Using a Preheader [1]

July 23, 2016 by (not verified) [2]

Marketing Cloud provides space for a pre-header in the email set-up. Learn about pre-headers and how they can enhance your engagement and open rates.

What is a Preheader

A preheader is the text following the subject line when an email is previewed. A preheader is one of the first three lines that a subscriber sees when viewing an email.
What's a pre-header? [3]?

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