

Boost Your Email Engagement

Craft Captivating Subject Lines

Use short, urgent, or number-driven subject lines to grab attention and increase opens.



Personalise Every Message

Tailor content using subscriber data, preferences, and past behavior for maximum relevance.



Segment Your Audience

Divide your list based on user characteristics for highly targeted and effective communication.



Optimise Calls to Action

Make CTAs stand out with contrasting colors and compelling, action-oriented language.



Deliver Value Consistently

Follow the 80/20 rule: provide 80% value and 20% promotion to keep subscribers engaged.



Design for Mobile

Ensure your emails are polished, responsive, and look great on all mobile devices.



Engage from the Start

Utilise welcome series to introduce your brand and build immediate trust with new subscribers.

