

Anatomy of the perfect BFCM email

Omnisend’s customers send billions of ecommerce emails each year, especially during BFCM. Through our expert analysis and performance data, here is what we have found to be the template for a perfect BFCM email.

Tip #1

What’s the best subject line length?

Subject lines **up to 7 words** or roughly **40 characters** tend to perform best.

Get **20% off** everything this **Black Friday**



Tip #2

What words should you use in subject lines?

For talking about BFCM sales or promotions, use the words **“Black Friday”** and **“Cyber Monday”** for great open rates.

For urgency, use **“Won’t last long”** and **“Almost gone”** for high open rates.

Tip #3

How big should your discounts be?

Emails offering discounts of **10%–25%** see **click rates 15%** higher than those offering discounts of **50–55%**.

No matter the discount, promote **free shipping** and **returns** if you offer them.

20% OFF SALE

Placeholder text lines

Tip #4

How much text to use?

The more text added to an email, the lower the click rates. **Keep the text short and to the point**, so people can easily scan the message.

Include text inside of an image. **Draw attention** with bold and colored text.

Tip #5

How many CTAs (buttons) should you use?

Make sure the email design is **clean** and **orderly**. This allows you to include more content and CTAs but still makes it **obvious where to click** without being overwhelmed.

SHOP NOW



Placeholder text lines

SHOP NOW



Placeholder text lines

SHOP NOW

Tip #6

Recommend products

Include **product sections** featuring top-sellers, top-rated, customer favorites, and top gifts with bold and colored text.

FIY

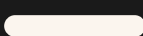
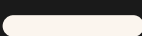
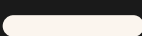
Don’t overthink it

The classic **“Shop now”** CTA is both most popular and most effective.

Tip #7

Add product reviews and testimonials

Nearly **all consumers** **look at product reviews** before making a purchase. Include this form of social proof directly in your emails.



Tip #8

Promote value-adds

Whether it’s free shipping, free or extended returns, gift wrapping, satisfaction guarantees, or unique product attributes, **visibly promote them** across your emails.