

Find the subject line sweet spot. [1]

October 9, 2014 by [Amy Ventura](#) [2]

Here are the stats for subject line character counts I heard today:

- 4-15 characters --> highest open rates
- 28-39 characters --> highest click-through rates

Both ranges are well below our university eComm best practices recommendation of fewer than 50 characters for your subject line. Find more tips and info in this email subject line infographic.

Display Title:

Find the subject line sweet spot.

Source URL:<https://www.cu.edu/blog/ecomm-blog/find-subject-line-sweet-spot>

Links

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