

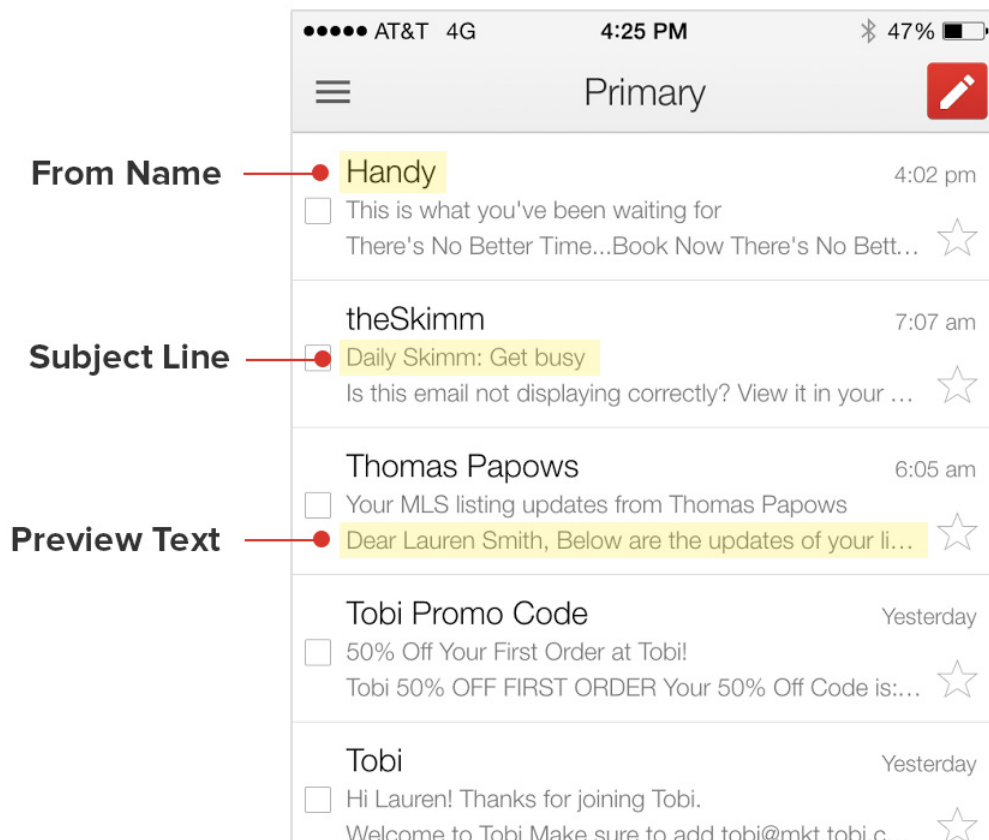
Preheader

What is the Preheader?

It is the text (100 characters max) following the **subject line** in your inbox and it can help you boost open rates, especially on mobile devices.

On smartphones the preheader is usually shown on the third line below the subject line in your inbox.

Here's an example of how the preheader looks on your smartphone:



Where can you edit the Preheader?

The preheader text is found in the Message Overview page (*Messages > Email > Saved > Overview*)



EDIT



ID 16

Subject

Any feedback on your recent order?



Preheader

71/100 characters remaining

Your feedback is important 😊

Notes

Tags

[Add new tag](#)

Select one or more tags