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 a subscriber sees when viewing an email.

Salesforce Marketing Cloud
What's a pre-header? [3]?  

Related Content  
- Can I add personalized data to the subject line and preheader? [5]  
- How do I add an emoji to my subject line or preheader? [6]  

Display Title: 
Using a Preheader  
Send email when Published: 
Yes  

Source URL: https://www.cu.edu/blog/ecomm-wiki/using-preheader  

Links  
[1] https://www.cu.edu/blog/ecomm-wiki/using-preheader  
[2] https://www.cu.edu/blog/ecomm-wiki/author/0  
[5] https://www.cu.edu/blog/ecomm-wiki/personalizing-your-email  