Home > How to Add/Modify a Subject Line in Pardot

## How to Add/Modify a Subject Line in Pardot II



February 10, 2023 by jennifer.mortensen [2]

When you're preparing to send your email, be sure to do so with an engaging, and ideally personalized, subject line. Follow the steps below to customize your email subject line.

1. From your email or template in Pardot, navigate to the **SENDING** tab in the top menu.

Subject Adjust your subject line as needed. Subject Line Advanced Subject Composer Congratulations, %%first\_name%%!

- 2. Pardot will open a **Subject** menu that allows you to customize your email subject.
- 3. Enter your desired subject line in the Subject Line text box.
- 4. Click Save.
- 5. Click Publish to Template.

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[1] https://www.cu.edu/blog/integrated-online-services/how-addmodify-subject-line-pardot [2] https://www.cu.edu/blog/integrated-online-services/author/13789