

Campaign Precheck: Inbox Display

Ensuring that your email displays properly in every inbox is crucial driving the user to open! The Inbox Display step is one that can be built into your Campaign Precheck workflow; you'll review Preheader Text, sender name, and subject line. We'll show you exactly how it will appear in various inbox displays. If you've selected to access this step, it will appear first, and you'll see the screen below.

- The first field is the **Sender Name**. This is the first piece of information your subscribers will see in their inbox. The sender name should be trustworthy and recognizable to encourage more opens.



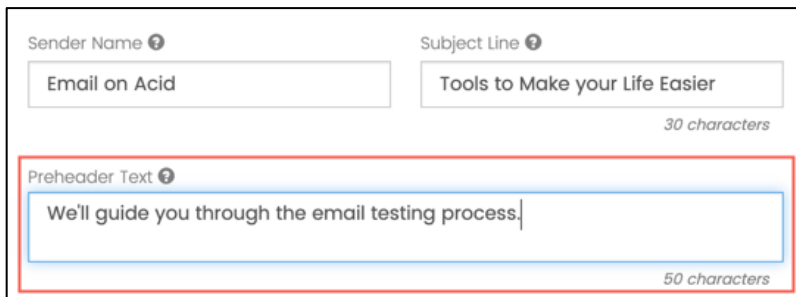
Note: **Sender Name** and **Subject Line** are for preview purposes only. This does not alter the HTML.

- The next field is the **Subject Line**. Your subject line shows the intent of the email, placing a value message at the beginning of the subject line will encourage subscribers to open the email.



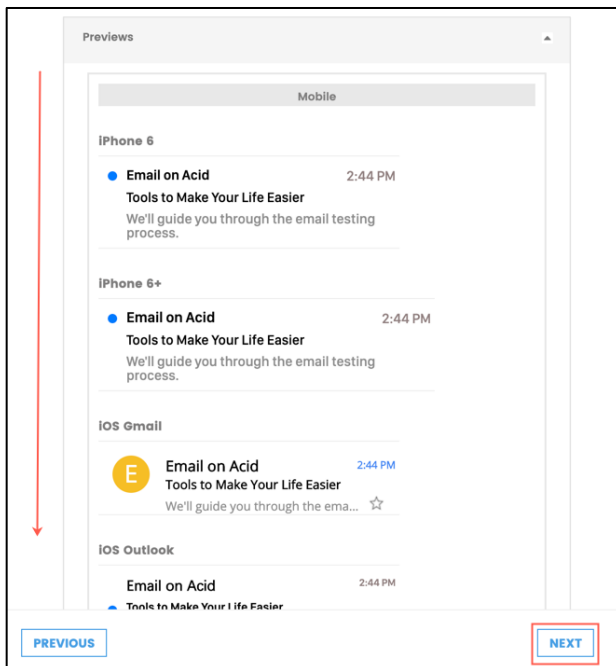
Note: As you type into these fields, they will automatically render in the previews below.

- Next, complete the **Preheader Text** field. This field is a summary that follows the subject line in the inbox preview and can give more context to subscribers before they open your email.



The screenshot shows the 'Preheader Text' field in an email editor. The field is highlighted with a red border and contains the text 'We'll guide you through the email testing process.' Below the field, it indicates '50 characters'. Above the field, the 'Sender Name' is 'Email on Acid' and the 'Subject Line' is 'Tools to Make your Life Easier' with a '30 characters' limit.

- Scroll down to view the previews. You will see previews of the fifteen most popular devices; including iPhone 6, 6+, iOS Outlook, Android Gmail, Apple Mail, Outlook 2007, Outlook 2010, Outlook 2013/2016, AOL, Gmail, Office 365, Outlook.com and Yahoo.
- Once you have completed this step, click **Next**.



Acid Test (or Tip): This feature allows you to modify your inbox display text to ensure that it reads accurately and purposefully on all devices – take some time to guess and check until you find exactly what you want!