

Using Emojis in Subject Lines or Preheaders [1]



November 14, 2019 by [jennifer.mortensen](#) [2]

We are all used to getting fun emails that contain emojis in the subject line: a pumpkin for Halloween, a heart for Valentine's Day, etc. Many marketers use emojis to increase open and click rates, and there's no reason why you can't do the same thing in Marketing Cloud.

NOTE While emojis are fun, we recommend that you experiment with them and test them to determine what works best with your audience. It's likely that not every email will (or should) have an emoji.

Finding an Emoji

Finding emojis is easy on your cell phone, but it takes a little more time to find the right one online (mostly due to the vast options available). Many emoji sites offer a vast array of options for you to consider, so it's just a question of finding the one that works best for you. Two that we use regularly are [Full Emoji List](#) [3] and [Copy Paste Character Design](#) [4].

Once you've identified your emoji, highlight it and copy it.



Obtaining Emoji Code

Next, you'll need to obtain the code that exists behind your emoji so that Marketing Cloud can read the image and know what graphic to populate. A tool we use to do this is called [Subject Line Assistant](#) [5].

If you decide to use this tool, step one will direct you to find your emoji; step two will direct you to copy and paste it into their text box with the rest of your subject line.

2) Paste into the box below along with the rest of your subject line.

 Example Emoji Subject Line

Encode it!

Next, click Encode it!

The tool will then generate a string of code that you can copy and paste into your subject line.

Encoded String:

```
=?utf-8?Q?=F0=9F=90=A2_Example_Emoji_Subject_Line?=
```

Test your Emoji

Once you have your emoji code in the Marketing Cloud subject line, be sure to send yourself a test email to verify that the emoji is appearing as expected.

Although your subject line will appear with the code when you are configuring your test send, the emoji should populate as expected when you receive the email in your inbox.

Subject: =?utf-8?Q?=F0=9F=90=A2_Example_Emoji_Subject_Line?=

Preheader: eComm Subcommittee Update, Wiki Index Update, Cvent Integration Update,

CU eComm

[Test]:  Example Emoji Subject Line

To: Jennifer Mortensen,

Reply-To: CU eComm

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