

HubSpot

# 100 Marketing + Sales Email Subject Lines We Actually Clicked



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# Introduction

306 billion.

That's the total number of business and consumer emails sent and received per day in 2020, on average.

What's more, that number is forecasted to grow to over 376 billion per day by the end of 2025.

As a marketer you're probably thinking a few things at this point:

- 1. How am I ever going to achieve inbox zero?**
- 2. Forget my inbox, how am I going to make sure our business emails stand a chance in our recipients' inboxes with all that competition taking up space?**

Well, let us start by offering you a bit of good news to take the edge off: 73% of Millennials actually prefer business communication via email.

Phew. Okay. So despite all that clutter, you've still got a shot at earning people's attention -- but it's not going to come easy. And perhaps more than ever before, your subject line has got to shine.

To help you get a sense of exactly what that means in today's modern and messy inbox, we've pulled together 100 email subject lines that we couldn't help but click. We've organized these successful subject lines into different categories within sales and marketing to help you understand what to aim for in your word choice and positioning.

But first ... a lesson in short copy.



# A Short Lesson on Writing Short Copy

You and your audience have something in common:  
You want to write less, and they want to read less.

And email subject lines -- like blog post titles, tweet, and meta descriptions -- don't take up a whole lot of space.

For this reason, you'd think they must be easy to whip up.  
Everyone is capable of stringing together a few words, right?  
Wrong.

As it turns out, writing short copy takes more than just good writing skills -- it requires a deep understanding of your target customer and a knack for translating a larger message into a few words designed to strike the right chord.

To help you train your brain to write more concisely,  
we recommend pulling up a long-form piece of content  
and running through the following steps:

**Remove adverbs, adjectives, pronouns & prepositions.**

**Replace phrases with one word.**

**Use numerals instead of writing out numbers.**



**HubSpot Academy**

**EMAIL MARKETING COURSE**

## Get Certified in Email Marketing

In HubSpot Academy's email marketing course, you'll learn all about email marketing and get real hands-on experience using HubSpot's free email tool.

**Lessons include**

[Creating a High-Performing Email](#)

[Understanding Email Deliverability](#)

[Analyzing Your Marketing Emails](#)

and more

**Start course**

## Short Copy Exercise

Below, we'll walk you through what it looks like to cut a blog excerpt down into a tweet, a meta description, and finally, a subject line.

The point of this exercise is to explore the ways in which content can be reduced without losing its purpose.

### BLOG EXCERPT

"You did it.

You've been spearheading your organization's content marketing efforts for a while now, and your team's performance has convinced your boss to fully adopt content marketing.

There's one small problem, though: your boss wants you to write and present a content marketing plan to her, but you've never done something like that before. You don't even know where to start.

Fortunately, we've curated the best content marketing plans to help you write a concrete marketing plan that's rooted in data and produces real results."



### SEE IT IN ACTION



#### TWEET

"We've curated sample content marketing plans to help you write one that produces real results: [link to article here]"



#### META DESCRIPTION

"Learn how to write a concrete content marketing plan that's rooted in data and produces results."



#### SUBJECT LINES

What to include in your content marketing plan.

The Content Marketing Plan Framework You've Wished For

Here's what your content marketing plan is missing...

Need a Content Marketing Plan? Read This.

How to Structure a Content Marketing Plan

Psttt: If you really do need help with your marketing plan, try this [free marketing plan generator](#).

# 10 Types of Subject Lines Explained (+ 100 Examples)

## MARKETING SUBJECT LINES

### 1. Promotional Subject Lines

Subject lines for promotions or limited-time offers are highly effective at getting consumers to take action.

If you want to capture the attention of your recipients, use your subject line to highlight what they stand to lose if they don't open the email.

And remember: The more valuable the offer is, the more nervous the recipient will feel about giving it up.



#### Promotional Subject Lines Examples

1. The Honey Pot Co: "Get 15% off!"
2. Figgers Wireless: "🎉 BIGGEST SALE OF THE YEAR! 50% OFF EVERYTHING!"
3. InstantBoss Club: "NEVER AGAIN SALE"
4. Sudara: "Last Day 💕 All robes 20% off"
5. Thrive Market: "Limited time only: Extra 25% off + FREE gift"
6. Julep: "Last Day to Grab an Additional 50% OFF!"
7. Charles Tyrwhitt: "Shirts for \$39 ENDS MIDNIGHT"
8. BaubleBar: "Up to 80% off for Labor Day Weekend!"
9. Boston Business Women: "FLASH SALE! 📣 Join BBW for just \$16 a month"
10. Figgers Wireless: "Reminder: Save 35% off the Figgers Smart TV today"

## 2. Curious Subject Lines

In the world of email, action often equates to better engagement rates.

