

omnisend

515

High Converting

Subject Lines



that will
superpower
your next email
campaign

Table of Contents

Spring Subject Lines

8	<i>General Spring subject lines</i>
10	<i>Easter subject lines</i>
12	<i>Mother's Day subject lines</i>

Summer Subject Lines

18	<i>General Summer subject lines</i>
20	<i>Father's Day subject lines</i>
22	<i>Independence Day subject lines</i>
24	<i>End-of-summer subject lines</i>
26	<i>Back-to-school subject lines</i>

Fall Subject Lines

32	<i>General Fall (Autumn) subject lines</i>
35	<i>Labor Day subject lines</i>
37	<i>Halloween subject lines</i>
39	<i>Veterans Day subject lines</i>
41	<i>Thanksgiving subject lines</i>
43	<i>Black Friday subject lines</i>
45	<i>Cyber Monday subject lines</i>

Winter Subject Lines

51	<i>General winter subject lines</i>
53	<i>Christmas (Xmas & Happy holidays) subject lines</i>
56	<i>New Years subject lines</i>
58	<i>Valentine's Day subject lines</i>
60	<i>Chinese New Year subject lines</i>

Introduction

In the world of ecommerce, one of the best ways to reach your customers and keep them around for longer is to use email campaigns. No matter what the trends are of the day, email marketing still has the highest ROI of any channel, earning an estimated **ROI of \$44 for every \$1 spent**.

But that doesn't mean it's easy, especially when your customers and subscribers have a lot of competing offers in their inboxes. That's why it's very important that you make your email subject lines as appealing and enticing as possible.

After all, a good email subject line is the difference between a click to read, and a click to delete (or to be sent straight to the spam folder).

But coming up with these can be quite hard, especially when you are sending loads of campaigns regularly. That's why we've done all the hard work for you.

We've analyzed **more than 92,000 email campaigns** sent last year on *every single topic* to see which subject lines are the best performing in terms of open rates and click rates.

What do we mean when we say *every single topic*? Here's just a short list:

- Black Friday
- Cyber Monday
- Christmas
- New Years
- Valentine's Day
- Mother's Day
- Father's Day
- Independence Day
- Chinese New Year
- Thanksgiving
- Halloween
- and loads more

In fact, we've collected more than **500 top-performing email subject lines** in this ebook alone (not to mention the tens of thousands we analyzed).

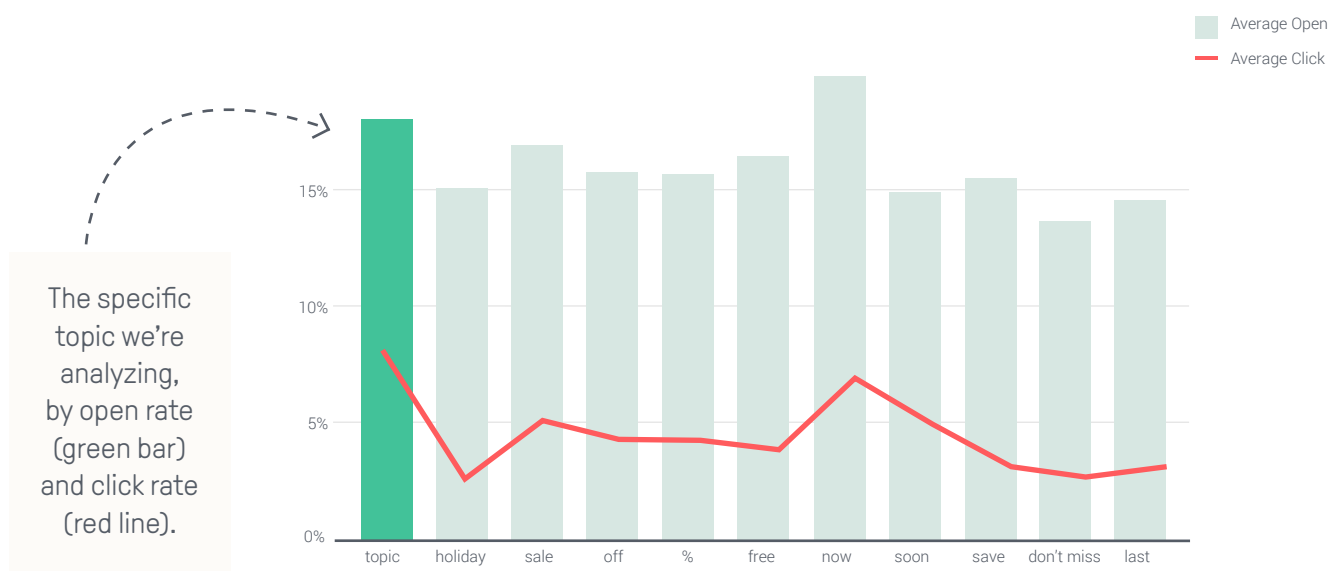
How did we analyze these subject lines?

We analyzed 92,000 email campaigns sent during 2017. These numbers allowed us to do in-depth research of how a subject line's phrasing correlates with a campaign's open and click rate.

We looked at some of the most common campaign phrases as benchmarks, and then compared them with phrases related to specific holidays and events. The regular campaign phrases are:

- holiday
- sale off
- %
- free
- now
- soon
- save
- don't miss
- last

That's why for each subject line topic you'll see the following types of graphs:



What can you do with these subject lines?

That's completely up to you. However, these should more than inspire you to be creative in your next email campaigns, no matter what the topic is.

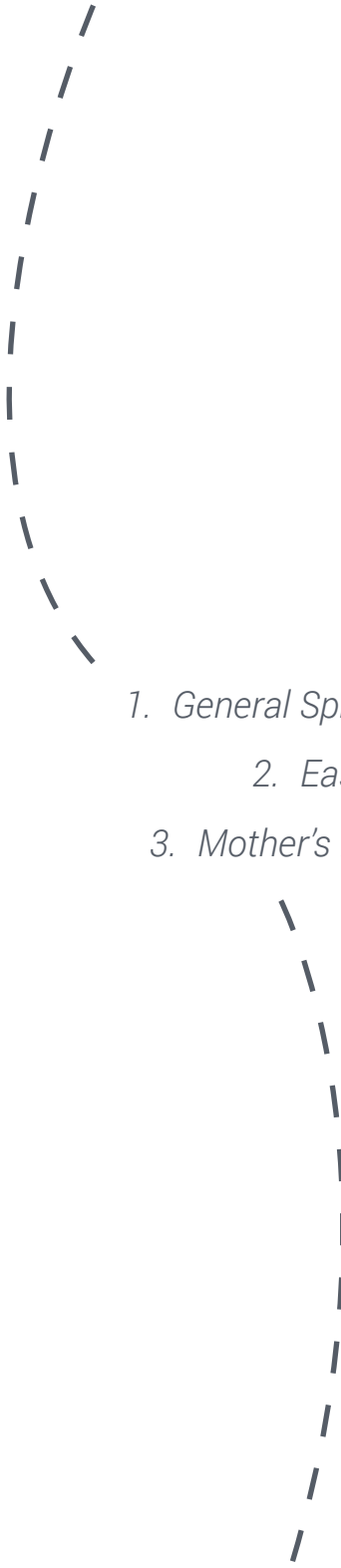
In fact, we don't see anything wrong with taking these subject lines in whole or in part, and adjusting them for your brand. After all - these are high-performing, and there's no point in re-inventing the wheel.

We hope you'll enjoy this mega list of email subject lines.

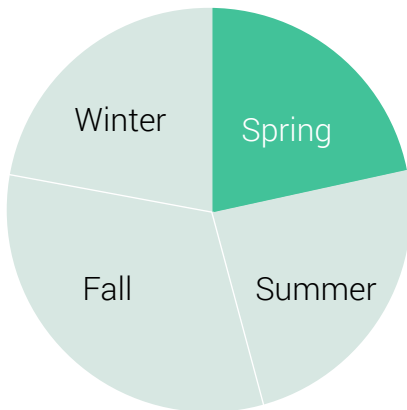
A close-up photograph of a field of small white flowers, likely snowdrops, with green stems and leaves. The background is a soft, out-of-focus landscape with more flowers and greenery. A green rectangular box is overlaid on the right side of the image, containing the word "Spring" in white text.

Spring

In this chapter

- 
1. *General Spring subject lines*
 2. *Easter subject lines*
 3. *Mother's Day subject lines*

Overview



Yearly campaigns sent by season (%)

A quick look at spring subject lines

- *22.56% of all campaigns sent throughout the year are related to Spring*
- *The highest-performing Spring subject lines are related to Mother's Day, followed by Easter*

By now we can already feel the gradual change in the seasons as the days are getting longer, meaning you'll need to start preparing your spring email campaigns. Getting ready for the new season isn't something that's relevant just for shoe, clothing and home renovation brands. Instead, you can use effective spring email campaigns for virtually any niche.

After all, spring is a time for new starts, about planning for the year, and especially getting outside the home after the long winter hibernation. Therefore, if you can tap into the common spring themes, you can probably find a way to wake up your sales as well.

And just remember, there are some great spring holidays you need to be aware of in spring:

- International Women's Day
- St. Patrick's Day
- The official first day of spring
- April Fool's Day
- Earth Day
- Mother's Day

So let's look at the best performing spring subject lines to inspire your spring email campaigns.

General Spring Subject Lines

Spring presents the first of the major sales seasons after the big Christmas or end-of-year shopping season. While many people usually connect spring sales with shoe, clothing and home renovation products and services, there's actually a wide variety of topics that do well with a Spring theme.

In fact, no matter what you sell, you can find a spring angle to use in your email subject lines.



Laura Hall, Marketing
Executive at Shiply
@shiply

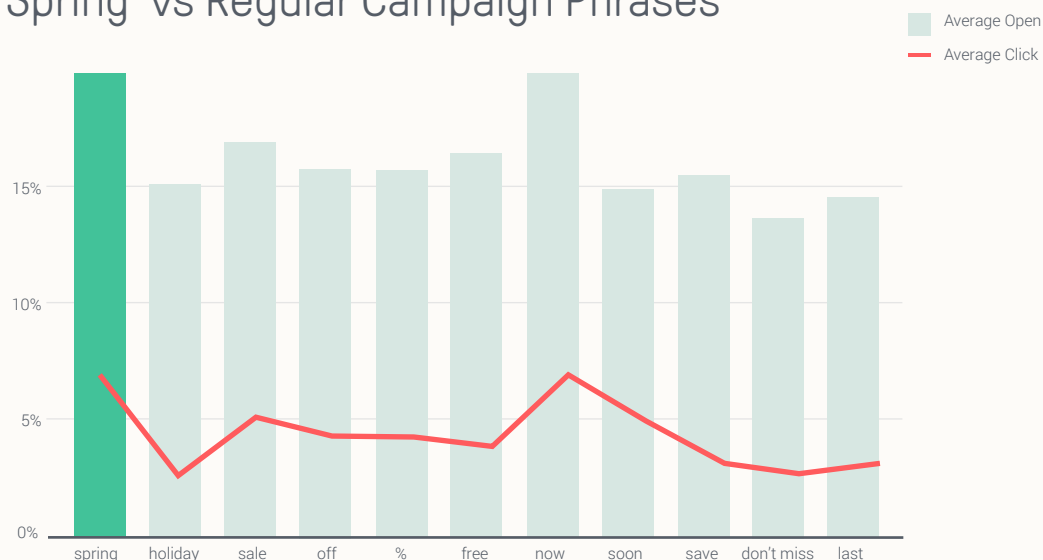
“

There's a lot of time off in the Spring with Easter and the two bank holidays in May, so reminding customers about those and marketing how they can improve their time off will be appealing for them. With Spring also comes the promise of warmer days, so timing it right and anticipating the approach of summer in good time could set you ahead of your competitors.

The data

We searched through more than 10,000 of our bigger brands' 2017 Spring email campaigns to find out what the top-performing subject lines were. As you can see below, 'spring' as a subject line phrase does really well compared to the regular campaign phrases, with a nearly 20% open rate on average and an astonishing 5.9% click rate.

'Spring' vs Regular Campaign Phrases



The top-performing general spring subject lines

According to our research, the following subject lines were the best-performing, related to spring in general:

#1	Spring Featured Item!	Open rate: 56.4%	Click rate: 3.5%
#2	Spring Has Arrived!	Open rate: 55.6%	Click rate: 2.4%
#3	Spring Break shipping	Open rate: 44.6%	Click rate: 3.5%
#4	Feature Roast for Spring- Uganda	Open rate: 43.1%	Click rate: 1.5%
#5	Spring Cleaning	Open rate: 42.2%	Click rate: 17.5%

What does it mean for your business?

As we mentioned before, it's important that you include the holiday or season (or references to the holiday or season) in the subject line clearly.

That way, you'll quickly grab your visitors' attention. But you'll also see how short these top 5 subject lines are. For spring, it's important that you get straight to the point.

Subject line #5 was particularly successful - not just a great open rate, but a click rate of nearly 18%! That's a lot of orders.

Easter Subject Lines

Easter is an important religious holiday for many people around the world. In addition, it's also been popularized by way of the Easter bunny rabbit and various Easter activities for children.

That being said, there's still a little bit of care you have to take, since it is religious. You can use Easter in your emails and subject lines, but it's usually recommended that you use general Easter imagery (Easter bunny, eggs, and flowers) rather than religious Easter imagery (the cross).



Nedelina Payaneva, Jr.
Digital Marketing Spec.
[in nedelina-payaneva](#)

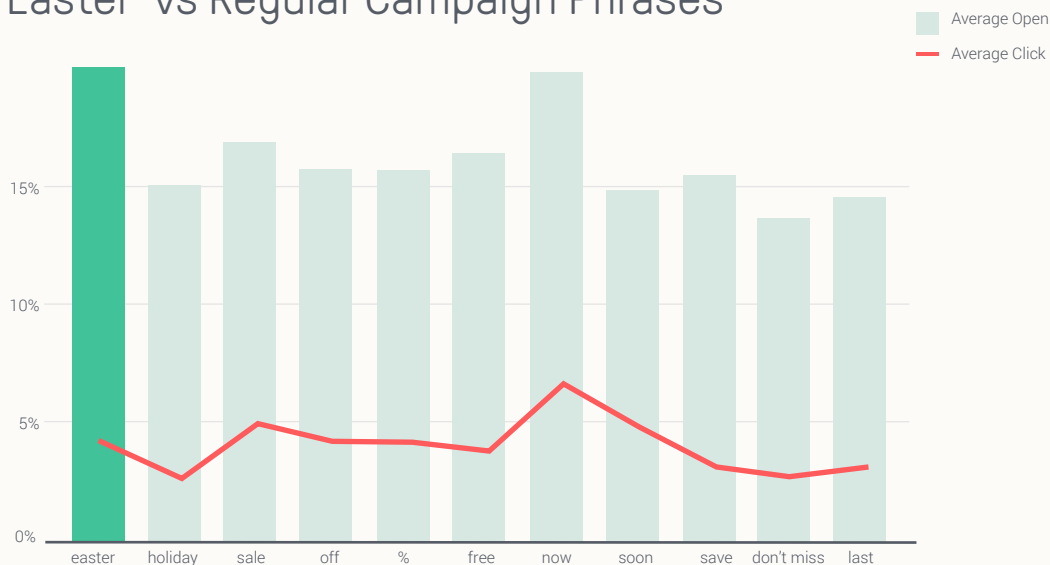
“

Always be cautious when using an Easter theme unless you know your audience. Sending emails on an Easter template may be offensive to some readers because Easter has religious connotations. To play it safe, choose a colorful spring theme with nature elements like flowers, trees, and animals instead. You'll still lift your readers' spirits and put them in a receptive frame of mind.

The data


With the Easter subject lines, there's a good, light mood associated with the holiday, with average results (of all campaigns containing the word 'Easter') nearing 20%. However, click rates are lower than what we saw with the keyword 'spring.'

'Easter' vs Regular Campaign Phrases



The top-performing Easter subject lines

Below you'll find the best-performing subject lines related to Easter. You'll also notice some particularly great open rates and most click rates above 6% on average.

#1	HAPPY EASTER with 40% off entire site!	Open rate: 43%	Click rate: 6.4%
#2	Easter Bundle	Open rate: 39.1%	Click rate: 3.5%
#3	NEW FRIDAY FREEBIE + New release St. Patrick, scripture, Easter, Mermaid/Beach themes	Open rate: 35.7%	Click rate: 11%
#4	 Free Easter Goodies on [Brand Name]	Open rate: 34.2%	Click rate: 9.3%
#5	HAPPY EASTER	Open rate: 33.9%	Click rate: 4.8%

What does it mean for your business?

As we can see here, Easter is everywhere—and the click rate is absolutely great. While usually ecommerce merchants think that you shouldn't use ALL CAPS in the subject line, the results say differently.

Remember—**ABT: Always Be Testing**.

Just because it works for one business, doesn't mean it'll work for you. But the opposite is also true: just because it doesn't work for one business, doesn't mean it won't work for you.

Test, learn, improve.

Mother's Day Subject Lines

One of the most celebrated days in Spring is Mother's Day. While it's a day of appreciating mothers all over the world, it is often celebrated on different days, ranging everywhere from February (Norway) to as late as December (Indonesia). For the bigger ecommerce customer countries though, it's somewhere in spring.

