

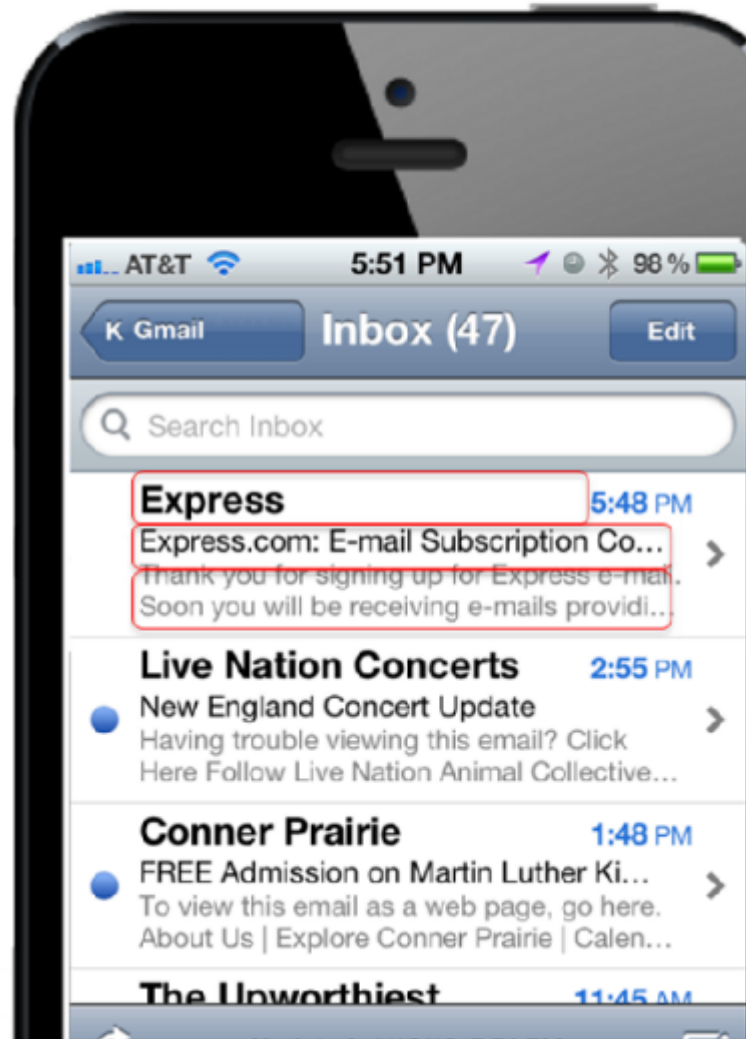
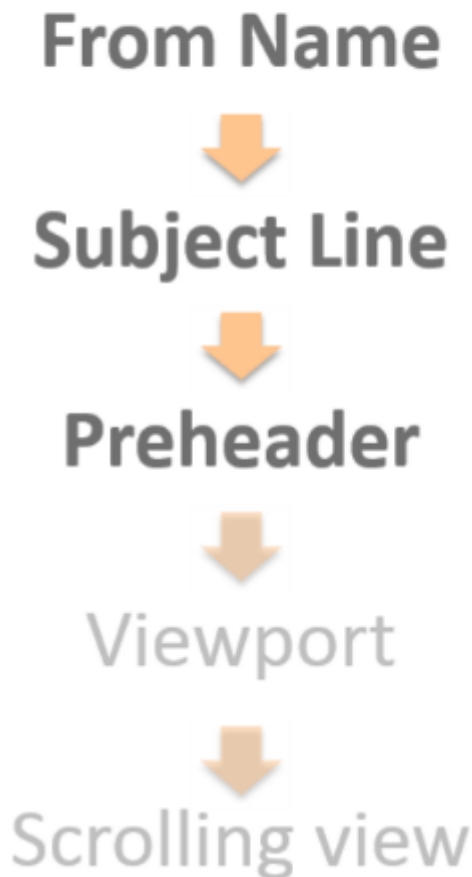
Using a Preheader [1]

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 items a subscriber sees when viewing an email.



What's a pre-header? ^[3]?

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- [Can I add personalized data to the subject line and preheader?](#) ^[5]
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Using a Preheader

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Links

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[3]

http://help.marketingcloud.com/en/documentation/exacttarget/content/email_overview/creating/preheader/

[4] <https://www.cu.edu/blog/ecomm-wiki/tips-tricks-choosing-subject-line>

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[6] <https://www.cu.edu/blog/ecomm-wiki/using-emojis-subject-lines-or-preheaders>