* **I constructed eight features to evaluate each Email Subject line , So I have a quantifiable method to judge any Promotional Email Subject line,**
* **Each feature should have one value ( 0 or 1 )**

1. **Length of email subject line**

0 = if the length is short and compact 17 to 25 letter (industry standard )

1 = if the length is long (more than 7 basic words, not included preposition and punctuation )

1. **Personalization**

0 = if there is (no contact) i

1 = if there is (contact)

**Tone**

0 = if tone is formal

1 = if tone is casual

1. **Price or discount mentioning in the subject line**

0 = if there isn’t any price or discount mentioned

1 = if there is a price or discount mention in the subject line

1. **Product mentioning in the subject line**

0 = if there is not any product mentioned in the subject line

1 = if the product is mentioned in the subject

1. **Emoji**

0 = there is no emoji or picture

1 = there is emoji or picture

1. **Urgency**

0 = if there is no time limit in the subject

1 = if there is a time limit in the subject

1. **Imperative**

0 = the subject line has no imperative language

1 = there is imperative words ( Hurry , take the chance … , subscribe , get your … , open your …)