In the US, Canada and most countries, it's celebrated on the second Sunday of May, while in the UK it's on the fourth Sunday of Lent (normally mid- to late-March).



Gurbir Singh,
Digital Marketer
@seogurbir

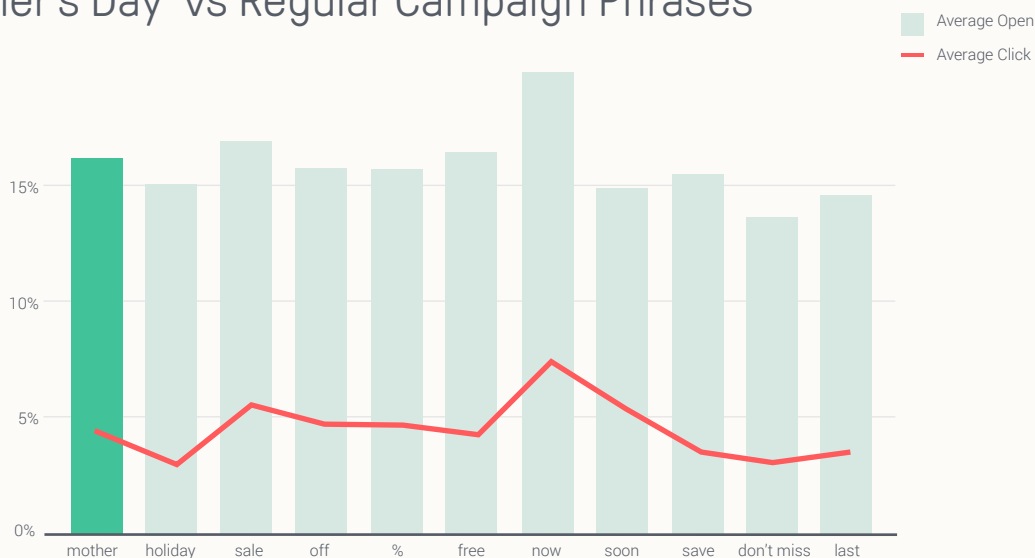
“

Mother's Day is a huge opportunity for marketers. Don't let this spring pass by without honoring mothers everywhere. Send out flowers to mothers, release a video thanking them, run a mothers-only contest, offer mothers a special deal or recognize them at a special event for mothers. Asking pregnant women to share a photo of their baby bump in order to win prizes and gift cards is a great idea.

The data





Surprisingly, the keyword 'mother' didn't perform as well as the other spring keywords in terms of open rates. This is probably related to the diversity in dates for Mother's Day, as it is spread around all over the world.

'Mother's Day' vs Regular Campaign Phrases



The top-performing Mother's Day subject lines

Our research showed that the following subject lines had the greatest open and click rates:

#1	Mother's Day GIVEAWAY Winners!	Open rate: 51%	Click rate: 9%
#2	Free with Mother's Day Special-3 SodaStream Syrups!	Open rate: 43.7%	Click rate: 6.6%
#3	25% Off Plus FREE Lip Gloss Mother's Day Special :-)	Open rate: 32.2%	Click rate: 4.6%
#4	 Mother's Day Weekend!  @ [Brand Name]	Open rate: 30%	Click rate: 0.9%
#5	Reminder: Mothers Love LILY and LAURA  	Open rate: 27.6%	Click rate: 4.5%

What does it mean for your business?

With Mother's Day subject lines, we see, again, that what merchants would consider no-nos (putting discount percentage, the word FREE, or emojis) actually worked here.

An up to 51% open rate (plus great 9% click rate) means the subscribers were interested and eager to engage.

When you're creating your Mother's Day subject lines, don't hesitate to try out many different things and see what works.

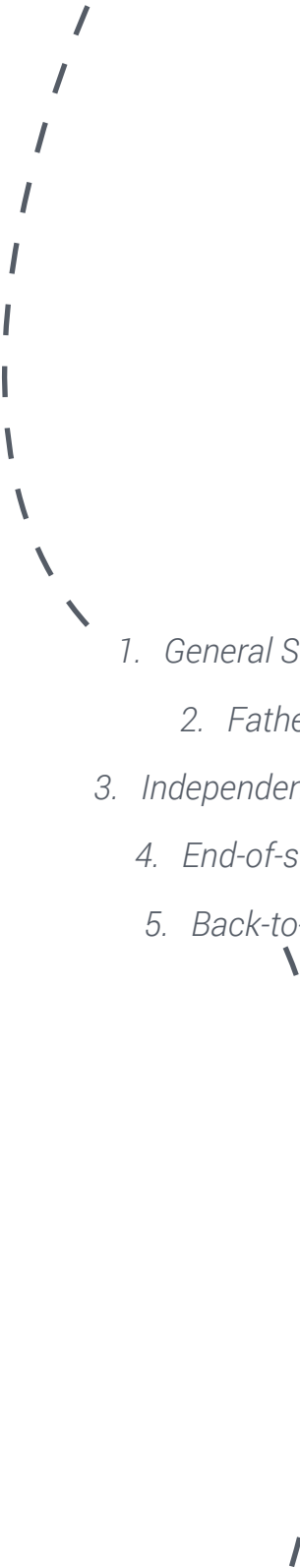
100 bonus spring subject lines

1.	Shhhhhhhh 🐼
2.	[Brand Name]: Update+Coupon
3.	AR-15 New Inventory
4.	Raffle Information: Kanye West x Adidas Originals Yeezy BOOST 350 V2 in Core-White (CP9366)
5.	[Brand Name] -NEW JUICE ALERT!
6.	SALE AR KITS
7.	Update!
8.	Clearance Items
9.	Thank you
10.	Memorial Day Secrets
11.	Clearance
12.	Free Shipping
13.	Clearance Sale
14.	New Hot Products
15.	SURPRISE! Limited In-Store Raffle: Kanye West x Adidas Originals Yeezy BOOST 350 V2 in Core-White - CP9366
16.	Par Puca Tubes Now accepting Presale Orders, 40% Off
17.	What Is WTC?
18.	Chinese Crystal is Back! Group Presale 50% Off Retail
19.	SuperDuos Presale Opportunity Save up to 50%
20.	Limited Quantity Rifle Kits
21.	MEMORIAL SALE
22.	Easter Leggings In-Stock
23.	3 Awesome Pictures - The Story of Awesometown
24.	[Brand Name] - 75% Off Awesometown
25.	Sitewide 50% Off Sale 24 Hours Only!
26.	Passengers, Jackie, Monona, Doctor Strange & MORE!!!
27.	Specialty Czech Presale Opportunity Half Price
28.	50% Off In Stock Miyuki Tubes, Ships Monday or Ships Free!
29.	Fantastic Beasts, Patriots Day, Why Him?, Monster Call, More!!
30.	[Brand Name] Sell off 50% Off Early Notice to Best Customers!
31.	[Brand Name] Odd Lots 40% Off While They Last!
32.	[Brand Name] Presale Opportunity Save up to 50%
33.	Overstocks II Up to 75% Off!
34.	Moana Restocked and Price Drop!!
35.	50% Off In Stock Miyuki and More New Video!
36.	SuperDuo Presale Opportunity, 50% Off
37.	Biggest Miyuki Group Buy Ever 50% Off Retail
38.	From \$15.99.Perfect Bikinis Are Waiting For You!
39.	Group Presale 50% Off Retail: Fire Polish & Fancy Clasps
40.	UT Kilts March 2017 Newsletter - Going Green! Great discounts on anything green
41.	Fences Restocked and Price Drop!!
42.	Preorder New GemDuos Now! 3 New Projects!
43.	Up to 75% Off Newly Added Clearance
44.	Rogue One: A Star Wars Story, Office Christmas Party, & More!
45.	Available Now! Awesometown eJuice
46.	New Arrivals just for you...pops of colour and snuggly knits.
47.	New arrivals for spring~
48.	Variety Odd Lots on Sale Now 50% Off While They Last
49.	Toho Odd Lots 40% Off While They Last!
50.	Findings & Supplies 40% Off SuperDuos Presale Last Call
51.	Clearance 70% Off Everything Else 50% Off!
52.	Underworld: Blood Wars & So Many More!
53.	GIFT FOR YOU! Just Open the Box to Reveal!
54.	SuperDuos 50% Off (In Stock, Shipping Immediately)
55.	Clearance 60% Off, While They Last!
56.	Braces are Back in!
57.	70% Off Clearance, Hundreds of Newly Added Items Last Call for Par Puca Presale
58.	Overstocks II, LAST CALL Up to 75% Off
59.	Price Drops! .22lr, General Dynamics M855, 50rd AR-15 Mags & More!
60.	LAST CALL: Miyuki & Toho Odd Lots 40% Off
61.	COMING SOON: Adidas Originals Equipment Support EQT "White/Turbo-Red" Pack & EQT Support BOOST Ultra "Chinese New Year" / Stussy - Spring/Summer '17 Collection / New Balance - 247 & Sport Style Clothing Collection
62.	Gemstones Presale 50% Off, No Quantity Limits
63.	Sliding in to Autumn with gorgeous new pieces
64.	In-Store NOW: Adidas Performance "Triple-Black" BOOST PureBOOST/UltraBOOST 3.0/Uncaged Pack / Puma Footwear / Primitive Spring '17 / CLSC Spring '17 / Native Shoes Spring/Summer '17
65.	La La Land, The Founder, The Girl with all the Gifts & More!
66.	We announce the May winner of our \$200 Wardrobe Giveaway
67.	Seize the day...they never last long.
68.	Sing, Assassin's Creed, & More!!
69.	Summer is coming
70.	FALL SALE - ONLINE ONLY! / Coming Soon - Future x Reebok Classic "FREEBANDZ" Zoku Ultraknit Runner / Fjallraven / People Footwear / Saucony Footwear / Puma Footwear Collaborations
71.	Welcome to Autumn...what's not to love
72.	Miyuki Odd Lots, 40% Off LAST CALL Select Miyuki 50% Off
73.	Fences, Colateral Beauty, Passengers, Insecure, & More!!
74.	PRE-ORDER: Glorious Wooden Wrist Rests for Mech KB and Mouse Released - 50% off Pre-Order sale!
75.	Big, Big Clearance Sale Everything 60% Off
76.	55% - 70% Off Tierracast Overstocks
77.	New Arrivals just for you...there's a couple you've been waiting for!
78.	Shipping Update!
79.	Silence, Patriots Day, Why Him?, A Monster Calls, & MORE!
80.	Toho Group Buy Now Open! 50% Off Retail
81.	Select In Stock Toho 50% Off Retail, While They Last!
82.	50% Off In Stock Tierracast, Order by 2pm Ships Today!
83.	New colours in old favourites!
84.	ONLINE NOW: Adidas Originals Equipment Support EQT "White/Turbo-Red" Pack & EQT Support BOOST Ultra "Chinese New Year" / Coming Soon: Adidas Spezial SPZL Spring/Summer '17 / Restock & New Arrivals - Champion / Minimum Apparel
85.	Top Shelf Preorder 50% Off New Products
86.	Bargain Basement Sale 55% - 70% Off
87.	Group Buys Now Open for Miyuki, Matubo, and Toho
88.	HUSTLE FLAVOR SALE!
89.	Flash 24 Hour Sale 50% - 60% Off Fire Polish & Honeycombs
90.	Split, Sleepless, Underworld, & More!
91.	55% - 70% Off Economy Pewter, Chain, & Tierracast
92.	Chinese Crystal Group Buy 50% Off Retail, Ends Monday
93.	Logan, The Great Wall, RTock Dog, & so Much More!!
94.	[Brand Name] Sell off 50% Off While They Last!
95.	xXx: Return Of Xander Cage & More!
96.	55% Off In Stock Toho, Ships Same Day or Ships Free!
97.	Coming Soon: Adidas Originals NMD R2 & CS2 Pack for Men & Women / Penfield Spring/Summer '17 Collection/ Asics Footwear / Onitsuka Tiger Footwear / Adidas Originals Apparel
98.	New Adventure Carbon Hyalite - Highlight - Hi! Light!
99.	50% Off In Stock Toho, Ships Same Day or Ships Free!
100.	UT Kilts May 2017 Newsletter - 15% Off, Plus Clearance on Sale!

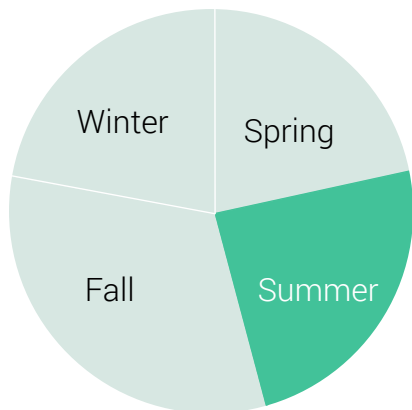


Summer

In this chapter

- 
1. *General Summer subject lines*
 2. *Father's Day subject lines*
 3. *Independence Day subject lines*
 4. *End-of-summer subject lines*
 5. *Back-to-school subject lines*

Overview



Yearly campaigns sent by season (%)

A quick look at summer subject lines

- *24.3% of all campaigns sent throughout the year are related to summer*
- *The highest-performing summer subject lines are related to summer, followed by Father's Day*

The warm summer days are now at our doorstep, and people are eager to get out and be more active. This is truly a great, happy time for most of your customers and subscribers, and it's important that you use that mood to help you strengthen your relationships and boost your yearly sales.

While summer doesn't present you with the highest sales opportunity of the year, it does present you with a great time to sell targeted products and services to targeted customers.

This is a particularly great period for any company that sells clothing, outdoor gear, sports and activities, as well as anything related to outdoor events, festivals, home and garden products, etc. But really, no matter what product it is you're selling, you can find a summer angle.

Also, summer presents these great holidays that you can take advantage of:

- Father's Day
- Summer Solstice
- Canada Day
- Independence Day
- End-of-summer
- Back-to-school

So let's look at the best performing summer subject lines to inspire you.

General Summer Subject Lines

The variety of words, images and general moods you can use with your summer email campaigns is nearly unlimited. Because of the general mood of the season, you can choose from themes around the beach/lake, barbecuing, traveling, home and garden improvements, and in general the outdoors.

For general summer subject lines, it's best to start at the end of May, or around the time the weather approaches summer-like weather.

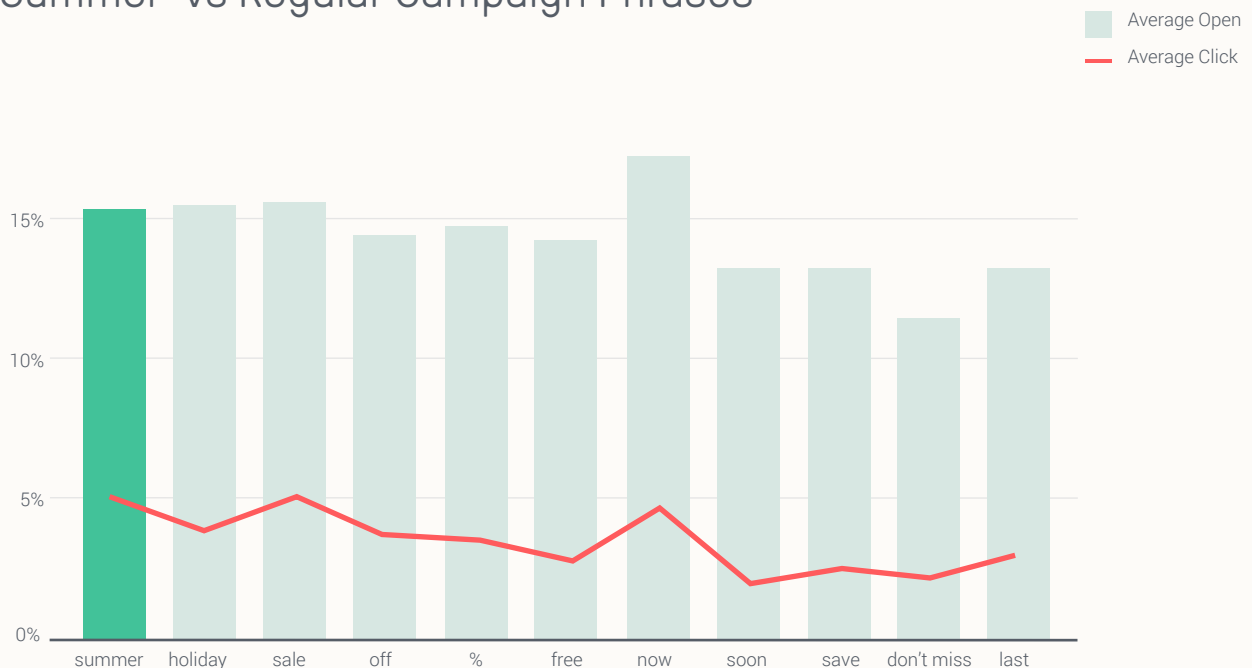
However, since these subject lines are season-related, you can use them at any time during summer.

The data

Summer (as both an individual keyword and season) doesn't perform as well against the standard campaign phrases as the previous season. This is probably because there is higher competition, as well as people spending less time online and more time outside.