A warm welcome is powerful. It can get a reader to come back again and again to your emails until they're ready to make their first purchase or contact someone from your team.

**"Curiosity keeps our mind engaged to work out the implications,"** explains [psychologist Gary Klein](#).

And in order to work out the implications, recipients need to click through to gather more information about what's there.



### Curious Subject Lines Examples

11. UX Collective: "Your fingerprints are all over the place"
12. Select All: "The Two Possible Futures of Virtual Reality"
13. Refinery29 Everywhere: "The \$1,000 hair trend with a dirty little secret"
14. Tea Collection: "🌸 Are You Ready To Spring It On?"
15. BaubleBar: "NEW (and you need it)"
16. Hiten from Product Habits: "2 hours before launch and we are still scrambling"
17. Instant Boss Club: "80 likes to 458 likes SAY WHAT?"
18. Brooklyn Boulders: "Are you taking advantage of this?"
19. Julep: "Sorry..."
20. Pocket: "How to Sleep. Sleep for Success. Why Eight Hours a Night Isn't Enough"
21. Tory Burch: "This. Is. It."
22. Apartment Therapy: "Why You Should Keep Your Clothes in the Freezer."

### 3. Funny Subject Lines

Your recipients' email inboxes are inundated with ordinary subject lines all day, every day.

So how do you pique their interest in a sea of sameness?

Humor.

But remember: When using funny email subject lines, it's important to know your audience.

While humor is a great way to appeal to your recipients' emotions and engage them in a memorable way, you want to ensure the joke resonates without offending or alienating anyone.

#### Funny Subject Lines Examples

23. Funny or Die: "Revised policy regarding jean shorts at work"

24. Dollar Shave Club: "Open up and say wowie zowie!"

25. Rakuten: "🐥 Peep Triple Cash Back deals before they're gone!"

26. Brooks Brothers: "Up to 40% off trousers & sport coats. It's a tailor-made sale."

27. Dollar Shave Club: "What to Do When You're the Sweaty, Smelly Guy at the Gym"

28. The Bouqs Company: "Pow-pop-boom-crackfsss" (Note: This was for a 4th of July sale.)

29. Groupon: "Hey... Were You Gonna Delete This?"

30. Rakuten: "🌹 Will you accept this Double Cash Back?"



## 4. Pain Point Subject Lines

These days, businesses and individuals alike are constantly looking for ways to do more, see more, and earn more. And as a marketer, it's up to you to identify the obstacles that prevent them from doing so and use those insights to position your product or service as part of the solution.

At the end of the day, people want to feel like their problems are recognized and being taken care of -- and what better place to serve up that type of assurance than right in their inbox.

### Pain Point Subject Lines Examples

31. J.Crew: "Your summer outfit dilemmas SOLVED"
32. Brooklyn Boulders: "Here's one way to meet your New Year's Resolution"
33. Terrain: "Your all-weather dining solution."
34. Qapital: "Don't think about saving. Save without thinking."
35. ByRegina: "Struggling with a business decision? I made you a 1-page framework to help."
36. Le Tote: "Monday-Friday Style Simplified"
37. Domino's: "No address? No problem. Now Domino's can deliver to over 150,000 Domino's Hotspots."
38. Matt and Kim: "Last minute gift idea from Matt but mainly Kim."
39. Vidyard: "Engaging your prospects can be hard. Video makes it easy."
40. Thrive Market: "Skip the store & shop healthy groceries from home"



## 5. Reengagement Subject Lines

Subscriber inactivity happens to the best of us. Sometimes we see loyal subscribers gradually slip away as the demands of their job increase or change. Other times we see people drop off because the content fails to meet their needs. For that reason, reengagement emails are critical to list health and maintenance.

While there are a number of ways to reengage a contact -- from highlighting an improvement in your product to promoting a discount to inviting them to revisit the items in their cart -- you have to get creative with your subject line if you want to re-spark their interest.

