

Pre-send checklist

If you're not seeing the email engagement you want, no need to panic! There are a few things you can do with each campaign to help improve your performance. Take a look at the following recommendations to check before you send.

Check your “From Name”

Pick a name that your contacts are most likely to recognize, whether it's the name of your organization, your personal name, or both. By default, the “From” name pre-populates with what's in your account settings, but you can change it while editing an individual email. [Learn how to edit it.](#)

Optimize your subject line and preheader

Make your email stand out in the inbox by keeping the subject line short — no more than 4-7 words — and descriptive to tease what's inside the email. [Learn more.](#)

A preheader is an additional line of text that appears below or next to the subject line in the inbox. You can use it to provide additional context and entice recipients to open your email. [Learn more about using a preheader.](#)

Examples:

Subject Line: Don't miss October's speaker

Preheader: RSVP today - space is limited!

Subject Line: Save up to 30% on select school supplies

Preheader: Coupon expires Saturday

Keep your email short and to the point

Keeping your email short 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. The optimal length is 20 lines of text and 1-3 images, with the call-to-action appearing towards the top so that your recipients don't have to scroll to find it when viewing on a mobile device. [Learn more about designing shorter emails.](#)

Segment your contacts

People are more likely to open and read content that's relevant to them. Segment your contacts based on their location or interests, and then tailor your emails for each audience. [Learn more about segmentation.](#)

Compare your results

After making these changes, [compare the results to your previous emails](#) to determine what worked and what additional improvements can be made. When you [add your industry](#) to your account, you can compare your results to the industry average, too!



Looking for more help? Register for a [webinar](#) to learn how to get better results using the tools in your account.