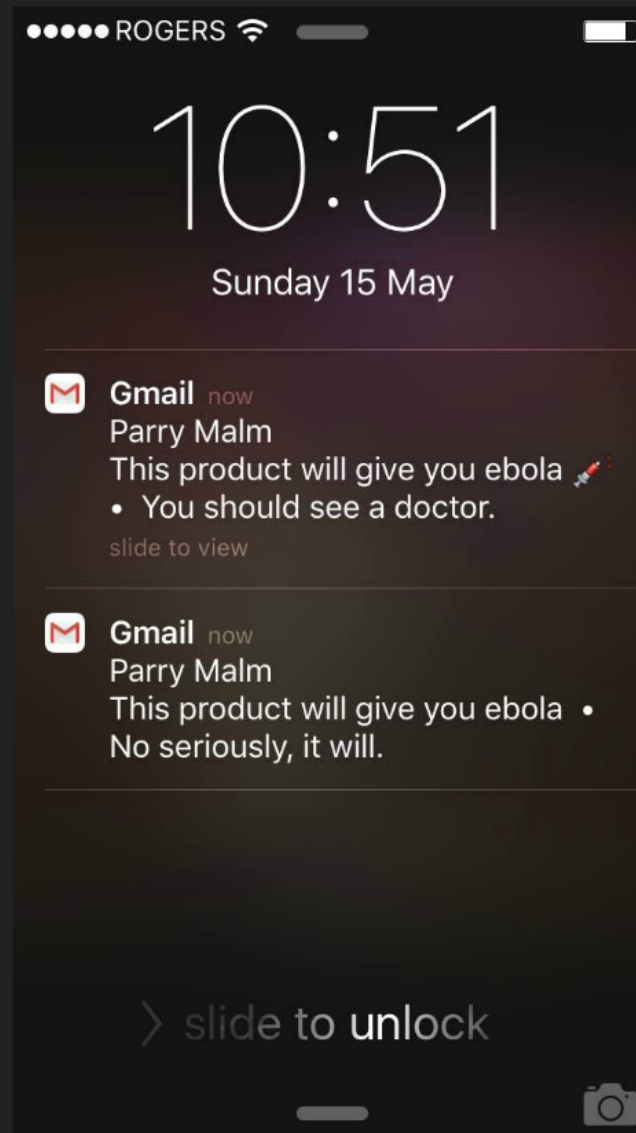
Which SL is better?



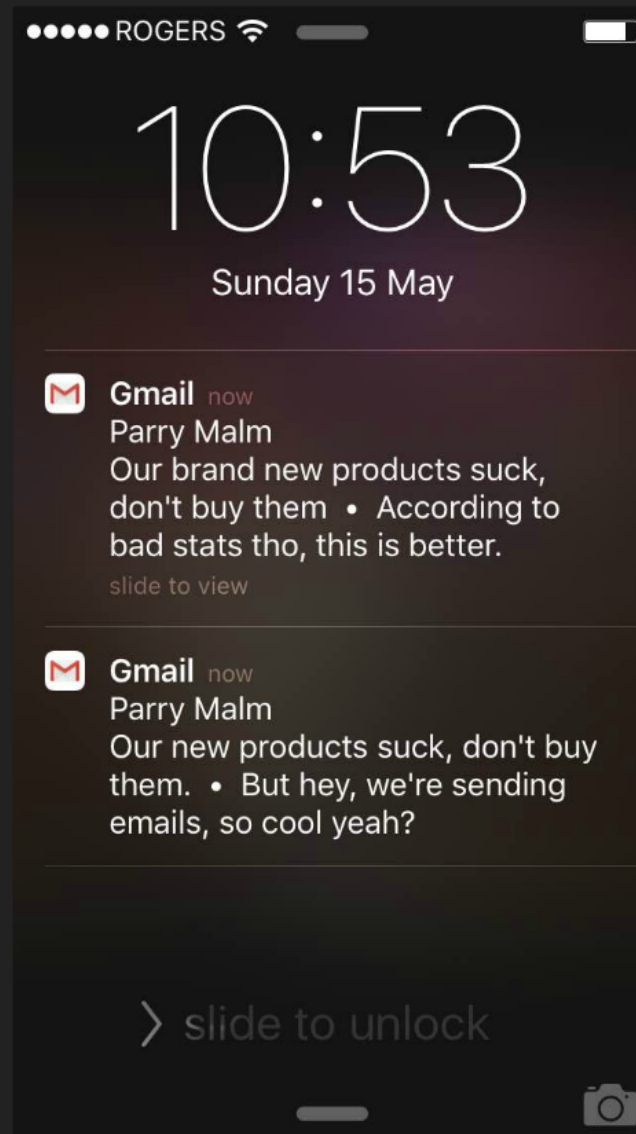
Which SL is better?