Nonetheless, the click rate is still near 5%, which is always a great rate.

'Summer' vs Regular Campaign Phrases



The top-performing general summer subject lines

According to our research, the following subject lines were the best-performing, related to summer in general:

#1	Summer Sleepwear Sale	Open rate: 51.6%	Click rate: 5.1%
#2	SUMMER DISCOUNT!	Open rate: 38.5%	Click rate: 8.1%
#3	Soleus Running Summer 2017	Open rate: 38.3%	Click rate: 4.3%
#4	Summer Gets Better!	Open rate: 37.1%	Click rate: 3.2%
#5	the summer has finally arrived	Open rate: 35.6%	Click rate: 3%

What does it mean for your business?

We can see that it's important to keep subject lines short and sweet. Two of the top 5 also have exclamation marks included, which reflects the general up, excited mood of the season.

We can see similar trends in the other top-performing general summer subject lines:

- Spring Summer Sales ! :)
- Here For A Limited Time... Summer Anklets
- Fancy floral and the perfect summer stripes

Here, we can see that emojis are also making an appearance. Especially for the light summer mood, this seems to be an effective strategy and one you shouldn't shy away from.

Father's Day Subject Lines

While Mother's Day (which happens in Spring in most countries around the world) celebrates themes of appreciation, love, flowers, and others, Father's Day tends to be more summer-focused.

These are usually related to the idea of giving Dad some great power tools or gadgets he can use to build (or destroy) something. That's why home & garden and electronic products traditionally did well.

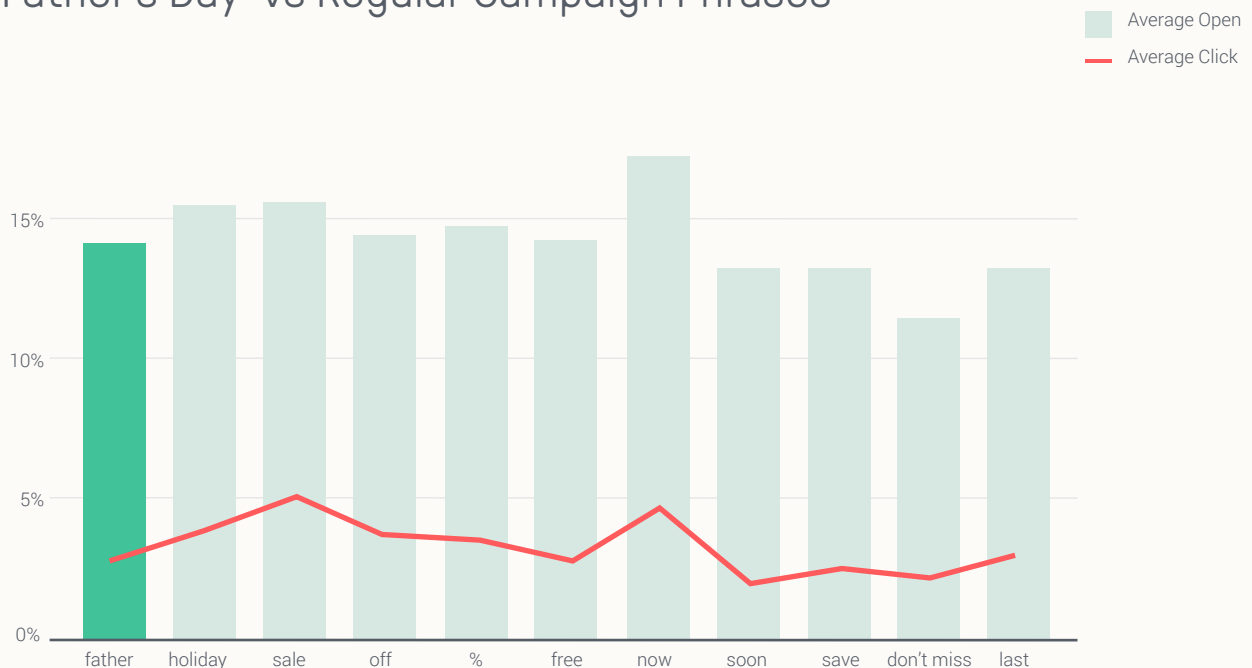
But it's also becoming common that a wide variety of products are very applicable for Father's Day, such as clothing, grooming, pet-related things (for man's best friend), and many other products. Generally, it's a day for mothers, wives, and children find something to give to the father in their lives. It therefore allows for any interpretation.

The data

Father's Day doesn't perform as well against the other keywords, including its average click rate.

'Sale' does particularly well here. Not only does it have the #2 highest open rate, it also has the highest click rate—as well as being the most popular keyword in email subject lines sent during the summer.

'Father's Day' vs Regular Campaign Phrases



The top-performing Father's Day subject lines

The following 5 subject lines were the top performers for emails sent during the summer period containing the keyword "father" or "father's."

#1	Father's Day Gift Ideas	Open rate: 32.6%	Click rate: 3.7%
#2	Get Father's Day sorted!	Open rate: 32%	Click rate: 6.4%
#3	This Father's Day, he deserves something special!	Open rate: 31.3%	Click rate: 2.9%
#4	Fathers Day Sale, Tons of Movies Restocked	Open rate: 30.3%	Click rate: 11%
#5	Gemini Jets For Fathers Day!	Open rate: 27.9%	Click rate: 3.8%

What does it mean for your business?

You can quickly see the trend here: highlight the fact that you're helping people find great gifts for the fathers in their lives.

It's interesting to note here that 3/5 Father's Day email subject lines have an exclamation mark included. The Father's Day subject line #4 was especially successful: with an 11% click rate, the order number was particularly high.

If we imagine a 10,000 subscriber list, that would be 3,003 opens and 1,100 clicks. If even 10% ended up buying something, that would be 110 orders.

Imagining a \$50 average order value, that's \$5,500 from just one email sent.

Now that's what we call a *great return on investment*.

Independence Day Subject Lines

Perhaps because it falls right near the middle of summer, Independence Day is a great patriotic celebration. Compared to other countries, where it can be a more somber affair, the US Independence Day is a time for fun, sun, barbecues and cocktails.

People plan to spend a good amount of time (and money) on having fun—whether that’s a simple barbecue with friends or a longer period of time near the beach.

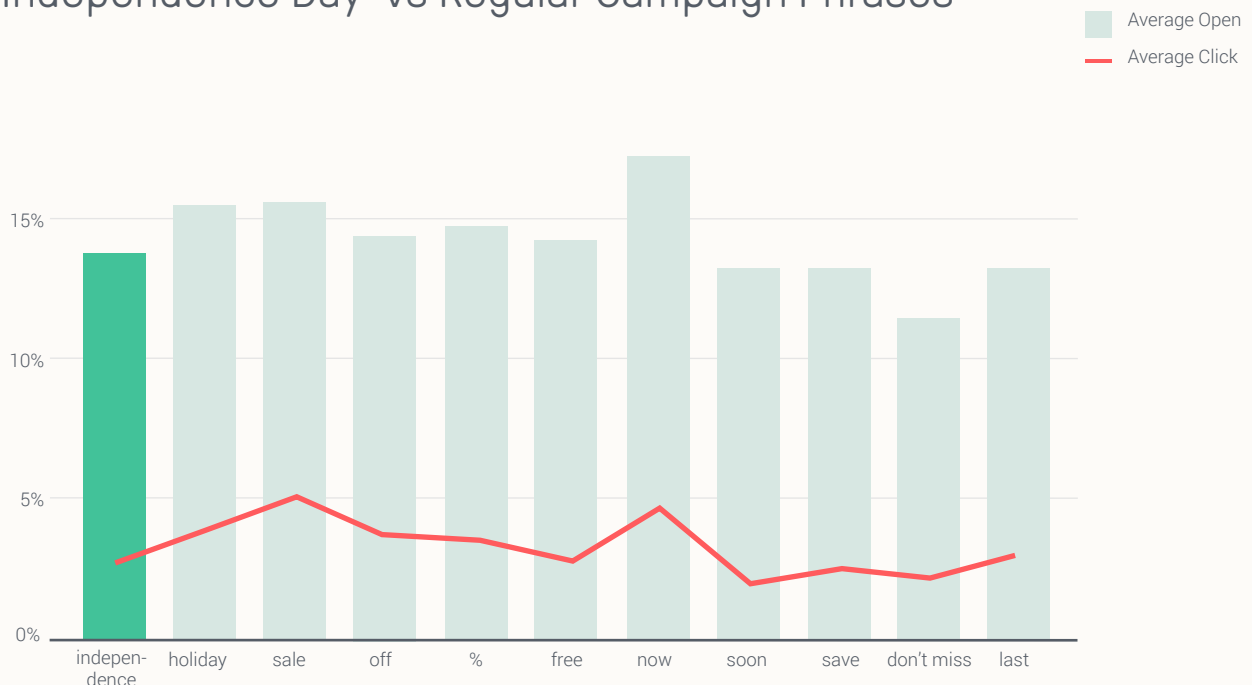
Beware, therefore, that it isn’t necessary to use patriotic themes (US flag, historical figures, etc.). Instead, focus on the fun aspect and make sure the products you’re selling are aimed at helping people have a fun time for their Independence Day celebrations.

The data

The performance of ‘Independence Day’ as a keyword is strongly related to the fact that it’s a summer holiday for only one country: the US. While it’s a major audience group for ecommerce stores, it nonetheless will not resonate with customers in other countries.

That explains its relatively lower open and click rates.

‘Independence Day’ vs Regular Campaign Phrases



The top-performing Independence Day subject lines

Our research showed that the following subject lines had the greatest open and click rates:

#1	Independence Day Special	Open rate: 30.3%	Click rate: 11.6%
#2	Independence Day Weekend Special: Free Shipping Over \$75, Coupon, and New Africa Twin Items!	Open rate: 27.3%	Click rate: 3.5%
#3	LAST DAY Independence Day Sale up to 70% Off	Open rate: 23%	Click rate: 10.3%
#4	Independence Day Bead Deals, up to 70% Off!	Open rate: 22.9%	Click rate: 12.3%
#5	INDEPENDENCE DAY SALE!	Open rate: 21.4%	Click rate: 4.2%

What does it mean for your business?

The first thing you notice immediately is that, compared to the other summer email subject lines, the Independence day email subject lines have some pretty great open rates.

Three out of the top 5 have click rates above 10%. You'll also notice that the #2 subject line is quite long.

Therefore, remember **ABT** (Always Be Testing) to make sure you're giving your customers and subscribers what they actually want.

End-of-summer Subject Lines

Technically, this can logically fall under “general summer subject lines.” However, the mood is the great divider here. For many, the end of summer is pretty much the end of a vacation or break period, and many people have early autumn blues at the end of August.

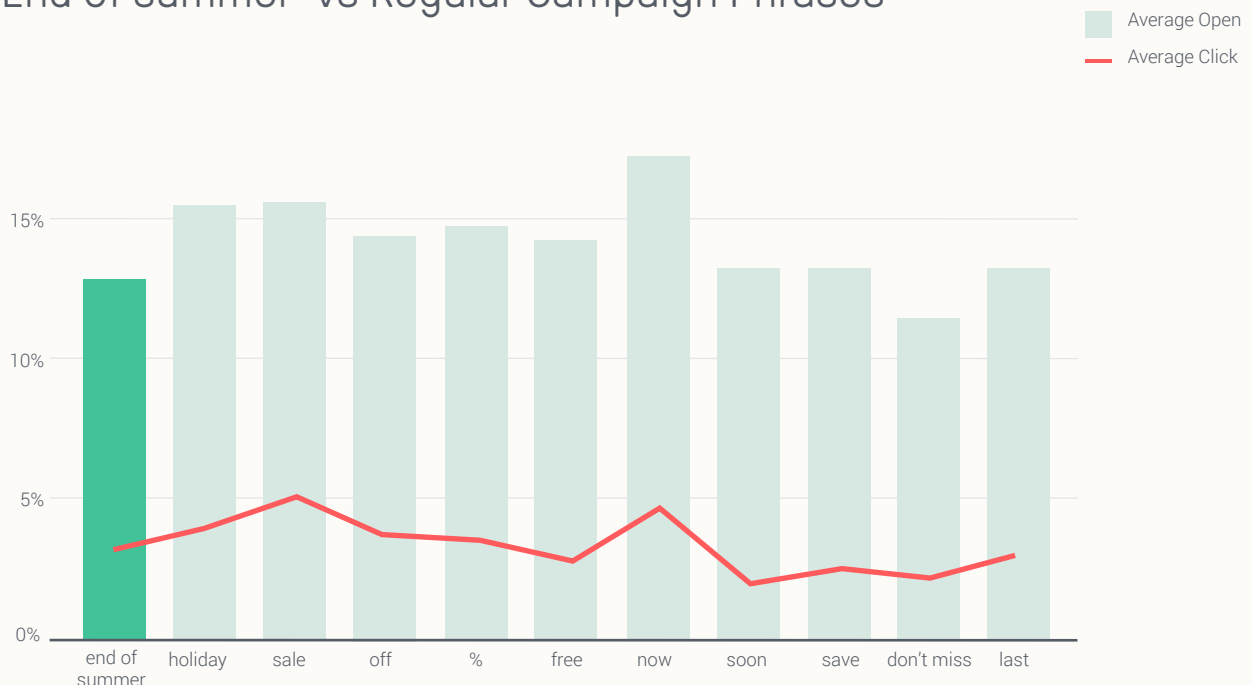
But you don’t have to strike a sad note. For clothing stores, you can use it as a final sale for summer clothes at great prices, or you can even start your very early autumn/fall line sales. For other businesses, you can use this opportunity to focus on more serious products (remember, summer is fun and fall is getting back to business).

Our data shows that when you strike a balance between ending the summer on a good note and also preparing for the fall, you get good results.

The data

When it comes to the average results of all email subject lines containing the phrase “end of summer,” we see that it isn’t the best in terms of open and click rates. This is due to the relatively lower number of email campaigns sent using this phrase (more than 5x lower than the general ‘summer’ keyword) and just the fact that it isn’t a particularly strong, definite date.

‘End of summer’ vs Regular Campaign Phrases



The top-performing end-of-summer subject lines

Based on our research of 10,000 email campaign sent last year, we saw that the following subject lines were the most effective.

#1	Gemini Jets End Of Summer Savings!	Open rate: 25.6%	Click rate: 4.6%
#2	END OF SUMMER CLOSE OUT SALE !!	Open rate: 19.9%	Click rate: 6.4%
#3	End Of Summer Sale	Open rate: 17%	Click rate: 1.9%
#4	[Brand Name] End of Summer SALE!!! 70% Off & MORE ADDED!!!	Open rate: 16.4%	Click rate: 7%
#5	End of summer BLOW OUT! Giveaway winners announced!	Open rate: 16.3%	Click rate: 2.4%

What does it mean for your business?

The first noticeable thing here is the fact that the open rates are quite low compared to the other summer email subject lines.

This is probably because, as I mentioned, the end of summer in and of itself isn't a particularly big "event," and also because it's quite a downer.

Nonetheless, that doesn't mean that you shouldn't bother sending out campaigns. Subject line #4 had a 7% click rate, which is quite good at any time of the year.

Back-to-school Subject Lines

This pretty much falls in line with what we said previously on ending summer on a more serious (read: responsible) note. Students anywhere from ages 6 to 22 are going back to school (or starting school).

While the exact back-to-school data differs by state and country, it's usually around the middle of August through the beginning of September.

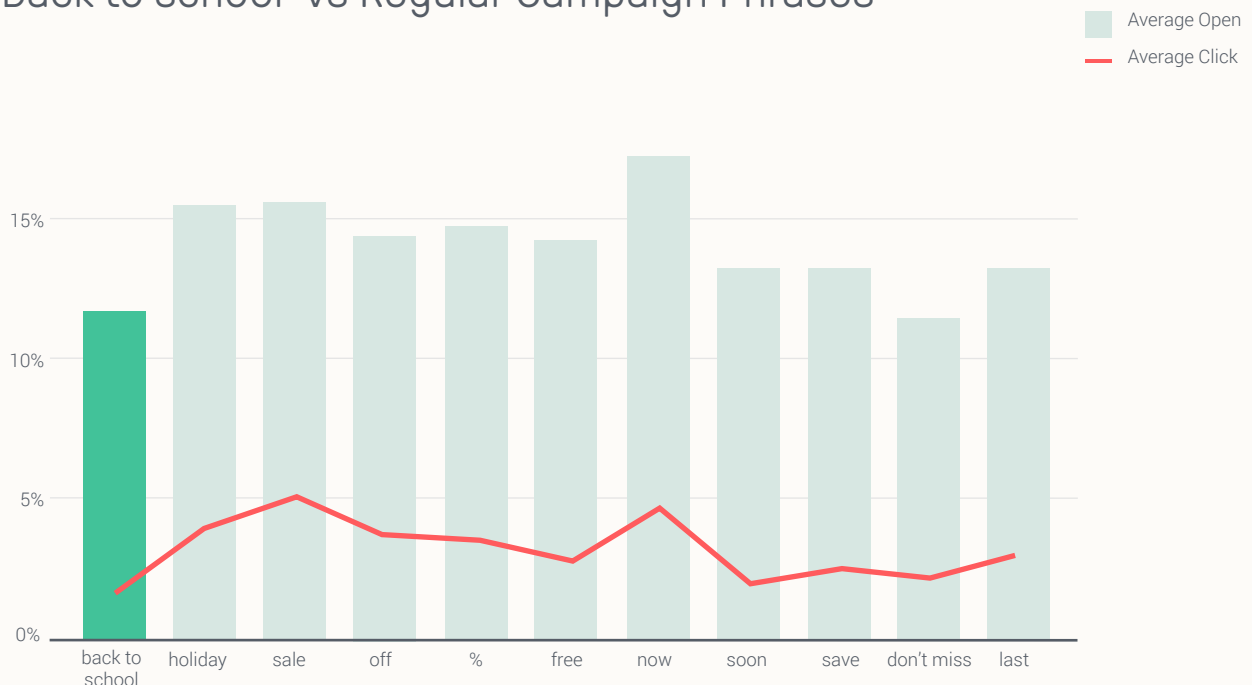
This is a great time to make sure students (or their parents) are prepared for this occasion. You can highlight your more serious, high-ticket products, such as laptops, phones, furniture, even more expensive clothing. As always, humorous subject lines work well, especially when it's related to students, high school or college.

