omnisend

Omnisend's Q&A:
Email Marketing Essentials

Your questions answered.

> How to... 🔍

✉ EMAIL FUNCTIONALITY

What is the email subject line tester and where do I find it?

Our subject line tester checks if your subject line follows best practices. Simply enter your subject line, and you'll get tips on improving the length, wording, and scannability, plus an inbox preview.

What is the average click rate for the newsletter?

The average email click-through rate (CTR) can vary depending on the type of campaign you're running. However, recent studies indicate that the average CTR across all industries is roughly 2.5%.

We recommend reviewing our 2022 ecommerce statistics research for further insights.

Is there a heatmap function that records how a subscriber interacts with the email?

Unfortunately, we don't have this feature yet, but we've added it to our new feature requests log!

▦ EMAIL SETUP AND CONTENT

Can I add GIF or video format instead of images?

Absolutely, you can add both GIFs and videos in your Emails. GIFs can be added through Image item while for Videos there's a separate Item called Video.

Can I show images in the preheader?

Not currently possible in Omnisend. Preheaders come in two types: one follows the subject line, and the other is added to email content as a view in browser link. Including this link can help recipients view the web version of the email and avoid issues with displaying images or viewing HTML emails.

How does alt text help with the images in emails?

The alt text is vital for making images accessible to all, improving email accessibility, user experience, and SEO. It provides a backup option for subscribers who can't see images by default, and helps them understand the purpose of the image quickly.

Can product images be shown before a person opens the email?

Products added to your email will be shown only when the customer opens the email.

How can I add products from my website to the email content?

You can use Product Listing to quickly add products from your online store to your email. This feature automatically includes the product image, description, price, and link to the product, making it easy to showcase your products in your email campaigns.

Check the full guide here.

♥ EMAIL PERSONALIZATION

Can I add the customer's first name to the subject line?

Absolutely, just click on the tag sign in the subject line field which is called "Insert personalization".

Once you select the personalization category and the value, Omnisend will automatically place that information in the message you want to send.

Is there a feature to replicate the email in different languages?

To change the language of your email campaign, copy your email and navigate to the Settings tab to select your desired language.

Note that only pre-translated text (found under Store settings → Language & Translations) can be automatically translated. Any custom text added to the email will need to be manually translated.

🕐 EMAIL CAMPAIGN TIMING AND FREQUENCY

How many campaigns should I send in a week?

The number of email campaigns you send each week should align with your business goals, target audience, and the type of campaign you're running. It's best to avoid overwhelming subscribers with too many emails.

Studies have found that sending emails 2-3 times per week is the most effective frequency.

How far in advance should I send a newsletter for an upcoming event or celebration, like Easter?

To ensure your target audience is aware of your Easter campaign, start promoting it at least 1-2 weeks before the holiday.

However, the length of your promotion may depend on the offer you're promoting. While some promotions can be completed in just two days, others may require pre-celebration campaigns.

% DISCOUNT CODES

How does the discount code generated in email work on my website?

If you're on Shopify, you can use the Shopify discount link for your button. When selected, the customer is redirected to your store's home page, and the discount code is automatically applied during checkout.

On other platforms, customers will need to copy the code from your email and apply it on the website.

What does the Redeem coupon button do?

When your subscribers click on the "Redeem Coupon" button, they are redirected to your website where the discount code is automatically applied at checkout.

This enables you to provide personalized discounts to your subscribers and measure the performance of your email campaigns.

💡 **Resources:**
→ Academy
→ Help Centre
→ Blog
→ Workshop recordings

✉ **Contact us:**
support@omnisend.com