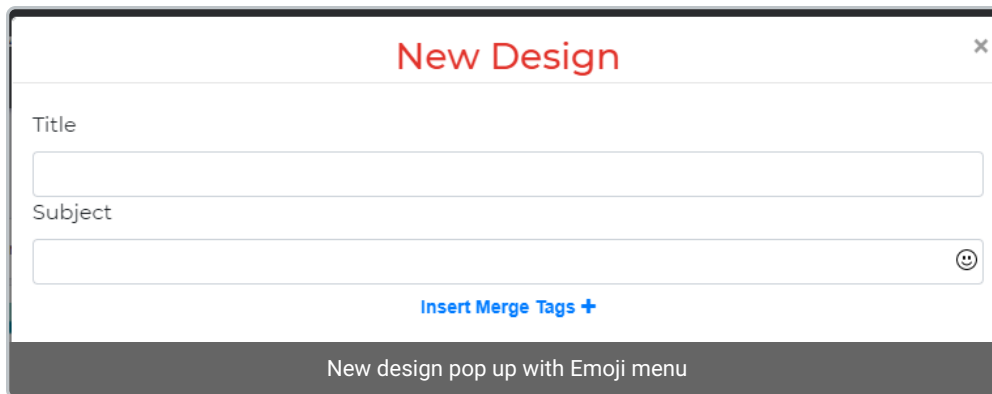


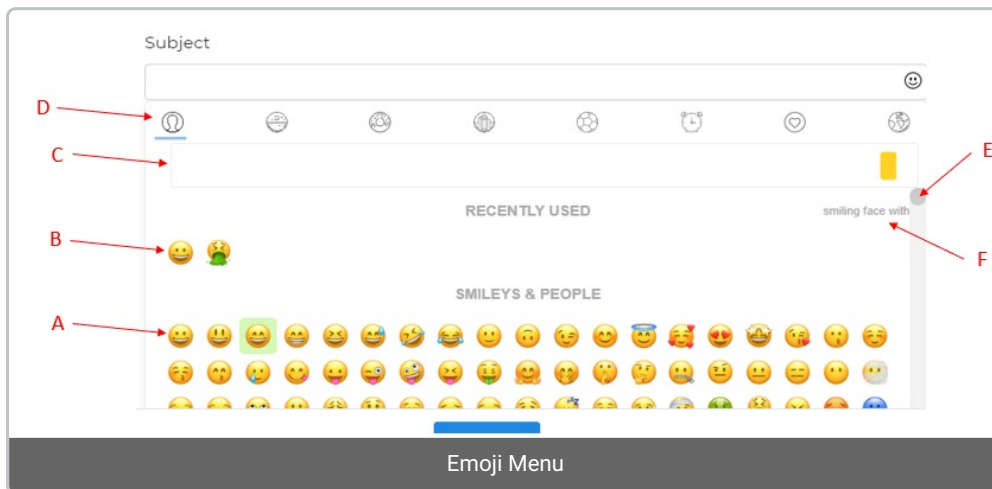
Adding Emoji in an email's subject line can lead to higher open rates and better convey the call to action of your email.

You can add emojis so email subject lines anywhere you can edit a subject line in the Ascent360 platform.

When creating a new email design, there is a smiley-face emoji icon on the right of the subject line field.



Clicking the icon expands the emoji menu. Ascent360 has more than 1800 different emoji to use in subject lines.



A. This is the list of emoji

B. Recently Used Emoji

C. Search bar to search for emojis by name or description

D. Categories: There are 8 categories of emoji

- Smileys & People
- Animals & Nature

- Food & Drink
- Travel & Places
- Activities
- Objects
- Symbols
- Flags

E. Scroll up and down the emoji list. The category icons will adjust as you scroll down the emoji list

F. Emoji name

Here are some basic tips for using emojis in email subject lines:

- Don't overdue emojis. One or two is likely good enough.
- Keep emojis relevant to the email. (A champagne glass for a New Years Eve Email would be perfect)
- Some work better than others to increase open rates, though which exact ones are up for debate.
- Most important: be aware of your audience when sending them. The younger the audience, the more receptive they are towards emojis. Sending emojis in subject lines to the wrong audience could lead to higher spam complaints and lower open rates.