### Reengagement Subject Lines Examples



41. Dollar Shave Club: "Hey, did you forget to open this?"
42. The Bouqs Company: "Can You Believe It's Been a Month?"
43. Chubbies Shorts: "Lemme Teleport You Back to Your Cart. Free Of Charge."
44. The Danger Booth: '⚡️Something new (and virtual!) from The Danger Booth...'
45. ClassPass: "New things are happening!"
46. Julep: "A special gift to say we're thankful for you."
47. Rakuten: "Looks like you forgot something"
48. Marriott Rewards: "We've missed you, [Name]! Please come back!"
49. Dote Shopping: "Your shopping bag misses you."
50. Star Market: "Exciting changes are on the way!"

## 6. Emoji Subject Lines

Emojis have quickly become powerful communication tools, making it easier for businesses to convey emotion in situations where they are strapped for space.

Aside from the fact that emojis create contrast in your recipients' inbox, research has found that emoji usage can actually help make your message more memorable:

According to Experian, [56% of brands using emojis in subject lines](#) had higher open rates.

When it comes to selecting the perfect emoji for your subject line, it's best to do some testing of your own, though research from HubSpot's social team revealed the following emojis lead to the most link clicks:

RANK	EMOJI	NAME
1	🐙	Octopus
2	🐴	Horse Head
3	👖	Jeans
4	🍒	Cherries
5	🚂	Steam Locomotive
6	🚩	White Flag
7	🌉	Bridge at Night
8	🆓	Free Sign
9	👉	Backhand Index Finger Pointing Down
10	🎫	Admission Ticket



### NOTE

Some browsers do not support the use of emoji, so they might not display properly.

Make sure to test by previewing your email in other clients, and be as clear as possible in your subject lines by not replacing important words with emojis.

## Emoji Subject Lines Examples

51. BaubleBar: "April showers bring ⚡⚡"

52. Unsun Cosmetics: "Welcome to Unsun! ☀️☀️"

53. Cat & Nat: "Whoa. We have a lot to share with you tonight 😱"

54. ClassPass: "Go from 🌱 to 🏃 for just \$4"

55. UNLAX Candles: "We're feeling lucky + generous! 🎉🎉"

56. Yummly: "🍓 Berry impressive summer recipes"

57. IMPACT Branding & Design: "IMPACT Live: Last week to save 💰"

58. Hotjar: "Customise your visitor feedback experience 😊😊😊"

59. Sudara: "Look good, do good and feel good 💐 20% off all robes"

60. Tea Drops: "A Little Welcome from Tea Drops Inside! ✨"



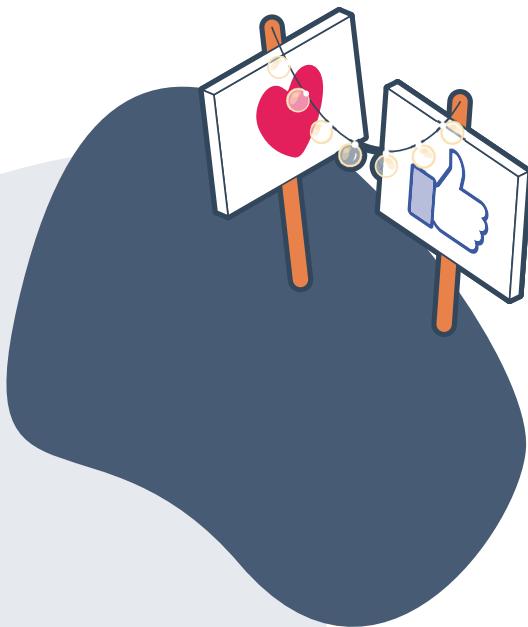
## 7. Social Proof Subject Lines

Social proof is the idea that people will adapt their behavior according to what other people are doing.

When we see a line of customers waiting to eat at a restaurant or a photo of a celebrity drinking a certain brand of coffee, it lends an air of gravitas and quality to the product, doesn't it? But there's more to it than that.

In fact, [according to Buffer](#), there are actually six different types of social proof: Expert Social Proof, Celebrity Social Proof, User Social Proof, "Wisdom of the Crowds" Social Proof, "Wisdom of your Friends" Social Proof, and Certification Social Proof. While the type of social proof you employ in your subject line will depend on the offer you're promoting, the key is to focus on removing doubt by highlighting evidence.

