Acoustic - Preheaders Showing Extra Text

This article applies to Ascent360 users who use Acoustic to send emails.

Using Pre-Headers in Emails

The Pre-header is a valuable tool to display configured text in an email preview before the recipient opens the email in their email client. For example, if you want to include the date of an event titled "Day at the Beach", you could have the following:

From Name: Company ABC

Subject Line: Upcoming events at ABC

Preheader: Day at the Beach is this Friday

Occasionally, the pre-header will include extra text you didn't intend. For example, your subject line and preheader may look like:

Upcoming events at ABC Day at the Beach is this Friday ABC Corp 123 Main Street, Anytown USA Click here to change your email

Solution

To avoid unintended text appearing in the pre-header, add the block of code below are inserting the pre-header.

Please note: Acoustic will raise your spam score and cause a false positive for Bayseian Spam. This error can be ignored and Acoustic will classify it as a false positive.

```
<!-- Insert &zwnj;  after hidden preview text -->

<div style="display: none; max-height: 0px; overflow:
hidden;"> &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj; &zwnj;&nbs
</div>
```