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## An Email Conundrum

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If you want customers to open your emails, think carefully about the subject line. According to data from Yes Lifecycle Marketing, open rates for emails that don't mention offers or incentives in the subject line were 28% higher than those with offers mentioned. However, nearly half of all retail marketing emails reviewed for the study did have incentives, such as percentage discounts and free shipping in the subject line. Loyalty-based incentives are a different story, though. According to the study, emails with loyalty-related offers had a 9% higher open rate and 20% higher click rate compared to emails with no offers. **GP**