### Social Proof Subject Lines Examples



61. Patagonia: "Top reviewed styles from customers like you"
62. HelloFresh: "Pssst... your friends are cooking up a storm!"
63. GolfNow: "You deserve some golf this week (top picks inside)"
64. Yummly: "Simple recipes from popular chefs"
65. BaubleBar: "The ring sold out in 3 days is BACK!"
66. Lenny: "Rachel McAdams and Rachel Weisz on the Female Gaze"
67. Inc: "18 Habits Highly Successful People Have (And the Rest of Us Probably Don't)"
68. Adobe: "Adobe named a Leader in customer analytics"
69. Instant Boss Club: "See what our clients are saying..."
70. Reveille Trading Co: "Don't keep it to yourself."

## 8. Personalized Subject Lines

Personalization is important to today's consumer. 72% of shoppers report only engaging with personalized messaging and consumers overall are seeking out tailored shopping experiences. Since most email marketing platforms allow for smart personalization tokens where you can pull in the recipient's name, company name, region, and more, you have the power to get clever with subject lines, from local weather to product recommendations.

### Personalized Subject Lines Examples

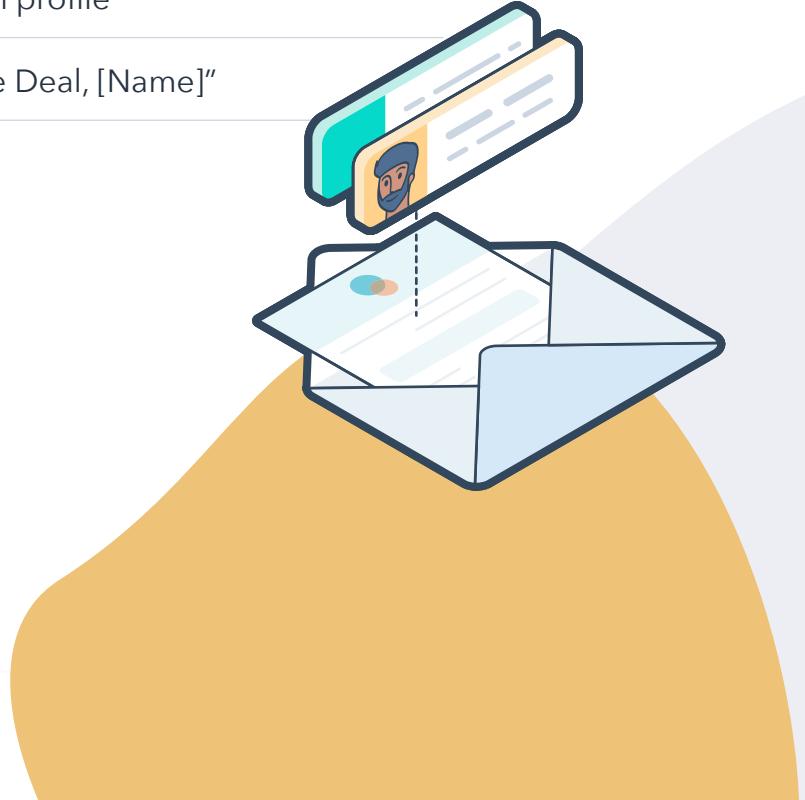
71. Verizon Wireless: "[Name], get our skincare faves FREE!"

72. Posh Candle Co: "Time to get lit [Name]"

73. NUDESTIX: "[NAME], have you tried our NEW Hydra-Peptide Lip Butter? 🥑🍋🌿

74. LinkedIn: "[Name], people are looking at your LinkedIn profile"

75. Vail Resorts: "Come Back This Winter With an Exclusive Deal, [Name]"



## 9. Welcome Subject Lines

Email newsletters see an average open rate of 22%! For marketers, you know this is great engagement. Additionally, Vox found that their newsletter subscribers spend longer on their website.

Offering an email subscription is a great way to get potential customers into your database and interacting with your brand. To further engage your subscribers once they do hand over their precious email address, create a compelling subject line to welcome them to your communications.