The data

This is a different type of 'holiday,' since it pretty much signifies the end of summer and the beginning of more sobriety and seriousness. Perhaps that's why, of all the summer holidays and events, it has the lowest open and click rates.




Its click rate is exactly half of the 'end of summer' click rate, which was already low compared to the regular campaign phrases.

'Back to school' vs Regular Campaign Phrases



The top-performing back-to-school subject lines

Our research showed that the following subject lines had the greatest open and click rates:

#1	BACK TO SCHOOL! Come join the FUN! 	Open rate: 28.6%	Click rate: 5%
#2	OH DEER POP UP SUPER SALE! Back to school Shopping!	Open rate: 22.5%	Click rate: 6.5%
#3	\$5 Back to School Deal 	Open rate: 21.6%	Click rate: 1.9%
#4	Back to School never looked so good! Specials all week!	Open rate: 20.3%	Click rate: 3.5%
#5	30% OFF BACK TO SCHOOL SALE 	Open rate: 21.4%	Click rate: 4.2%

What does it mean for your business?

Here we can immediately see a good amount of emojis compared to the other summer email subject lines.

That makes sense, given what kind of occasion it is.

3 of the top 5 also have all caps in whole or in part of the back-to-school subject line, meaning that this type of subject line is consistently successful.


100 bonus summer subject lines

1.	New: Quasar 514! plus: Zentri Nano is back & Zentri Titanium?!
2.	R188 Shielded + Triorus Spinner! In Stock: Kong & Zini back again!
3.	FREE SHIPPING!!!
4.	NEW ITEMS!!
5.	tour feet
6.	Receive a free 30 round magazine!
7.	Inventory Reduction
8.	3X MORE COFVEVE- Our Glorious 3XL Gaming Mats are now 40% off!
9.	RAFFLE INFO: Kanye West x Adidas Originals Yeezy BOOST 350 V2 "Zebra" in White/Core-Black (CP9654)
10.	King Arthur Legend Of The Sword, Diary Of A Wimpy Kid The Long Haul, Snatched & MORE!
11.	6 New Projects with MATUBO NIB-BIT™ FastPass Pre-Order
12.	Guardians Of The Galaxy Vol. 2 In Stock NOW!
13.	Re: Happy 4th July - Last 12 Hours Promotion
14.	Mechanical Keyb. Summer Sale - Gaben Has Spoken!
15.	We Temporarily Lost Our Minds
16.	SALE ITEMS
17.	Miyuki, Matubo, & Gemstones PRE-ORDERS 50% Off Now
18.	308 Rifle Kits
19.	SALE WHILE SUPPLIES LAST
20.	Save Big
21.	Boss Baby, Gifted, Unforgettable, Ghost in the Shell & MORE!!!
22.	Kickstarter- Transformer A, the most advanced backpack
23.	Tierracast Manufacturer Closeouts 60% Off!
24.	Beautiy and the Beast, John Wick 2, Lego Batman & So Much More!
25.	FastPass+ Pre-Order CORRECTED LINK
26.	Killer EOM Bead Sale 60% Off In Stocks!
27.	While Supplies Last
28.	Pre-order Tierracast 40% Off Buttons are Back!
29.	Move aside Winter! We're ready for something new.
30.	8 Brand New Projects PLUS 59% Off Delica's
31.	The Wheel of Fortune Comes to Soundest: Challenge Your Visitors to Sign Up! Customer Reactivation Marketing: Why and How to Do IT 20 Exit-Intent Popup Examples for Small Online Businesses
32.	In Stock Seed Bead Sell Off 50% Off
33.	FastPass+ Pre-Order 50% Off O Beads
34.	Who's your daddy!? - Father's Day Sale
35.	Remaining Clearance Now 75% Off
36.	FastPass Pre-Order Swarovski 3mm Bicones 50% Off
37.	FastPass Pre-Order Par Puca Complete Line
38.	60ml eJuice: \$4.99
39.	Ooops...we forgot to announce the \$200 Wardrobe Winner for July
40.	Bargain Basement II - 150 Just Added! Up to 70% Off!
41.	Miyuki Half Packs Half Price, While They Last
42.	Gaming Beach Towel Sale - Glorious 3XL Mouse Mat!
43.	Big Ol' Bead Clearance, up to 75% Off!
44.	All In Stock Economy Packs Now 55% Off, Limited Time!
45.	Disney's Born in China & More New Release Mvie Codes!
46.	Miyuki Odd Lots, 50% Off Good Selection
47.	CERAKOTE AR15 KITS ON SALE
48.	Miyuki 25g Half Packs 60% Off, While They Last
49.	New Layout + 3 Killer Features - TheSauceLA
50.	Dutch Auction Bead Clearance Now at 68% Off!
51.	Economy Packs 55% Off More Toho Added!
52.	New FastPass+ Pre-Order 40% - 50% Off Fire Polish
53.	60% Off Findings & More We Need this Gone from our Warehouse!
54.	Up to 65% Off These Bargain Basement Goodies!
55.	Going in Style, The Circle & More!!!
56.	FastPass+ Pre-Order New Nib-Bits, GemDuos
57.	New POWER BUYS GemDuo Backlits, Half Moons, Trinity, Swarovski 4mm Bicones
58.	60ml eJuice: \$4.99
59.	NEW SEASON IS HERE
60.	Product Launch: Handmade Quilt Block Jewelry Set
61.	New POWER BUYS Daggers and More
62.	Economy Pack Sale Up to 65% Off!
63.	Fate Of The Furious & More!
64.	Bargain Basement II Sale Up to 70% Off!
65.	Power Rangers, CHiPs, & More!
66.	Dutch Auction Bead Clearance Starts at 65% Off!
67.	Bargain Basement Now Open!
68.	New Arrivals & Price Reductions this week!
69.	Miyuki 25Gram Bags - 58% off
70.	Pre-Order CzechMates Crescents 50% Off Now
71.	Big Bead Clearance Sale 60% - 80% Off!
72.	55% Off Toho While They Last!
73.	CORRECTION TO DATE on Toho 24 Hour Sale
74.	New POWER BUYS Kites, Miyuki Picassos, and More!
75.	Baywatch & So Much More!
76.	Best-Seller GemDuo's Power Buy - Amazing Project
77.	< 3 In Stock, 50% Off All Weekend!
78.	Swarovski, Czech, & More 24 Hour Sale 58% Off
79.	Kong Skull Island HDX & 4K
80.	How LOW Can we GO? Dutch Auction Items Now 63% Off
81.	Bulletin: Now 70% Off Dutch Auction Bead Clearance
82.	[Brand Name] May 2017 Newsletter - 15% Off, Plus Clearance on Sale!
83.	TheSauceLA - 70% Off Awesometown
84.	Summer Sale hos Allbuy
85.	Wood Harvest Sale - 40% Off Glorious Wooden Wrist Rests
86.	POWER BUYS at Auntie's Beads Direct Free Grab Bag Offer
87.	Save On All Movies All Weekend Long!
88.	Summer Overstock Sale Everything 60% Off!
89.	Dutch Auction Price Reduction Now 65% Off
90.	FINAL NOTICE, Last Dutch Auction Price Drop 67% Off
91.	Bulletin: Now 75% Off Dutch Auction Bead Clearance
92.	[Brand Name] August 2017 Newsletter - Brand new kilts plus great Items for Burning Man!
93.	FINAL HOURS: Bargain Basement - 100 Newly Added Items
94.	Price Drop! Dutch Auction Items Now 60% Off
95.	Explore our new Postpaid Packages!
96.	Wilson, Life, John Wick 2, & So Much More!
97.	Carpal Tunnel Awareness - 50% Off Sale on Glorious Wrist Pads
98.	Tierracast 24 Hour Sale 60% Off!
99.	60% Off Toho's Plus FREE Pattern Insert
100.	10% OFF RIFLE KITS AND PISTOL KITS

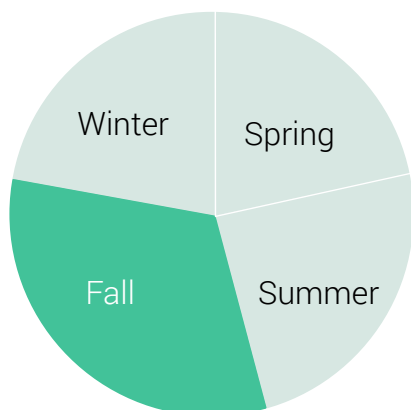


Fall

In this chapter

- 
1. *General Autumn/Fall subject lines*
 2. *Labor Day subject lines*
 3. *Halloween subject lines*
 4. *Veterans Day subject lines*
 5. *Thanksgiving subject lines*
 6. *Black Friday subject lines*
 7. *Cyber Monday subject lines*

Overview



Yearly campaigns sent by season (%)

A quick look at fall subject lines

- 32% of all campaigns sent throughout the year are related to summer
- The highest-performing fall subject lines are related to Black Friday, followed by Cyber Monday

Based on our research, fall is the highest sales season of the year for most businesses, seeing as Black Friday falls at the end of November. During this time, people are already preparing for Christmas.

As we mentioned in the End-of-summer subject line section, it's important to strike a different tone for this season. For clothing, seasonal changes are quite easy and logical. For other types of ecommerce businesses, it's important that you go along with the more serious feeling for this season.

Summer was a nice break, but now in the fall it's important for people to get back to business, students to get back to school, and to focus on longer-term goals and strategies. This could be updating their electronics and gadgets, enrolling in courses, or buying higher-ticket items.

In fall, we have the following holidays and occasions:

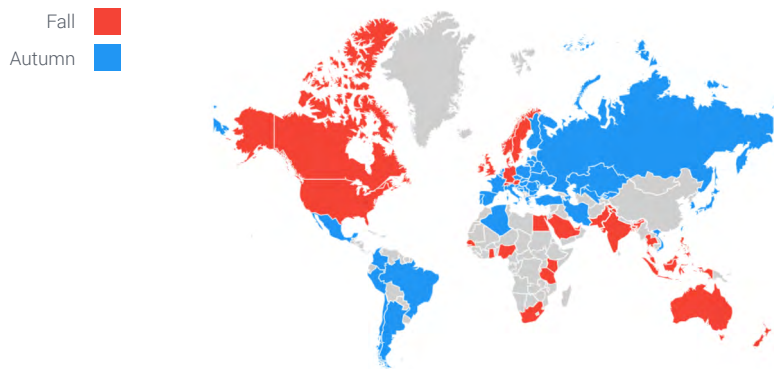
- US Labor Day
- Veteran's Day
- Oktoberfest
- Thanksgiving Day
- Halloween
- Black Friday/Cyber Monday

So let's look at the best performing fall (autumn) subject lines to inspire your email campaigns in the busiest shopping season of the year.

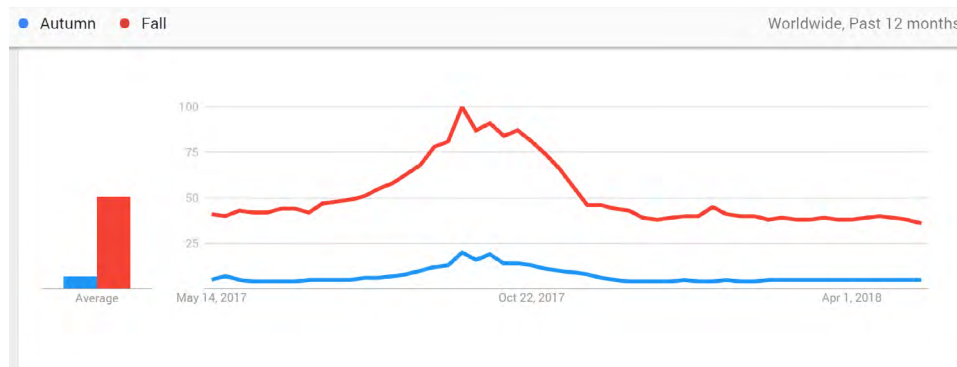
General Fall (Autumn) Subject Lines

Because we see in our data that our customers are using ‘fall’ and ‘autumn’ separately and differently, we decided to separate these two terms, even though they discuss the same thing.

In general, when deciding which words to use in your subject lines, you may be wondering: fall or autumn? really depends on where most of your customers are—for North Americans, fall would be the most applicable, and for everywhere else, autumn would work the best.



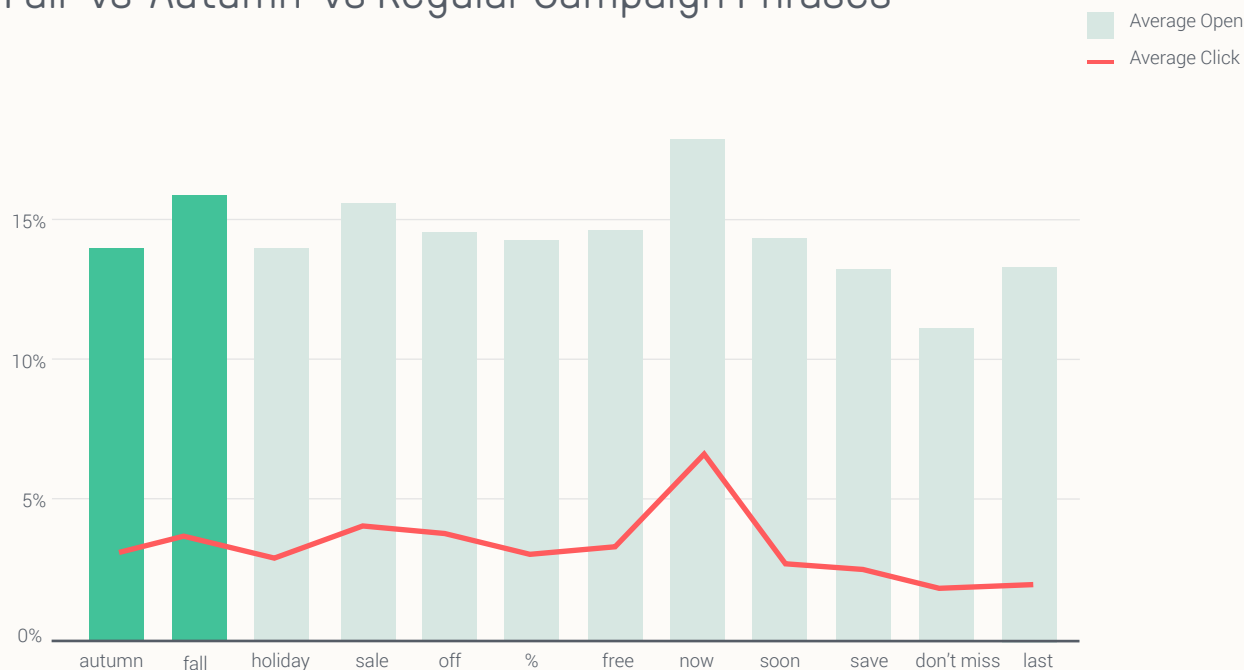
According to Google Trends, ‘fall’ always beats ‘autumn’ as a search term, and this goes to show the internet power (and spending) of the ‘fall’ countries.



The data

Based on comparisons using our data for email subject lines containing ‘autumn’ vs those containing ‘fall,’ we see that ‘fall’ actually has better open and click rates. The reasoning for this can be manifold, especially since ‘fall’ is more geared to high-purchase countries like the US, Canada, Australia, the UK, and others.

'Fall' vs 'Autumn' vs Regular Campaign Phrases



The top-performing general fall subject lines

When we break down the subject lines in to 'fall' and 'autumn,' we get different results. Here are the top 5 subject lines with the word 'fall':

#1

[Brand Name] colour for Fall

Open rate: 53.1%

Click rate: 4%

#2

[Brand Name]'s back for fall

Open rate: 50.2%

Click rate: 5.1%

#3

FALL FREEBIE

Open rate: 41.5%

Click rate: 18.5%

#4

 **The [Brand Name] Start of Fall Sale!** 

Open rate: 39.2%

Click rate: 23.7%

#5

New Post - How To Wear Long Coat This Fall

Open rate: 36%

Click rate: 2.7%

The top-performing autumn subject lines

For autumn, the following subject lines fared the best. Surprisingly, the emoji and mood of these subject lines are more related to later in the season than what we saw previously. Also, you'll notice mention of 'winter' below:

#1

Swedish simplicity for autumn

Open rate: 24.9%

Click rate: 4.9%

#2

{{Customer name}}, Autumn Skincare Tips

Open rate: 23.9%

Click rate: 1.2%

#3



Gear Up for Autumn!

