

Inbox Preview

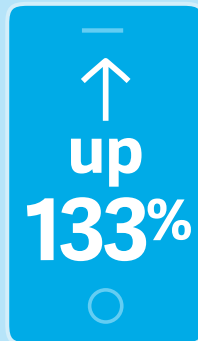
We Know Email Creative



The types of devices your subscribers are using to view your emails are changing quickly. Platforms like mobile are becoming increasingly more important as more emails are being viewed on phones and tablets than ever before.

In 2011, only
23%
of opens
were on mobile.

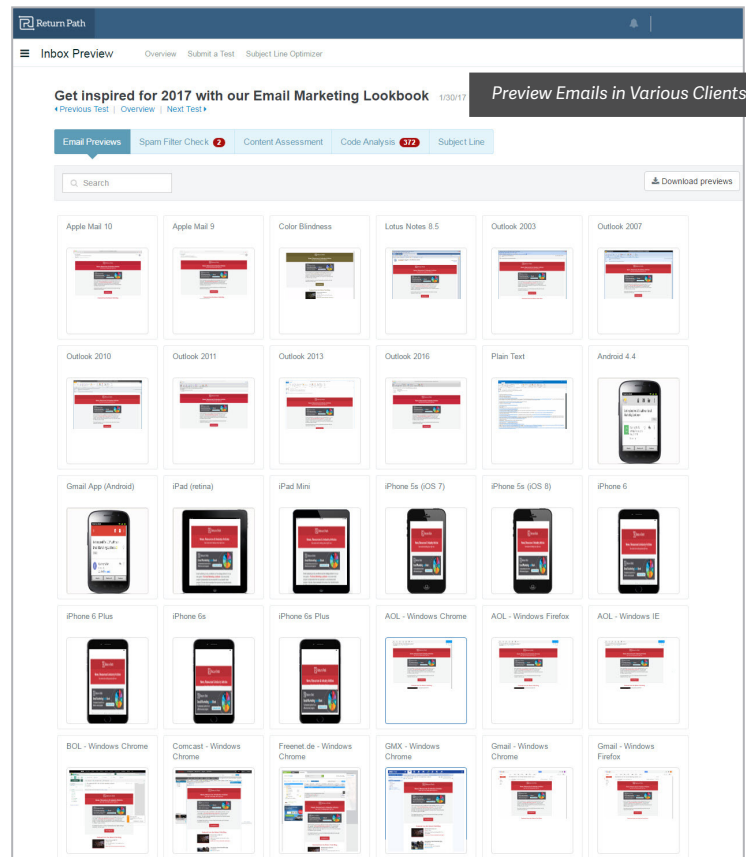
In 2016,
53.6%
of opens
were on mobile.



Engagement metrics, such as how often subscribers are opening, clicking, and forwarding messages, are being scrutinized by mailbox providers when deciding how to filter your mail.

That's why it's important to make sure your emails look beautiful across all devices, email clients, and browsers before you hit send.

With Inbox Preview, you spot problems before your customers do to avoid sending incorrect or illegible text, missing graphics, and other spam triggers. Optimizing your creative and subject line ensures your messages maximize the subscriber experience and increase conversions. Easily preview how your email will look across dozens of devices and get guidance on how to fix email rendering issues.



