# OPTIMIZING THE
SECOND SUBJECT LINE

What's Snippet Text and How Can It Increase Your Email Marketing's Effectiveness?

Snippet text appears next to subject lines in the inbox view of the native iPhone email app, Gmail, Yahoo Mail, and other email clients, giving subscribers a preview of the content of an email. Along with the sender name and subject line, snippet text helps subscribers decide whether to open an email, making it an essential element to optimize.

The State of Snippet Text Optimization

The majority of major B2C brands don't fully optimize their snippet text, according to our research involving 148 B2C brands.
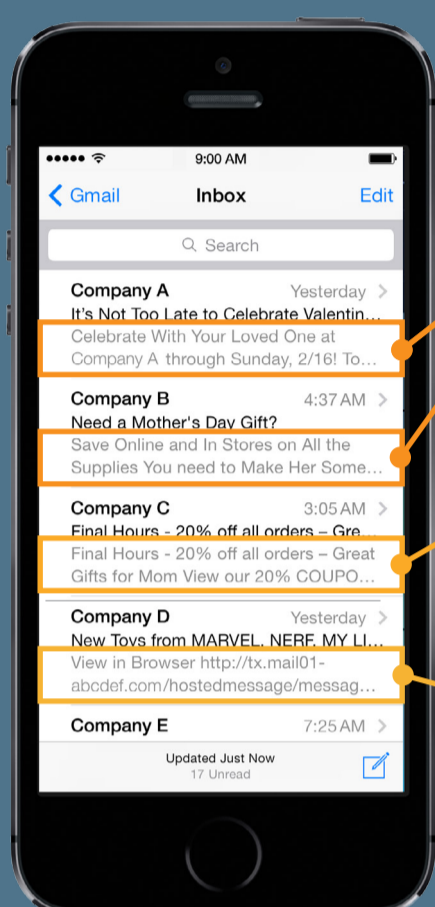
47% **Fully Optimized**
Snippet text extends or supports the subject line, giving subscribers valuable additional information.

13% **Poorly Optimized**
Snippet text repeats subject line or contains mostly static text such as brand name or tagline.

41% **Not Optimized**
Snippet text displays long, nonsensical URLs or administrative language and links such as "view as webpage."

How to Control What Appears as Snippet Text

Unless specified, email clients will display the first HTML text characters in an email as snippet text. Use preheader text to control what gets displayed.

PREHEADER TEXT

LOGO / HEADER

NAV LINK 1   NAV LINK 2   NAV LINK 3   NAV LINK 4

EMAIL BODY

Preheader text is HTML text placed at the very top of your emails, before your logo, navigation bar, and other header content.

Sample code for a preheader in a <div>:

```
<body>
<style type="text/css">
div.preheader
{ display: none !important; }
</style>
<div class="preheader" style="font-size: 1px; display: none !important;">
Optimized Preheader Text</div>
```

Sample code for a preheader in a table:

```
<body>
<table border="0" cellpadding="0" cellspacing="0" width="100%">
     <tr>
          <td align="center" style="font-family:Arial,Helvetica,sans-serif;
          font-size:12px; mso-line-height-rule:exactly; line-height:15px;
          color:#666666;" >Optimized Preheader Text</td>
     </tr>
</table>
```

Invisible Preheader Text

If you want to control your snippet text but don't want preheader text to appear in the body of your email, then simply make your preheader text **the same color** as the background of your email.

Sample code for an invisible preheader in a hidden <div>:

```
<body>
<div style="font-size: 1px;
color:#ffffff; display: none
!important;">Hidden Preheader Text
</div>
```

Would You Leave Your Subject Line to Chance?

Of course not. Subject lines are a valuable part of envelope content. So is snippet text. Begin optimizing and testing your snippet text today to ensure that your emails make the best first impression, enticing your subscribers to open and engage with your emails.

salesforce marketing cloud