

# 6 Ways to Improve Open Rates

## Test subject lines.

Without an eye-catching subject line, a recipient won't even give an e-mail a glance. Dull, uninteresting or spammy subject lines are a major reason for decreasing open and click rates. It's far more effective to test multiple subject lines and use proven styles.

## Put your call to action in the preview window.

This is the first element a recipient should see; it helps decide whether they will fully open an e-mail. Boost open and click rates by immediately telling the recipient what you want him or her to do.

## Use compelling text.

Write lively e-mail content and see an increase your open and click rates. The key is to get a recipient to respond. Use active verbs instead of a passive voice. Your message must be clear, direct, and concise.

## Ensure deliverability.

If e-mails aren't getting through, then the open and click rates won't go up. Make sure that e-mails are CAN-SPAM compliant and that the e-mail service is a reputable one. Ask to see an Inbox Deliverability Report!

## Use more than images.

By default, many e-mail programs have images blocked. Unless images render, the message may not be read and the e-mail won't count toward your open rate. To ensure a successful deployment, use a mix of text and images in every email.

## Consider your timing.

Consider the timing of deployments. Test to find out the best day and time for e-mails to deploy to their target group.