Open rate: 22.1%

Click rate: 2.9%

#4

Fall into Autumn: See What We Got for Your Pets

Open rate: 21.1%

Click rate: 1.5%

#5

Autumn/Winter is on the way - See what's new

Open rate: 20.5%

Click rate: 4.2%

What does it mean for your business?

The data here is quite revealing. The countries that tend to buy more products online usually use the word 'fall' rather than 'autumn,' and that's perhaps why we see much better open and click rates (a high open rate of 53.1% and click rate of 23.7%) for 'fall,' while 'autumn' could only reach a high open rate of 24.9% and click rate of 4.9%.

This would be enough incentive to use 'fall' instead of 'autumn' - but the ABT law still applies here. See what your customers respond best to and go with that.

Labor Day Subject Lines

Labor Day has many other holidays in this guide, the traditional meaning of the day is often not emphasized. Instead, the cultural meaning is what's highlighted in successful subject lines and email content.

The mood that is important to focus on is the fact that it's a day off. It provides people the opportunity to visit union parades, but that isn't the most common activity. Usually on this day, people take the day to represent the official final day of summer.

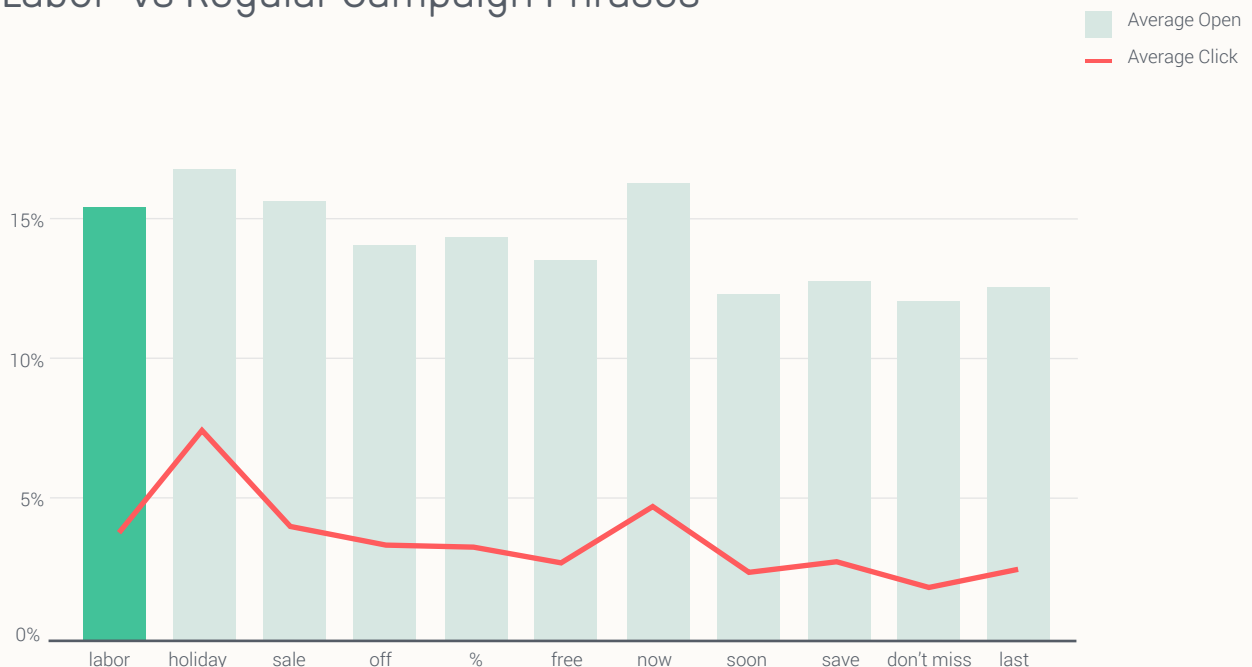
That means many are having their final picnics or barbecues, put away their boats, close up their pools and prepare for the upcoming colder weather.

The data

As a keyword, 'labor' does quite well when you consider that it isn't a particularly high shopping day. It has the 3rd highest open rate of all the standard campaign phrases used in fall, as well the 4th-highest click rate.



That means that, if you aren't sending Labor Day email campaigns, you might want to consider starting that.

'Labor' vs Regular Campaign Phrases



The top-performing Labor Day subject lines

Our research showed that the following subject lines had the greatest open and click rates:

#1	Labor Day Weekend Blowout	Open rate: 44.4%	Click rate: 18.4%
#2	Only 2 Days Left! Huge Labor Day 50% OFF SALE!	Open rate: 40.1%	Click rate: 6.6%
#3	Labor Day Sale and product arrivals.	Open rate: 39.8%	Click rate: 7.2%
#4	Labor Day Deal	Open rate: 38.9%	Click rate: 2.8%
#5	 Celebrate hard work with big savings with the [Brand Name] Labor Day Sale! 	Open rate: 21.4%	Click rate: 4.2%

What does it mean for your business?

You'll immediately notice that most of the top 5 subject lines here don't really approach the Labor Day holiday head-on.

Instead, they tend to go with generic messages that highlight more the fact that it's a weekend holiday, rather than a day to celebrate the idea of work.

Only one of those subject lines does so, and perhaps it's telling that it is the #5, and not #1, subject line.

Halloween Subject Lines

Halloween is one of the most fun times of the year for all businesses (and people in general). It's the time when adults can tap into their childhood, and children can eat almost infinite amounts of candy.

It's also a time of the year when cheesiness is not just accepted—it's recommended. This is a time to let your hair down and be as humorous or witty as you'd like to be. Of course, the most successful Halloween subject lines (by open rates) are the ones that stick with the classics (free shipping, sales, % off, etc.) but doesn't mean that you can experiment and see which one works best with your brand.

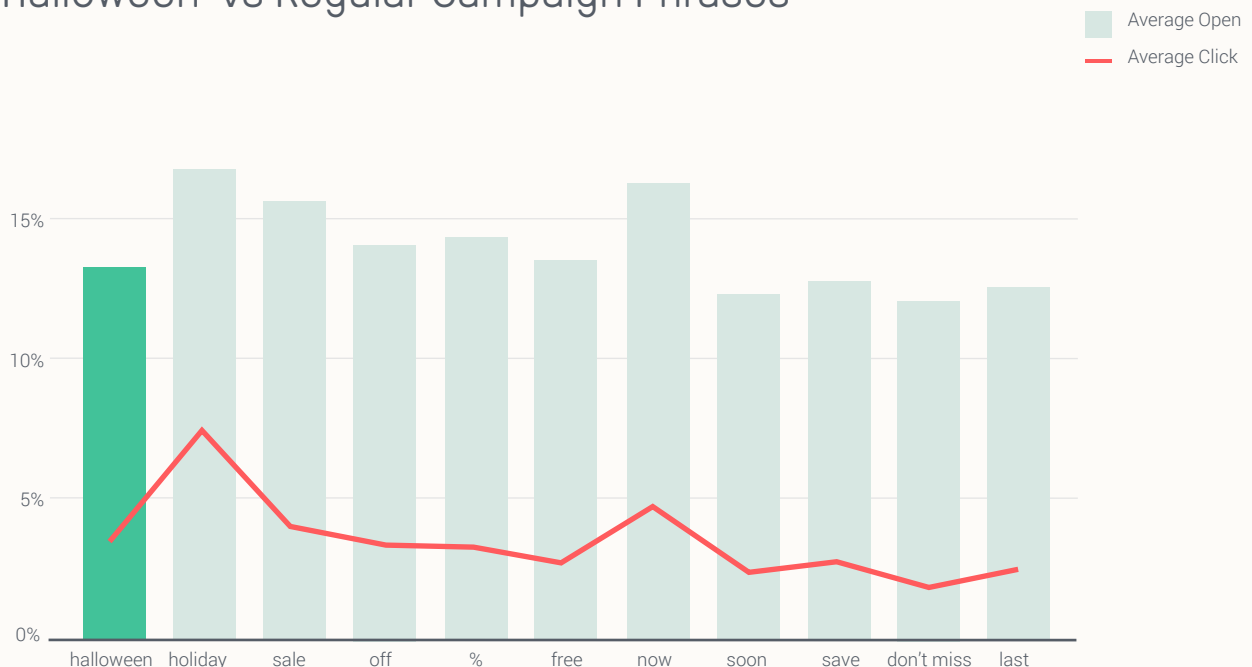
With Omnisend, you can run A/B tests for your subject lines, but you can do so manually as well to try out a range of subject lines.

The data

Halloween doesn't perform too well in terms of open rates when compared with the regular campaign phrases used during the fall season.






However, we can see that it's the #4 keyword for click rates, meaning that while it doesn't have the highest amount of opens, it still has good click rates and, naturally, good amounts of orders.

'Halloween' vs Regular Campaign Phrases



The top-performing Halloween subject lines

Based on our research of more than 92,000 emails sent last year, we saw that the following subject lines related to Halloween were the most effective. There are some interesting results:

#1	Happy Halloween from [Brand Name].	Open rate: 40.2%	Click rate: 23.2%
#2	  Happy Halloween from [Brand Name]! 	Open rate: 39.9%	Click rate: 18.8%
#3	{{Customer's name}},  UP TO 80% OFF HALLOWEEN SALE 	Open rate: 35.5%	Click rate: 3.5%
#4	Harley Stereo Halloween Sale	Open rate: 32.7%	Click rate: 23.1%
#5	HAPPY HALLOWEEN SALE	Open rate: 31.5%	Click rate: 9.3%

What does it mean for your business?

Even though we mentioned the fact that it's a celebration of silliness and fun, we surprisingly don't see a lot of emojis.

Luckily, we do see some good personalization, which we don't see too much here in the top 5s we've done so far (another quite suprising thing).

Nonetheless, as you can see, all subject lines listed here have open rates above 30% and 3 out of the 5 subject lines have click rates higher than 18%.

This is definitely a holiday you need to be taking advantage of, if you haven't done so already.

Veterans Day Subject Lines

Veterans Day is a more somber affair than spring's Memorial Day, which sees many people both remembering fallen soldiers and celebrating the beginning of summer.

With Veterans Day, much or most of the focus is squarely on the way military, as it is a day to remember all veterans who served in war, and not just those that have passed away (Memorial Day).

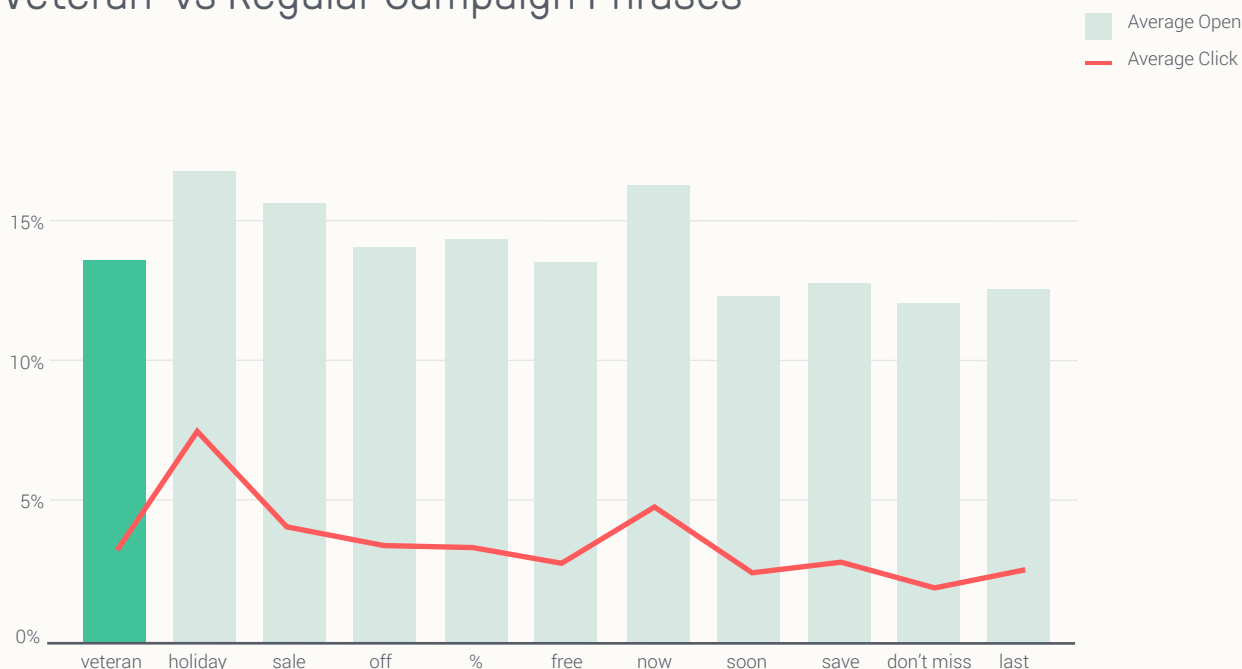
In keeping with that tradition, the day is normally taken with a bit more seriousness than other national holidays. In fact, many people may be more sensitive to any inappropriate marketing associated with the day, especially if they have family members currently serving in the military.

Good examples of the day include "celebrating" or "honoring" veterans. But, of course, highlighting Veterans Day sales always works as well.

The data

The results for subject lines containing the 'veteran' keyword here are not too bad compared to the standard campaign phrases. But they don't have quite the high results as we saw with other 'fall' topics, meaning there may not be a particularly high incentive to send out Veterans Day email campaigns.

'Veteran' vs Regular Campaign Phrases



The top-performing Veterans Day subject lines

Our research showed that the following subject lines had the greatest open and click rates:

#1	Celebrating Veterans with DOUBLE POINTS!	Open rate: 21.9%	Click rate: 3.6%
#2	\$10 OFF Veterans DAY	Open rate: 19.3%	Click rate: 2.4%
#3	Free Shipping 🟦 Veteran's Day Sale	Open rate: 17.7%	Click rate: 1.5%
#4	Veteran's Day blowout	Open rate: 17.4%	Click rate: 1.9%
#5	Veterans day sale! 15% off all orders!	Open rate: 17.3%	Click rate: 2.4%

What does it mean for your business?

Similar to what we saw with Labor Day, there are pretty standard messages in these top 5 subject lines. This goes in line with the idea that it's important to be more calm in Veterans Day subject lines.

We only see one emoji, which may not even count as an emoji at all. It's also quite telling that the #1 Veterans Day subject line is one that highlights celebrating veterans.

Thanksgiving Subject Lines

Thanksgiving is a wonderful time for enjoying time with your family. While it's a big, important holiday in North America, a lot of the best-selling products and services have to do with the Thanksgiving dinner.

Another reason is that most businesses tend to direct their focus to the Black Friday/Cyber Monday shopping weekend.

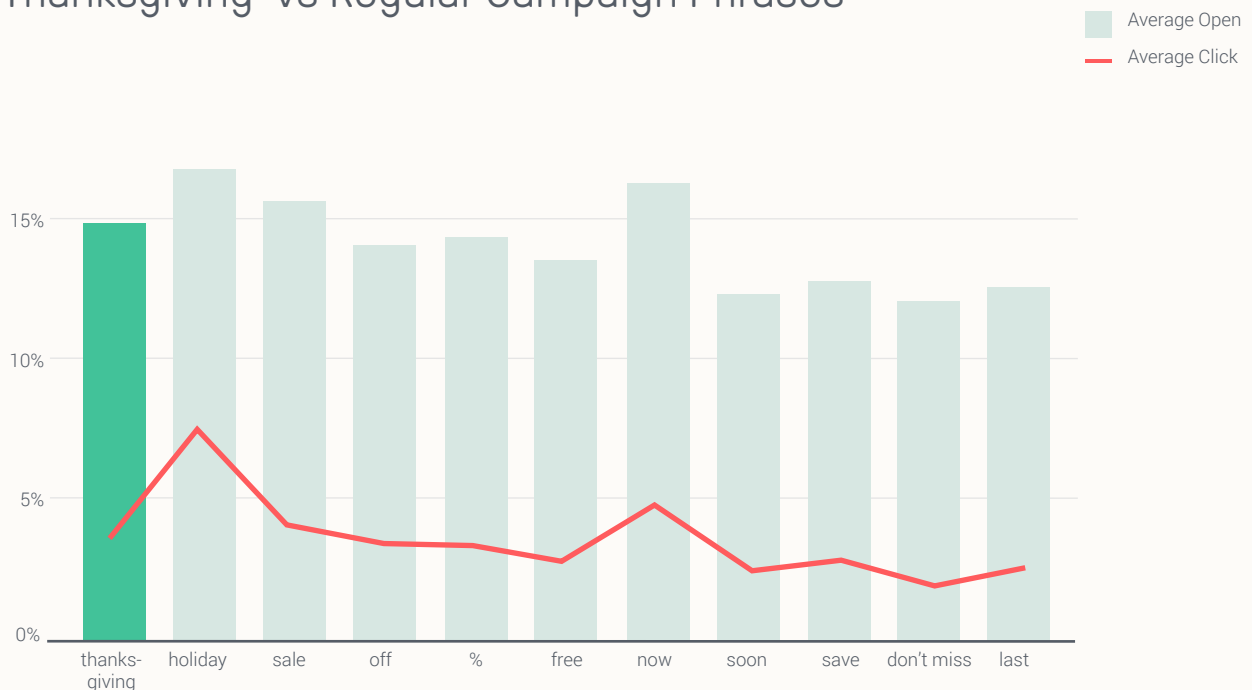
However, that doesn't mean that you can't take advantage of this holiday, especially since the competition will be slightly lower.