# Which SL is better?



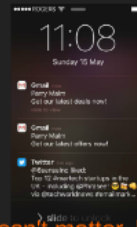
# Which SL is better?





[illegible]

Q: Which one would win?

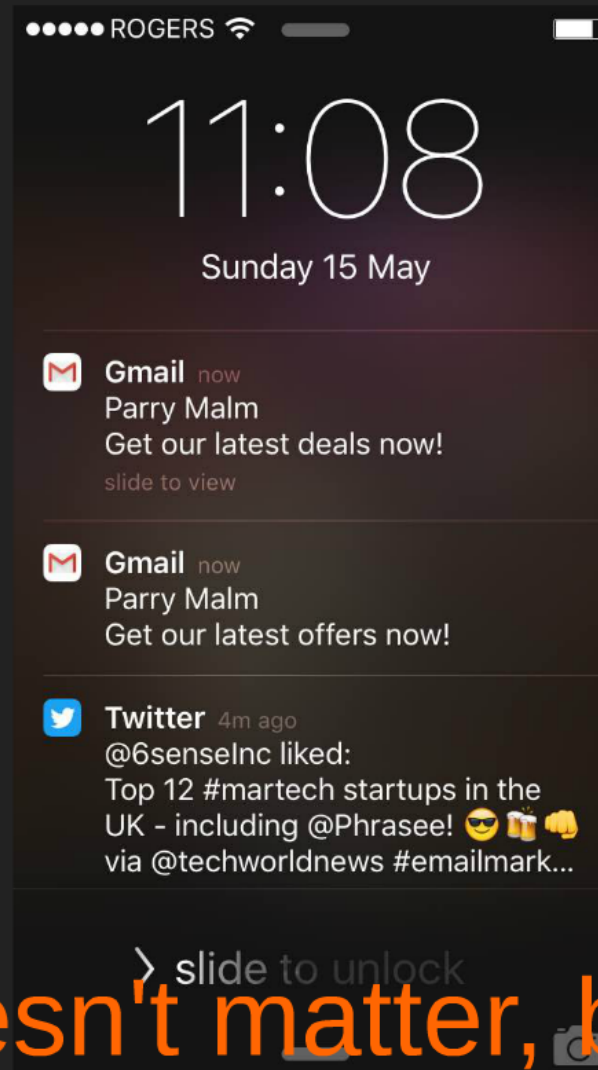


A: It doesn't matter, because this is a stupid test.

Q: Which one would win?

Score	1	2	3	4	5	Percentage
1	Who's the best if you owned The X-Files for Two Years	0.00%	0.00%	0.00%	0.00%	0.00%
2	The X-Files is too much concerned	12.50%	0.00%	0.00%	0.00%	0.00%
3	Who's the best if you owned The X-Files for Two Years before episode 1000	0.00%	0.00%	0.00%	0.00%	0.00%
4	It's completely for The X-Files for Two Years	0.00%	0.00%	0.00%	0.00%	0.00%
5	What episode is the best for The X-Files for Two Years	0.00%	0.00%	0.00%	0.00%	0.00%
6	How old you'll be when you see The X-Files for Two Years	0.00%	0.00%	0.00%	0.00%	0.00%
7	The X-Files for Two Years on your opinion, maybe I'm wrong	18.75%	0.00%	0.00%	0.00%	0.00%
8	Right now, it seems each day, The X-Files for Two Years is the best	27.14%	0.00%	0.00%	0.00%	0.00%
9	Here and now, Don't know it, you'll see The X-Files for Two Years	0.00%	0.00%	0.00%	0.00%	0.00%
10	Wow, just wow, Creaking noise - Who's are now on air	0.00%	0.00%	0.00%	0.00%	0.00%

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



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🌐 [linkedin.com/in/parrymalm](https://linkedin.com/in/parrymalm)