

The Preheader is a valuable tool that allows you to set the text you would like displayed under the subject before an email is opened in the inbox.

For example, if you want to include the date of your "Day at the Beach" email in the preheader, you may configure the following:

- From Name: Company ABC
- Subject Line: Upcoming events at ABC
- Preheader: Day at the Beach is this Friday

Occasionally, the preheader will display extra text unintentionally.

For example, the pre-header may display as:

Upcoming events at ABC

Day at the Beach is this Friday ABC Corp 123 Main Street, Anytown USA [Click here to unsubscribe](#)

Another issue that is commonly seen is if the first content block on your email is an image, the preheader will show question marks.

Try the following solution to fix your preheader:

1. Insert an html block as the first block in your email.
2. Copy and paste the text below in the html block. This will create blank space that is ignored by Internet Service Providers except for within the preheader.