Inbox Preview Features

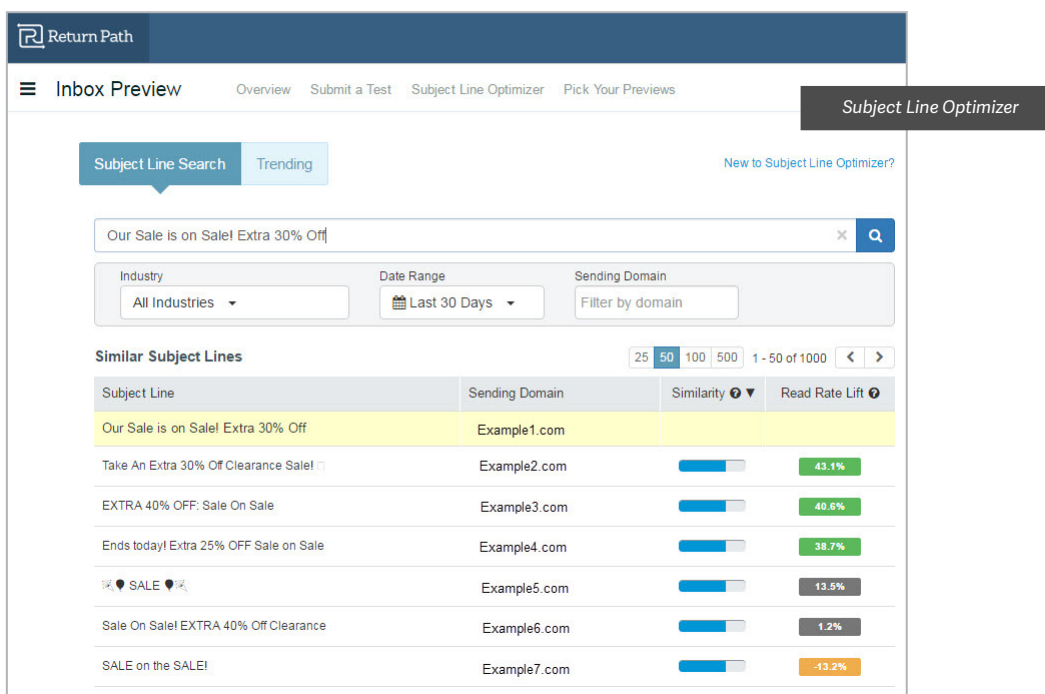
- Preview your email campaigns on the most up-to-date devices - including desktop, mobile, and webmail clients
- Access spam filter testing from mailbox providers and filtering companies - such as SpamAssassin and Gmail
- Use our content assessment to correct email client issues and validate HTML
- See what your email would look like with images disabled
- Check that your links render to the correct location
- Optimize your subject line with Subject Line Optimizer

Subject Line Optimizer

Subject Line Optimizer, located within the Inbox Preview solution, helps you drive engagement and elevate your email campaign messaging by comparing subject lines across thousands of brands and industries. No matter how compelling your email copy is or how brilliant your design, it won't be seen unless the subject line entices your audience to open. Your customers are more likely to engage with emails that have strong subject lines, influencing your email conversion rates. Use these insights to craft the perfect subject line for your unique message.

With Subject Line Optimizer you can:

- See top performing subject lines by industry
- Search by sending domain to see what others are using
- Optimize every message for maximum engagement
- Find creative inspiration when drafting subject lines
- Prepare for upcoming holiday and seasonal campaigns by looking at subject lines specific to time of year



The screenshot shows the Return Path Subject Line Optimizer interface. At the top, there's a navigation bar with 'Inbox Preview' selected. Below it, a search bar contains the text 'Our Sale is on Sale! Extra 30% Off'. To the right of the search bar is a 'New to Subject Line Optimizer?' link. Below the search bar, there are filters for 'Industry' (set to 'All Industries'), 'Date Range' (set to 'Last 30 Days'), and 'Sending Domain' (with a 'Filter by domain' button). Below these filters is a table titled 'Similar Subject Lines' with columns for 'Subject Line', 'Sending Domain', 'Similarity', and 'Read Rate Lift'. The table lists several subject lines with their corresponding sending domains, similarity scores (represented by progress bars), and read rate lift percentages.

Subject Line	Sending Domain	Similarity	Read Rate Lift
Our Sale is on Sale! Extra 30% Off	Example1.com		
Take An Extra 30% Off Clearance Sale!	Example2.com		43.1%
EXTRA 40% OFF; Sale On Sale	Example3.com		40.6%
Ends today! Extra 25% OFF Sale on Sale	Example4.com		38.7%
SALE	Example5.com		13.5%
Sale On Sale! EXTRA 40% Off Clearance	Example6.com		1.2%
SALE on the SALE!	Example7.com		-13.2%

Pick Your Previews

We have 40+ email renders for you to use - including international. If you don't need to see how your campaigns render on all of them, use our Pick Your Previews tool to select only the ones most important for you to focus on based on your subscriber list. This customizes the product just for your business and allows you to remove any that don't need your attention in design.

"Inbox Preview allows us to check our email renderings prior to each send and more than once we have caught potential major issues."



Stuart Hochwert
President at Prime Publishing LLC



Interested in learning more about
Inbox Preview? [Request a demo!](#)