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Best and Worst Email Subject Line

October 21st, 2009

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What's the BEST email subject line have you ever seen which made you click it right away? And what's the WORST?

I occasionally read a report today which analyzed the open rates for over 200 million emails, the range from open rate of 93% which is the best to a dismal 0.5%, but believe me, I see some even worse than that.

I have blogged '[Better email subject lines](#)', '[Email Blast \(eDM\) subject Guideline](#)', and '[How best to display e-mail on a handheld](#)' for the subject line topic before, you can try to see if it works for below email subject Line comparisons:

BEST Email Subject line with Highest Open Rate:

Subject Line	Open Rate	Comment
Preliminary Floor Plans for Southern Village Neighborhood Circle Members	93%	Timely information. Implied benefit for quick action. Over 50 characters in length
Your April Website Stats	92.60%	Timely and useful information
Idlewild Camp - Important Travel Information	90.10%	Information I need now.
Invitation for Murdoch, Brown, Rove & Johnson's Snow Ball	89.7	Party invitation. Personal and timely
MotorCycling Magazine Reader Survey	88.10%	High affinity to activity/experience
Announcing Paige Elizabeth Sullivan	82.60%	Birth Announcement: Personal and useful information.
Ship's Log #5: Parus Arrives in Phuket	82.10%	Personal and timely
Nautica in Rutland Opens Soon!	79.90%	New condos - valuable information to be first in line.
Updated Time Zones & Log On Information	79.10%	Required information
MICHAEL DRUCKMAN 1949-2007	77.40%	Obituary: Personal
Inside Football: Summer Training Camp Preview	74.30%	Timely and useful information

WORST Email Subject line with Lowest Open Rate:

Subject Line	Open Rate	Comment
Final reminder for complimentary entry to attend the West Freeland's BCI Cluster Conference 2006	1%	Reminder and subject is too long
Tempting August NUSA Specials!	0.90%	Special. Exclamation mark
SALE ends soon - up to 50% off all bras at Kara!	1.90%	Percent Off
Help Baylor create the ideal college experience	0.025	Help - means ignore
Printers World Offers 100% Commission Up Front	7.50%	Too good to be true
3% Commission For You, \$10,000 in Upgrades For Your Client	7.80%	Bait & Switch
Help Spread The News !	10.80%	Help
Don't Let 2006 Slip Away Without a Tax Deductible Donation To the Children & Families of Omire	11.60%	Donation and too long

Frankly, I personally not quite agree some of above comments and I don't think the highest open rate email subject line are attractive enough, at least, not works for me.

Would you like to share what's the BEST & WORST email subject line have you ever seen?

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<input type="text"/>	Name (required)
<input type="text"/>	E-Mail (will not be published) (required)
<input type="text"/>	Website
<input type="text"/>	

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