

Advanced checklist

Improve your email performance

There are several factors that affect your email's performance. If you're already following [these suggestions](#) and still not seeing the results you want, there are a few additional recommendations you can do to help with your email's overall deliverability, open rates, and click rates.

A/B test your subject line

The subject line is the first thing your contacts see when you send an email. Try out two different subject lines and let your contacts pick the winner! Comparing two subject lines with an A/B test ensures you're sending the most enticing subject line to the majority of your audience. [Learn how to A/B test a subject line.](#)



A/B testing your subject line also gives you the opportunity to try out [adding emoji](#) or [personalized contact details](#) to your subject line!

Segment your contacts

People are more likely to open and read content that's relevant to them. Segmenting your contacts based on their location or interests allows you to tailor your emails for each group's taste, helping to improve open rates and overall email engagement. [Learn more about segmentation.](#)

Use dynamic content

The content of your email is just as important as your subject line when it comes to enticing contacts to open and click. Sending targeted content is key to making sure your readers only receive the information that's important to them. Dynamic content blocks let you show or hide content based on the details you collect so that contacts only see what's relevant to them! [Learn more about using dynamic content.](#)

Include a clear call-to-action

Looking to improve your click rates? [Making your email shorter](#) and including a clear call-to-action increases the chances that your contacts will do what you're asking of them while they're reading your email, and not later. [Learn more.](#)



[Using buttons](#) instead of text links can be more effective at drawing your readers' attention and increasing clicks!

Authenticate your email address

Using email authentication builds your sender reputation and helps ensure your emails land in your contacts' inbox rather than in the junk folder. All email sent through Constant Contact receives some form of authentication, but you can add an extra layer by self-authenticating your emails using DKIM CNAME records or a TXT record if you have your own domain. [Learn more about email authentication.](#)



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