The data

The end of Thanksgiving marks the official start of the Christmas shopping season, as Black Friday follows soon.



In our data, we've seen that many marketers are sending Thanksgiving emails to cover the Black Friday weekend as well (where they use the phrase 'Thanksgiving weekend'). Surprisingly, the average open and click rates are almost as high as you'll see with Black Friday, although it still may not resonate too well with customers.

'Thanksgiving' vs Regular Campaign Phrases



The top-performing Thanksgiving subject lines

Our research showed that the following subject lines had the greatest open and click rates related to Thanksgiving:

#1	Thanksgiving Sale!	Open rate: 44.8%	Click rate: 15.7%
#2	Thanksgiving Weekend Sale at [Brand Name]!	Open rate: 33.4%	Click rate: 9.7%
#3	Thanksgiving Week Sale!	Open rate: 29.3%	Click rate: 8.4%
#4	 Pumpkin Spice. Thanksgiving and Freebies 	Open rate: 27.8%	Click rate: 9.4%
#5	Pre-Thanksgiving Cleanse SAVINGS!	Open rate: 26.8%	Click rate: 3.1%

What does it mean for your business?

You see two of these top 5 subject lines are related to food and health (pumpkin spice and the cleanse in #5).

However, you can also see that some of these marketers were eager to get an early start on the Black Friday/Cyber Monday weekend by emphasizing the 'Thanksgiving week' or 'weekend.'

Nonetheless, the simple and straightforward 'Thanksgiving Sale' had the best results.

Black Friday Subject Lines

This is by far the biggest ecommerce shopping holiday of the year. From Thanksgiving until Cyber Monday, shoppers spent an amazing \$12.8 billion last year.

Most of that came from Black Friday, which is when all online shops try to offer their biggest sales of the year. This is especially an important point where you need to use the most attractive and high-performing subject lines to really grab your customers' attention.

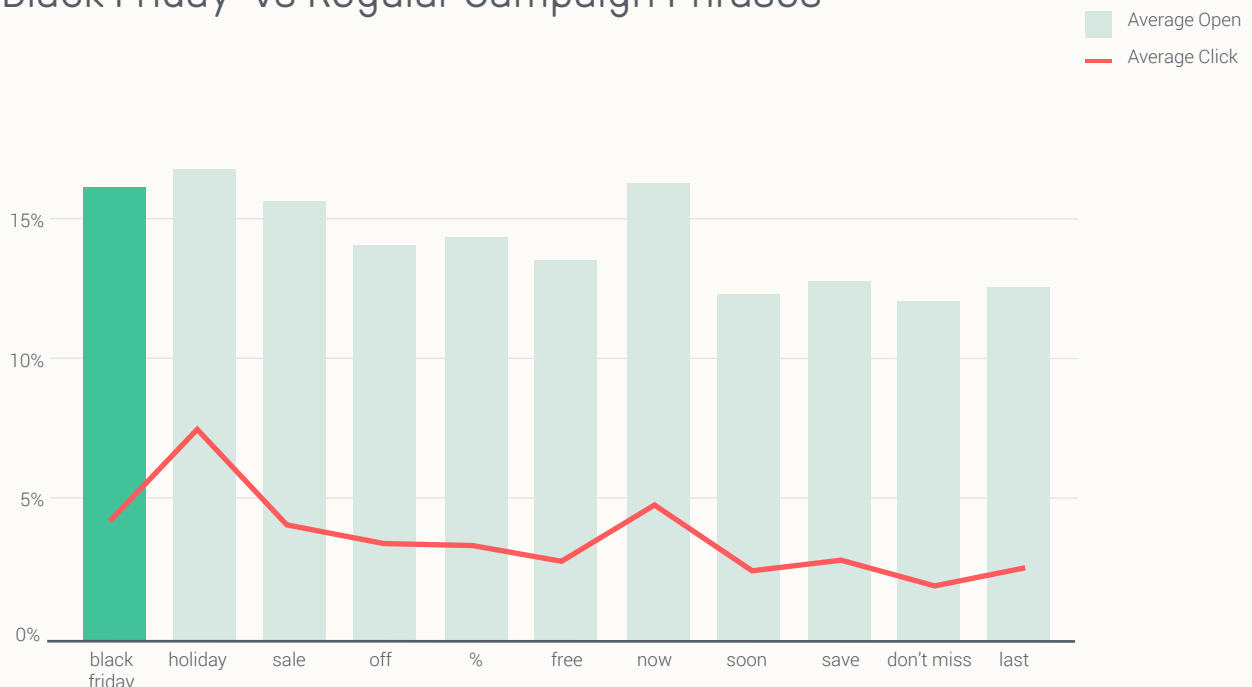
After all, there'll be a lot of competition in their inboxes, and you'll need to be not just creative but also present your best offers.

The data

Black Friday obviously does well when it comes to open rates, though surprisingly it doesn't perform as well as other keywords we looked at in our analysis.

While the click rate also is quite good, it isn't the best. Nonetheless, this is most likely related to the fact that there's a lot of competition for inbox important for the BFCM weekend, so it's logical that customers have more options to click, and therefore fewer clicks for each email campaign.

'Black Friday' vs Regular Campaign Phrases



The top-performing Black Friday subject lines

Our research of emails sent during the Black Friday week showed some interesting results. These results are based on the subject line containing the phrase 'Black Friday':

#1	Pre-Black Friday Sale!	Open rate: 47.2%	Click rate: 14.8%
#2	[Brand Name] - Black Friday Coupon Code & New Products!	Open rate: 47.1%	Click rate: 29.7%
#3	Black Friday Sale Starts Now	Open rate: 44.9%	Click rate: 27.1%
#4	50% off before Black Friday!!!	Open rate: 43.8%	Click rate: 5.4%
#5	[Brand Name] Black Friday Specials	Open rate: 43.4%	Click rate: 4%

What does it mean for your business?

The first noticeable thing you'll see is that the open rates for the top 5 subject lines are quite high, all coming in at more than 43% (remember that the average ecommerce open rate is about 18%).

Also, the click rates are quite good, with 3 more than 14% (and the top 2 with a click rate higher than 25%).

This could signify that the recipients are eagerly awaiting your best deals, and you definitely should be taking advantage of this shopping mood.

Cyber Monday Subject Lines

Cyber Monday was meant to be the ecommerce version of Black Friday, which was normally focused on brick and mortar shops.

However, that seems to have blended to the point where the entire BFCM weekend is a mix-bag of brick and mortar and ecommerce holiday sales.

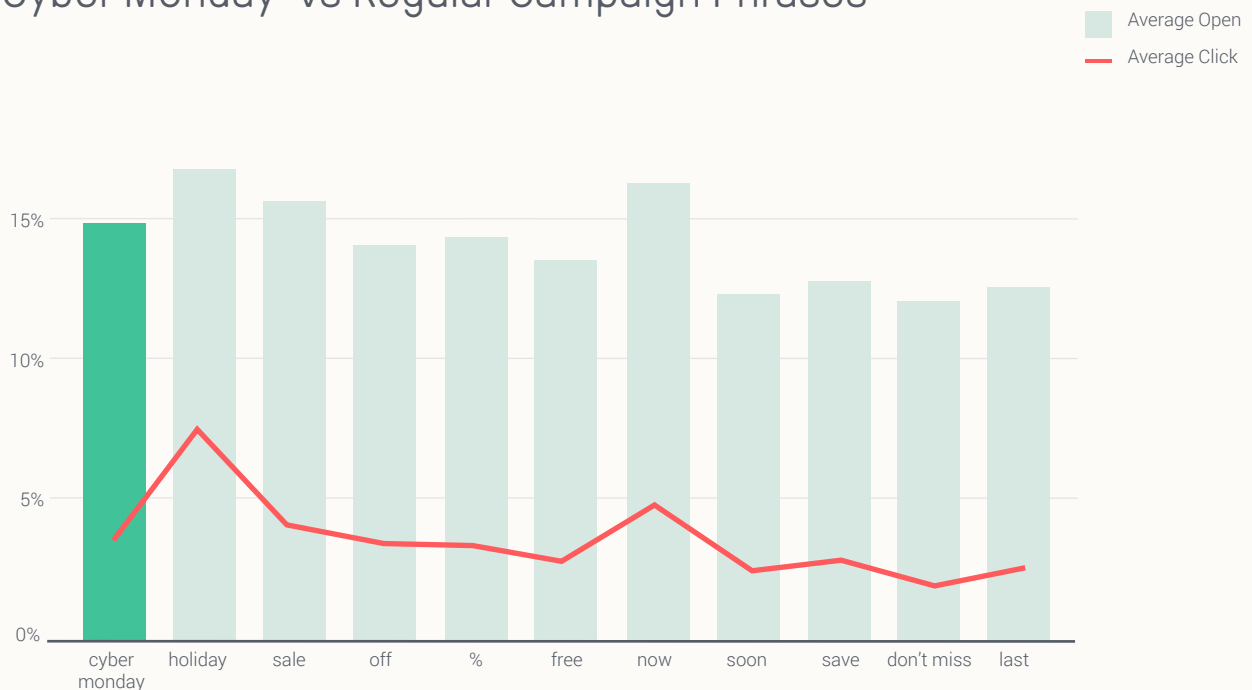
Smartphone purchases for 2016 was at 42% throughout. However, although conversions from smartphones peaked on Cyber Monday at 2.8%, it was not as great as desktop conversions, which came in at 3.6%.

Sales continue to extend to the Tuesday after Cyber Monday, known as Giving Tuesday, which emphasizes giving to charity after the BFCM sales rush. However, it's pretty much an extended Cyber Monday, a trend you can (and should) take advantage of.

The data

Cyber Monday doesn't perform too badly, even when comparing to its big brother, Black Friday. This is pretty much since it's an extension of the Black Friday shopping frenzy, and comes in at the tail-end to capture customers who were hesitant to buy during the weekend. It has good click rates and open rates nonetheless.

'Cyber Monday' vs Regular Campaign Phrases



The top-performing Cyber Monday subject lines

The Cyber Monday subject lines showed results that were (expectedly) not as high as what was seen with Black Friday:

#1	Cyber Monday is almost here!	Open rate: 36.1%	Click rate: 5.9%
#2	LAST CHANCE for Cyber Monday! Make the most out of it!	Open rate: 35.8%	Click rate: 4.5%
#3	Shop Our Cyber Monday Sale!	Open rate: 34.7%	Click rate: 14.2%
#4	New Skis - Discount Skis - Cyber Monday Deals	Open rate: 33.7%	Click rate: 17.9%
#5	Black Friday through Cyber Monday Sale!	Open rate: 33.5%	Click rate: 18.7%

What does it mean for your business?

As we mentioned before in our Black Friday/Cyber Monday blog post, it's important that you have a good strategy for your BFCM weekend.

It would be a good to have your Cyber Monday email campaign go out by highlighting the urgency and 'last-minuteness' of your deals, so that it's more coming at the back end of Black Friday, rather than it being an entirely separate email campaign.

With that, you'll get better results by combining these than using the BFCM separately.


100 bonus fall subject lines

1.	Pre-Black Friday Sale!	51.	[Brand Name] - Movies Anywhere is Here!
2.	Just Landed - Stock Is Limited!	52.	BLACK WEEK SALG! 21.11.2017 - 26.11.2017 23:59
3.	Power Hour!	53.	Just Cover Shipping on These Items!
4.	Friday Madness	54.	Black Friday Sale: Our Biggest Sale Of The Year
5.	Just Landed!	55.	120ml eJuice: \$4.99
6.	Special Gift Inside!	56.	Limited Time Lunkers T-Shirt
7.	Fire Update	57.	[Brand Name] - Early Releases in Stock Now!
8.	Restock & New Items!	58.	New! Fender Strut Kit
9.	Scratch And WIN!	59.	The Mummy (Tom Cruise), Captain Underpants, & So Much More!
10.	Hot or Not - Our new product	60.	Logan Lucky & Much MORE!
11.	Fun For Days!	61.	The Planet of the Apes!
12.	Weekend Savings!	62.	American Assassin, Despicable Me 3, & More!
13.	Black Friday Sale	63.	CYBER MONDAY SALE
14.	NEW Troubleshoot Video live now	64.	[Brand Name] - Cars 3, The Glass Castle, Overdrive
15.	Scratch And WIN!	65.	Helgetilbud! 17.11 - 19.11.2017 23:59
16.	BLACK FRIDAY SALE LIVE NOW!	66.	Die Kälte kommt – hier sind 3 Tipps um warm zu bleiben.
17.	Composting Power	67.	[Brand Name] - Black Friday - Double Reward Points Today!
18.	Drop: Tungsten Zentri Nano! and, Closeouts, Quasar Halo and Tri	68.	[Brand Name] - Football Sunday Sale 10% Off
19.	Black FriYAY Sale up to 75% off	69.	Valerian And The City Of A Thousand Planets, Hitman's Bodyguard, & MORE!
20.	LAST CHANCE FOR LUNA LEGGINGS!!	70.	[Brand Name] - Cyber Monday - Free Movie Offer!
21.	Despicable me 3, American Assassin.	71.	Cars 3, Glass Castle, Kidnap, & More!
22.	Flash Sale!	72.	[Brand Name] - 15% Off Thru Sunday!
23.	Valerian, Hitmans Body Guard, Leap, Good Time	73.	[Brand Name] - Save 10% All Weekend
24.	FINAL HOURS BLACK FRIDAY SALE LIVE NOW!	74.	Big Savings
25.	5 STARS rating and 2000 REVIEWS for Power Planter	75.	[Brand Name] - Last Day to Save!
26.	Aim'n Activewear Has Arrived!	76.	Willkommen in unserer Outdoorwelt
27.	Planas MAN: turi ir visada žinai savo kredito istoriją	77.	Dreamy dresses and some boho inspiration.
28.	RESTOCK TODAY!!	78.	Spider-Man: Homecoming, The House, Beguiled, Baby Driver & MORE!
29.	CYBER MONDAY SALE	79.	120ml eJuice: \$4.99
30.	[Brand Name] - Black Friday Early Access Sale!	80.	[Brand Name] - Black Friday Pick Your Savings Sale
31.	Dark Tower, War for the Planet of the Apes, An Inconvenient Sequel, Annabelle Creation, & More!	81.	New Soundest Feature: Order Confirmation Automated Email (and How It Can Drive Better Sales)
32.	Claim your \$20 Gift Voucher for the first 100 people	82.	Transformers: The Last Knight In Stock NOW! Full Code \$5.95!!!!
33.	[Brand Name] - Customer Appreciation Sale	83.	[Brand Name] - Logan Lucky Early Release
34.	Early Releases In Stock Now	84.	Just Cover Shipping on These Items!
35.	Willow Raglan Release and Birthday Sale!	85.	Shhhhhh! Don't tell anyone about this discount!
36.	Gifts For Every Budget!	86.	Emoji Movie, Girls Trip & More!
37.	SALE ITEMS	87.	Sometimes a new outfit is all it takes!
38.	Ajándékot kaptál!	88.	[Brand Name] - Halloween Sale
39.	Raffle: Kanye West x adidas Originals Yeezy BOOST 350 V2 "Beluga 2.0" / Solestop's Tuesday Special / adidas Originals Crazy 8 PK & Crazy 1 ADV	89.	Siste sjanse! Gratis frakt!
40.	[Brand Name] Early Releases In Stock Now	90.	Game of Thrones Season 7!
41.	New Cyber Monday Deals Just Added!	91.	Socken – ab sofort!
42.	30ml eJuice: \$1	92.	Cypress and Hideaway Patterns Released this Week and on Sale!
43.	[Brand Name] Early Releases in Stock Now	93.	Wizard of Lies In Stock Now! Restocking Transformers: The Last Knight 9-19
44.	[Brand Name] Weekend Sale!	94.	20% Rabatt auf alle Wollartikel
45.	Sale Items	95.	New Candy Beads + 2 New Projects
46.	[Brand Name] Black Friday - Save 25% On Over 60 Titles	96.	Wonder Woman, Big Sick, & Much More! Movie Codes!!
47.	[Brand Name] Huge 4 Day Sale Thru Halloween!	97.	[Brand Name] - Great Movies For Less!
48.	Zeit für Wolle: Sparen Sie 20%	98.	[Brand Name] - Last Day to Save 10%
49.	Atomic Blond, Nut Job 2, Cars 3, & More!	99.	Dip your toe in the water and get cool this week at Tulio.
50.	Black Friday STARTS NOW	100.	Dear Wardrobe, It's time for a shakeup....

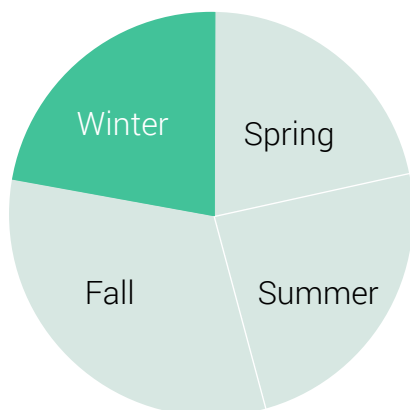


Winter

In this chapter

- 
1. *General winter subject lines*
 2. *Christmas/Xmas/Happy holidays subject lines*
 3. *New Years subject lines*
 4. *Valentine's Day subject lines*
 5. *Chinese New Year subject lines*

Overview



Yearly campaigns sent by season (%)

A quick look at winter subject lines

- 22.1% of all campaigns sent throughout the year are related to summer
- The highest-performing fall subject lines are related to Chinese New Year, followed by 'Happy Holidays'.

Winter is a time that contains the end-of-year (Christmas) holiday shopping season. However, the highest shopping period has just passed, as the Black Friday/Cyber Monday weekend will surely have brought you your best sales of the year.

Nonetheless, it's a prime period for continuing on with the idea of getting gifts for your loved ones. This makes up the major part of the first half of the season.

Naturally, you'll see some slow-down right after Christmas has finished, with less spending (at least in the Western nations) on products, seeing as most customers will have spent most of their money already.

That being said, there's still a good amount of holidays and events you can use for your email campaigns, including:

- Christmas
- Boxing Day
- New Year's Eve
- New Years
- Chinese New Year
- Valentine's Day

So let's take a look at the best performing winter subject lines that will help inspire your next major email campaign.

General Winter Subject Lines

Winter is both a great and not-so-great season. By now, you've got a good flow going, as your Black Friday/Cyber Monday weekend sales period has gone off (hopefully) without a hitch.

It's also a time when you can continue the sales with last-minute deals that can get to your customers' homes by December 25th. Nonetheless, after that crazy shopping period, there is quite a long period of stillness, which means you'll have to find more ways to get more sales.

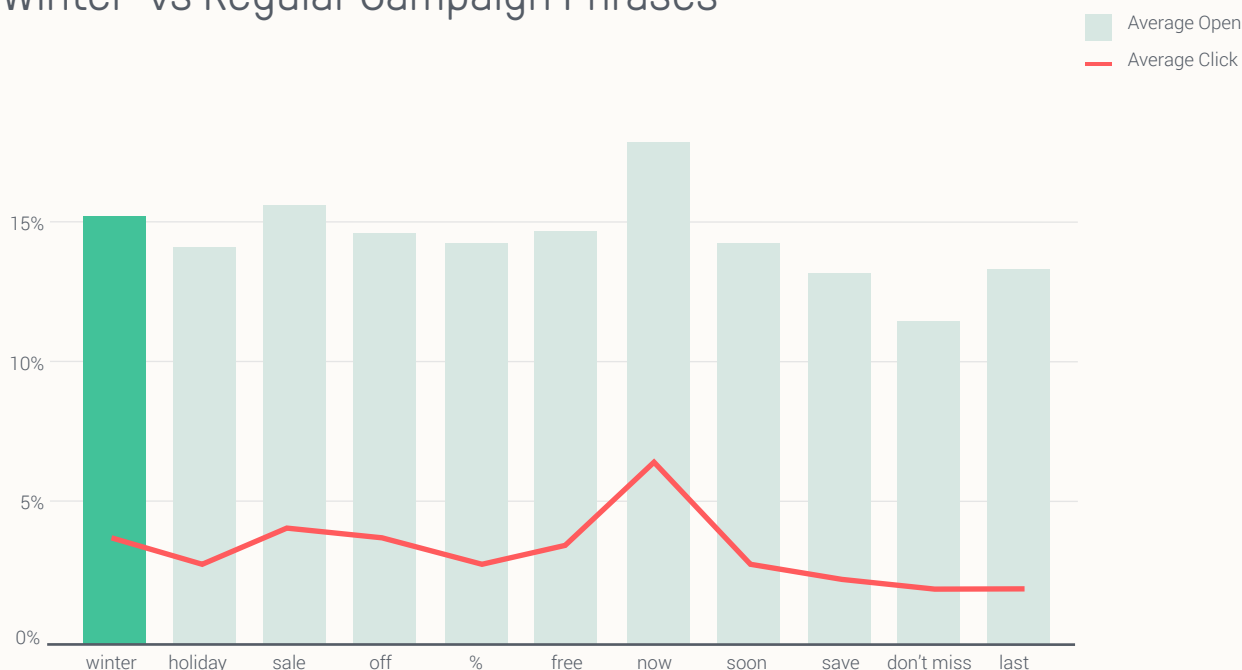
Luckily, we have just the ideas vis-a-vis email subject lines that can help you get great winter sales.

The data

Although many people see it as such, winter isn't actually that much of a downer. It's a calming period full of eggnog, Christmas lights and Frank Sinatra songs.



With a relatively large amount of down-time (many people have holidays during this time), perhaps that's why the open and click rates we see in our data is doing comparatively well when compared with the other regular campaign phrases.

'Winter' vs Regular Campaign Phrases



The top-performing general winter subject lines

According to our research, the following subject lines were the best-performing, related to winter in general:

#1	Winter Sale!	Open rate: 41.2%	Click rate: 18.7%
#2	 Save up to 50% - Storewide Winter Sale	Open rate: 34%	Click rate: 16.3%
#3	 Travel by Train! Save 50% during our Winter Sale!	Open rate: 32.3%	Click rate: 9.2%
#4	Winter Blues?	Open rate: 30.8%	Click rate: 7.6%
#5	The New WINTER Collection is Live!	Open rate: 30.3%	Click rate: 9.2%

What does it mean for your business?

We see a good open rate here, with all five getting open rates above 30%. The click rates are also performing well, with 4/5 getting above 9%.

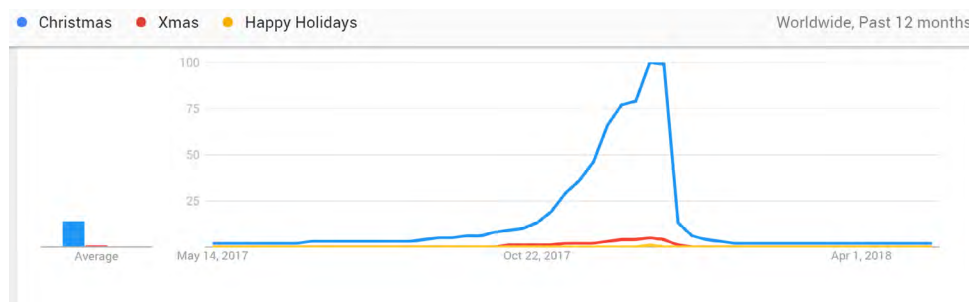
Surprisingly, there are also two subject lines containing emojis—though none strongly related to winter. Instead, there’s a gift box, which is more related to Christmas than the cold weather.

Nonetheless, the keep-it-simple philosophy seems to work well here.

Christmas Subject Lines

Christmas is an interesting period for marketers. On the one hand, it quite literally is an important religious holiday (perhaps the biggest religious day for Christians around the world). On the other hand, it is also a popular shopping period, and there are many people that celebrate Christmas (spending time with family or gift-giving) who would not identify as Christian or even religious.

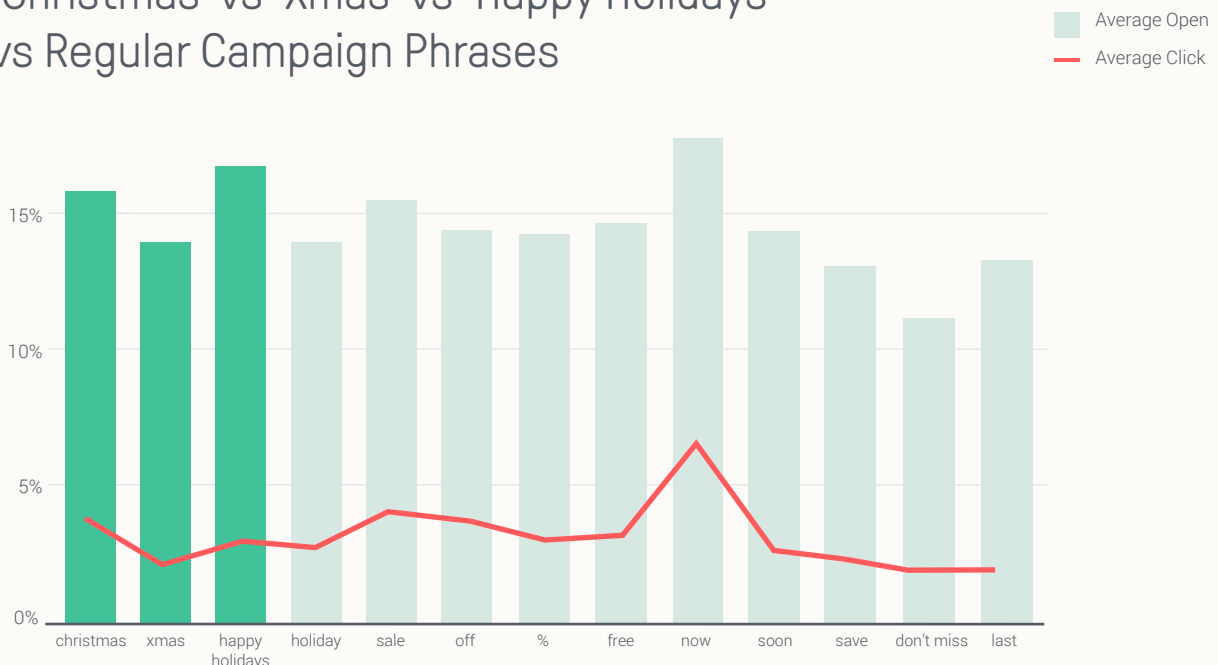
Therefore, the question often comes for marketers about how to communicate the happy mood without necessarily isolating groups of people. Perhaps that's why the discussion (or often argument) arises over which word to use for this period: 'Christmas', 'Xmas', or 'Happy holidays'. A quick look at Google Trends shows that there's no real competition:



The data

Omnisend data for the 3 phrases shows that 'Christmas' is overall better:

'Christmas' vs 'Xmas' vs 'Happy Holidays' vs Regular Campaign Phrases



However, it doesn't win by such a huge margin as Google Trends would suggest. It has only the second highest open rates (and best click rate), but 'Happy holidays' has the best open rate. Let's look at how the top-performing subject lines for each phrase perform.

The top-performing Christmas subject lines

The top 5 Christmas subject lines are quite eye-opening:

#1	Treat yourself to fine home Hi-Fi Audio with our pre-Christmas Specials...	Open rate: 55%	Click rate: 29.3%
#2	💙 [Brand Name] - MERRY CHRISTMAS - FREEBIE - 50%OFF - NEW LICENSE	Open rate: 53.5%	Click rate: 26.8%
#3	LilyPad Christmas Wish List	Open rate: 49.9%	Click rate: 3.4%
#4	Merry Christmas to our audiophile community...	Open rate: 46.8%	Click rate: 18%
#5	Merry Christmas and Happy Holidays from [Brand Name]	Open rate: 42%	Click rate: 21.9%

The top-performing Xmas subject lines

#1	Shipping for Xmas Delivery	Open rate: 34%	Click rate: 2.1%
#2	New RDQ motors and last minute Xmas gift ideas	Open rate: 33.9%	Click rate: 5.5%
#3	WIN: THE X BAG! + LAST CHANCE TO ORDER BEFORE XMAS	Open rate: 31.4%	Click rate: 3.4%

#4

Bake up a Merry Merry Xmas! Gift sets and bakeware from \$3.50 only!!

Open rate: 18.8%

Click rate: 1%

#5

15% OFF!! Code GIFT15 ! Ends in 24 hours! Last chance for Xmas delivery!

Open rate: 18.6%

Click rate: 3.8%

The top-performing Happy Holidays subject lines

#1

Merry Christmas and Happy Holidays from [Brand Name]

Open rate: 42%

Click rate: 21.9%

#2

Happy Holidays

Open rate: 31.9%

Click rate: 3.1%

#3

Happy Holidays and a Gift for You

Open rate: 27.8%

Click rate: 0.2%

#4

Happy Holidays! - [Brand Name]

Open rate: 27.2%

Click rate: 29.6%

#5

Happy Holidays From [Brand Name]!

Open rate: 26.9%

Click rate: 9.2%

What does it mean for your business?

Luckily, we'll make it easy for you. Both the keywords 'Christmas' and 'Happy holidays' performed quite well, with a majority of the top 5s scoring click rates above 20% and high open rates.

However, 'Christmas' performs best here. Obviously, you should do what you (and your customers) are most comfortable with.

New Years Subject Lines

New Years (or New Year's Eve) is a great time for many different types of products.

As we mentioned before in our Ecommerce Holiday Infographic, a good strategy for your New Year's campaigns would be to either
a) have a clearance sale where you are offering the last winter or left-over items from the holiday shopping season at incredibly low prices, or
b) where you're focusing on the new year theme of new beginnings.

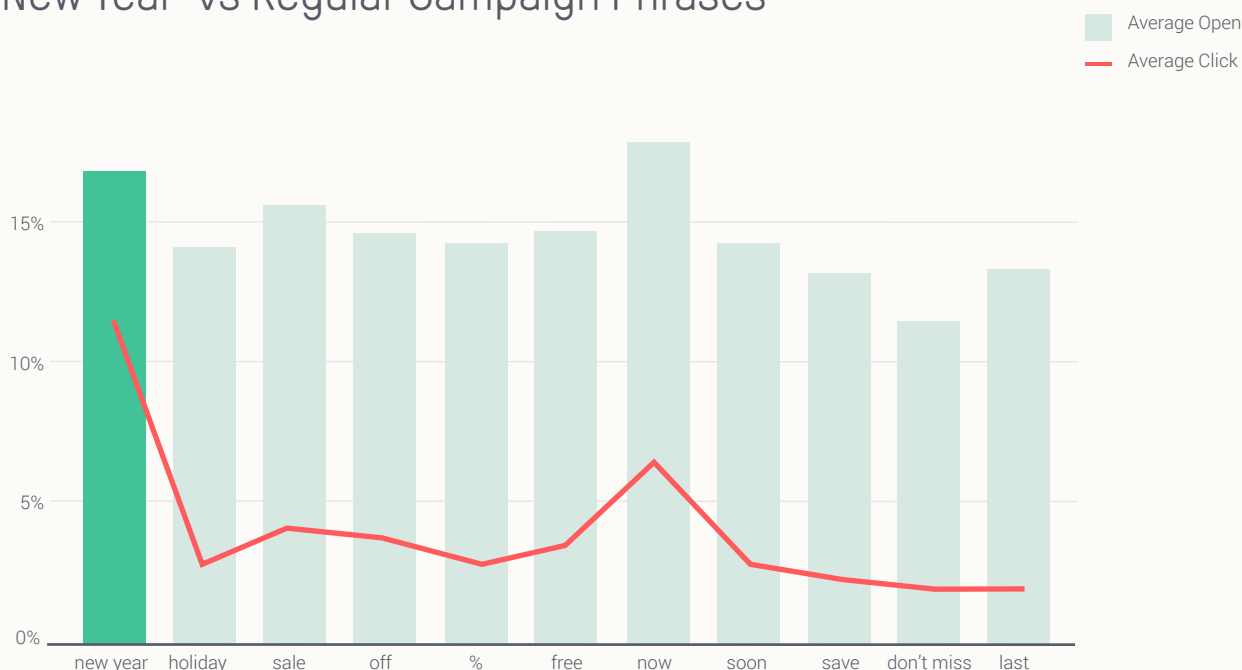
Either one would work well, and it's a period that seems to resonate quite well with shoppers everywhere.

The data

It is perhaps surprising that email subject lines that contain the phrase "New Year," or "New Year's" or "New Year's Eve" did so well.

It has a particularly high click rate, coming in at almost twice that of the 2nd place click rate ('now'). This could be due to the fact that a lot of marketers are following strategy (a), which is to just to have a sale for goods left over from the Christmas shopping season.

'New Year' vs Regular Campaign Phrases



The top-performing New Years subject lines

Our research showed that the following subject lines had the greatest open and click rates for the New Years season:

#1	New Years Promo 25% Off Everything!	Open rate: 48.6%	Click rate: 10.6%
#2	Happy New Year!	Open rate: 38.8%	Click rate: 14.3%
#3	New year, NEW FPV goodies!	Open rate: 38%	Click rate: 8.7%
#4	Happy New Year Sale! Save 15%!	Open rate: 32.9%	Click rate: 9.4%
#5	New Years Sale	Open rate: 32%	Click rate: 10.9%

What does it mean for your business?

The KISS (Keep It Simple, Stupid) principle by now is pretty much a law of life. Simplicity is key, and here you can see that most of these subject lines are pretty straightforward.

If you are having a New Year's sale, maybe the best way (but not most creative, obviously) to communicate that is to just state it as #5 did.

Also, you'll see that subject line #2 simply wished the customers a happy New Year, without offering anything. And still, they got an almost 40% open rate.

Valentine's Day Subject Lines

Valentine's Day may present the first big sales season of the year. While New Year's is focused on getting rid of your old inventory (and people looking for great deals), Valentine's Day is the time to start highlighting your new stuff.

You can even look at it as the start of spring, as many people are looking for new stuff. On the other hand, it's important that you use this opportunity to still continue on with the theme of Valentine's Day, which is love in its many forms.

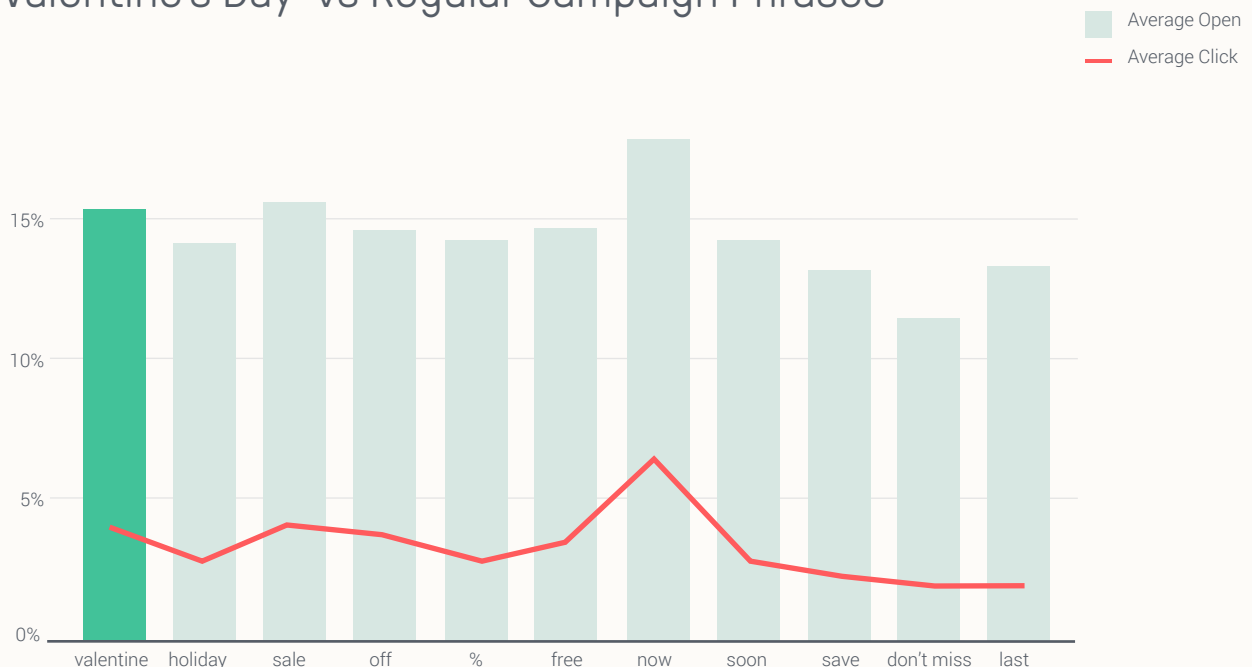
Stick with the classics, and you'll win.

The data

The data from our research of more than 90,000 emails campaigns sent over the last year shows that Valentine's Day does relatively well when compared with the other regular campaign phrases.


It has the second-highest click rate and the 3rd highest open rate, meaning that you can definitely find some successes if you send out compelling Valentine's Day emails.

'Valentine's Day' vs Regular Campaign Phrases



The top-performing Valentine's Day subject lines

Our research showed some pretty not-surprising results for the best-performing Valentine's Day subject lines:

#1	Hanky Panky for Valentines	Open rate: 50%	Click rate: 2.1%
#2	Valentine's & Mardi Gras Leggings!	Open rate: 36.3%	Click rate: 14.1%
#3	New Valentine freebie posted + \$1 files!	Open rate: 31.9%	Click rate: 9.5%
#4	Free shipping today! - Happy Valentine Day ! 	Open rate: 31.9%	Click rate: 2.8%
#5	Order Today for Delivery Next Week of Valentine's Day Leggings!	Open rate: 31.2%	Click rate: 6.3%

What does it mean for your business?

One big surprising thing is that I actually expected to see a lot more emojis. After all, this is the holiday for heart-shopped chocolate boxes and flowers galore.

Instead, marketers tended to focus here on products, rather than on love (although I do love subject line #1). It could be a good opportunity for you to stand out from the other brands in your customers' inboxes by incorporating some nice emojis in your subject lines, although (as is obviously here) you don't need them at all to do well.

Chinese New Year Subject Lines

The Chinese New Year may be a winter or spring holiday, depending on when it actually starts. Usually, however, it falls somewhere in February, so it's a good bet that you'll hear about it around the time Valentine's Day rolls around.

That being said, it's obviously (like Independence Day) a holiday for a specific region: Asian countries that celebrate the Chinese New Year.

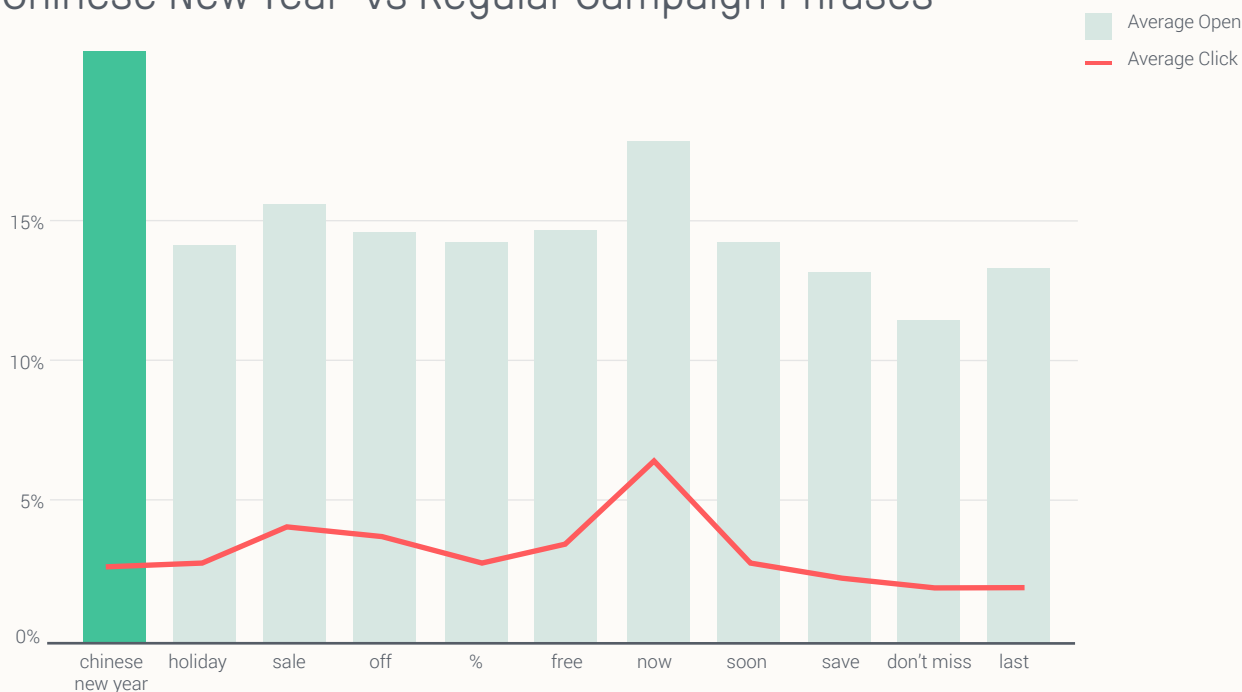
Technically, the Chinese New Year is only celebrated in China, although many other Asian countries celebrate it as well and would recognize it as such.

The data

There's a great opportunity here, seeing as not many marketers even focus on the Chinese New Year as a shopping holiday. But, remember, it's a time when a huge population (China and other Asian nations) go on holiday, buy gifts, and generally spend lots of money.

You can see that it resonates very well, with the best average open rate we've seen so far, and a pretty good click rate too.

'Chinese New Year' vs Regular Campaign Phrases



The top-performing Chinese New Year subject lines

Based on our research of 10,000 email campaign sent last year, we saw that the following subject lines were the most effective.

#1	Happy Chinese New Year 2017!	Open rate: 36.4%	Click rate: 4.8%
#2	A Big Surprise Awaits You ... Happy Chinese New Year	Open rate: 33.8%	Click rate: 3.8%
#3	Chinese New Year Sale - Year of the Rooster 🐓 🐓 🐓	Open rate: 44.9%	Click rate: 27.1%
#4	Chinese New Year Holiday	Open rate: 29.1%	Click rate: 1.1%
#5	[Brand Name]: "Chinese New Year" collection / Limited Edition: Herschel Supply co "Lunar New Year" Backpack / Adidas Originals Tubular Shadow / Reebok Footwear / Asics Tiger Collaboration Footwear	Open rate: 25.9%	Click rate: 2.3%

What does it mean for your business?

Chinese New Year is really an untapped email marketing campaign, since it has a relatively low number of campaigns sent last year.

This means that, because of its great open and click rates (27% for #3!), you should really find ways to market to your Asian subscribers.

With that, you'll see some great results, as people are eager to spend money and give gifts during that time.

100 bonus winter subject lines

1.	Special Thank You - Take 25% OFF Any Order	51.	Save BIG on 22 WMR Plus .380 Fluted, Minishell, 12GA, 9mm, 250 Savage, & More!
2.	Stocking Stuffer	52.	Bulk 308, 500 S&W, 9mm, 10mm, 30 Carbine, 300 Blackout, & More in Stock!
3.	Orders are on their way!	53.	GAME OF THRONE SEASONS 1-7!!!!
4.	Valentine's & Mardi Gras Leggings!	54.	Stand out! Custom Reflective Decals
5.	To celebrate an amazing 20 years	55.	[Brand Name] - Happy Holidays Weekend Blowout!
6.	PENNYWISE IS HERE SPECIAL PRICE	56.	Watch DUNKIRK Now on Vudu, itunes, or Movies Anywhere!
7.	New Years Sale	57.	Special coupon for you
8.	NEW HUSTLE FLAVOR !!!!	58.	Save \$40 On 1000rds SS109! Plus 22WMR Sale Extended & More!
9.	Special Thank You - Take 25% OFF Any Order	59.	[Brand Name] - Save 10% All Weekend
10.	Order Today for Delivery Next Week of Valentine's Day Leggings!	60.	[Brand Name] - Steven Kings IT 2017 - In Stock Now
11.	My Little Pony, IT, Tons Restocked	61.	[Brand Name] - Game of Thrones Season 7 in Stock Now
12.	[Brand Name] - Early Releases in Stock	62.	6.5 Grendel Uppers Back in Stock! Plus Hornady Black, Aguila Minishell, 7.62x51mm & More!
13.	Scratch Off, Bonus Savings!	63.	30% Off Annual Sale
14.	A Gift From Our Family To Yours Merry Christmas	64.	Ammo Cans of 1000rds SS109 only \$349.99 Plus 22 WMG only \$12.50/Box
15.	The New WINTER Collection is Live!	65.	What is love? Give your wrists a rest, and grab 50% off ALL our gaming wristpads
16.	New Pre-orders	66.	2 for \$20 on All EJV House Juice
17.	Kingsman, Dunkirk, Detroit	67.	Meet Edward Bess & Carlos Benaim at Aedes Perfumery
18.	[Brand Name] - 25% Off All Disney Titles	68.	Private Coupon - Liquidation
19.	UT Kilts January 2017 Newsletter - Free T-shirts and More!	69.	Valentine's at Aedes Perfumery with Sarah Colton
20.	Wonderland Hooded Scarf - FREE Pattern and Digital Cut File Debut!	70.	WINTER SALE! 25% DISCOUNT on everything
21.	[Brand Name] - Christmas Present	71.	New Palette club what? 50% off 1st month
22.	Kingsman, Home Again, Detroit	72.	[Brand Name] - Last Day to Save 25% On Disney
23.	Dunkirk, Lego ninjago, Mother	73.	American Made & Battle of the Sexes Back in Stock!
24.	[Brand Name] - Restocked New Releases	74.	Duets with Diamonds Project New SuperDuo Duets Arriving!
25.	Join Rolf Prima in SLC	75.	New Karla Kam Video Berry Bubble Bead Bracelet!
26.	[Brand Name] - Early and New Release Movies!	76.	NEW E-JUICE & House Juice 120ml back at \$9.99
27.	FLASH 1 Hr Promo - Take 34% Off ANY ORDER! - Congrats to the Pats!	77.	Cire Trudon Limited Edition: Les Belles Matières
28.	[Brand Name] - 25% Off All Disney Titles	78.	[Brand Name] - Make It a Movie Night!
29.	Kingsman: The Golden Circle, Mother!, Detroit, Home Again & More!	79.	EJuice Clearance Blowout!
30.	Win \$100 Gift Card	80.	Last Chance Take 30% Off Valentine's Day Collection!
31.	120ml eJuice - 75% Off	81.	Video Announcement Return of Karla Kam!
32.	[Brand Name] - Early Releases in Stock!	82.	\$5.00 Off Toho Products Coupon New Shipment Just Arrived!
33.	You can't steal a triple-screen laptop, but you can steal one of our Black Glorious Mats at 50% off!	83.	NicShield & NicSalts
34.	Additional 20% off CLOSE OUT Designs!	84.	Dutch Auction of Beads, Hourly Price Drops!
35.	NEW HUSTLE FLAVOR!	85.	TAX TIME NEWS @D4S!
36.	UT Kilts February Newsletter - 15% Off Coupon for Reviews + Ghillie shirts on sale!	86.	New 120ml E-Juice Sales Still Happening Now!
37.	Mountain Between us, Flatliners, Gunther	87.	Swarovski - Seed Beads Now In Bargain Basement
38.	Free Patterns and the Last Sale of the Year!	88.	Odd Lotss Sale 40% Off Tierracast by the Piece
39.	American Made, Battle of the Sexes	89.	eJuice: 75% Off
40.	Dunkirk, Lego Ninjago, Mother!, & More Movie Codes!	90.	Would You be Interested in Beads for 75% Off!/?
41.	[Brand Name] - Take 25% Off Over 100 Titles!	91.	How Hair Barbs do Valentine's Day
42.	It (2017), American Made, Battle of the Sexes, & MORE!	92.	Chinese Crystal + Coupon
43.	Mountain Between Us & Much More!	93.	We've improved our site!
44.	New Years Sale: 45% off White Extended XXL Gaming Mouse Mats	94.	Back By Demand 25% Off FLASH SALE Until 10pm est.TODAY!
45.	DONKEY KAHN	95.	We are Always Inspired by You - Awesome Bike Builders
46.	New 120ml E-Juice Sales Happening Now!	96.	Dollar Days! No More Back Orders!
47.	[Brand Name] - Early Releases and Disney Sale	97.	EJuice Clearance Blowout!
48.	New Arrival: Diptyque Limited Edition Rosamundi 2017	98.	Game Of Thrones Season 7 Back In Stock!!
49.	Glorious RGB Modular Mechanical Keyboard now available for pre-order. Special 15% off promotion.	99.	Huge Liquidation, Thousands of Products Remain
50.	Miyuki Odd Lots, Reduced for Quick Sale	100.	Inawera Cactus

Extra resources for more successful campaigns



Ecommerce Email Marketing Statistics 2017 [Infographic]



The Best Email Frequency for Small Business Marketing (Omnisend Research 2018)



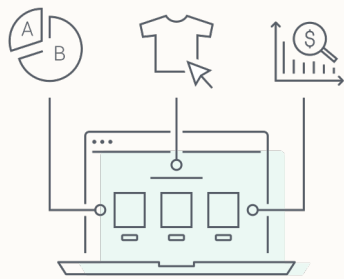
The Highest Converting Subject Lines For Black Friday Campaigns



The Best Time to Send Emails [Omnisend Research 2017]

Graduate to smarter ecommerce marketing automation

Ecommerce success is about more than just high-performing subject lines. It's about understanding your customers better and driving higher sales.

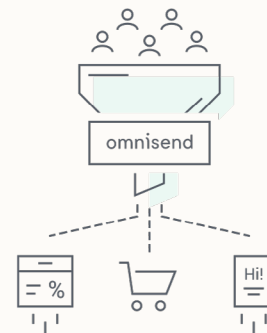


See the full picture

Omnisend helps you connect the dots and provides actionable data based on your customers' attributes, browsing behavior, interactions with your brand or any custom event you can think of. Collect the clues, know exactly what's working and how much sales you're making with Omnisend.

Make it personal

Eliminate the guesswork with our flexible segmentation. Put your data to work and send relevant, highly targeted messages that meet your customers' buying intent and expectations. Use better personalization that makes your brand authentic and results in higher engagement rates. Win-win.



Get your 14-day FREE trial and discover smarter marketing.

TRY OMNISEND FREE