### Welcome Subject Line Examples

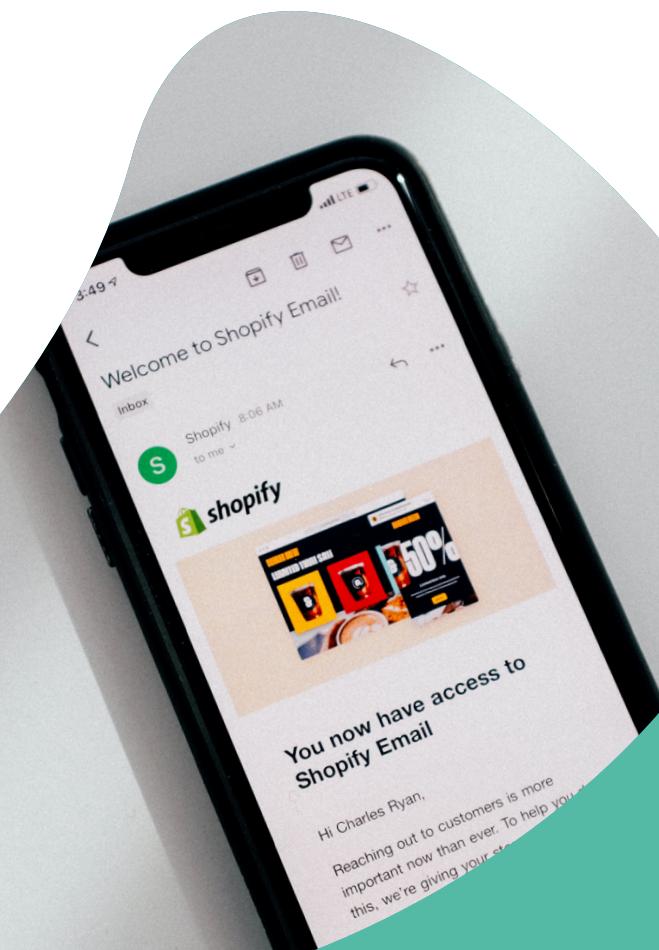
76. McBride Sisters Co: "Thanks for subscribing to our newsletter!"

77. Mayvenn Hair: "Open this for \$20 off"

78. Proper Gnar: "The latest news from Proper Gnar: Subscription Confirmed"

79. Bread Beauty Supply: "Let's get this BREAD 🍞"

80. S'well: "Welcome to S'well! Your offer is waiting"



## SALES SUBJECT LINES

### 1. Problem-Based

In Sales, a major goal is to address a problem your prospect is facing. Use your prospect's most important goals or metrics to grab their attention. For example, 'Hey! How can I help you improve your email open rates?'

Here are problem-based sales subject lines from various phases in the buyer's journey that made us want to learn more. Sales subject lines often incorporate marketing best practices like driving curiosity, using personalization, and directing the reader to pain points they need solved.



### Problem-Based Subject Line Examples

81. PosiRank: "Would You Like Posirank to Put Money in Your Pocket?"
82. CoSchedule: "Write better headlines TODAY"
83. Unstack: "Are you publishing the right types of blog posts?"
84. Crafter's Box: "Make a mid-week creative comeback"
85. Trend Built: "How to increase your Instagram Story views"
86. Shopify: "New Guide: How to grow retail during COVID-19"
87. Built In NYC: "How Startups Can Address Stress Before It Becomes an Issue"
88. Frase: "Reduce Content Creation Time by 40% with Frase Content"
89. WordStream: "5 Tips to Navigate the Sunsetting of Modified Broad Match"
90. Bloomingdales: "Need something today? Pick it up curbside or get it with same-day delivery!"

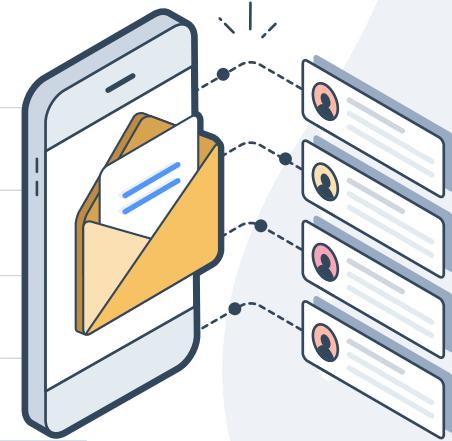
## 2. Follow-Up

During the sales process, you'll need to reach out more than once. By sending a follow up email, you can improve open rates by 4%.

Here are examples of ways to follow up with sales prospects after sending a first communication, after the prospect takes an action on your website, or after they sign up for emails.

### Follow-Up Subject Line Examples

91. Calendly: "How are you liking Calendly?"
92. Fenty Beauty: "Give your Pro Filt'r coverage a lil boost for only \$15!"
93. VIM Fitness: "Reminder: Schedule your FREE FITNESS ASSESSMENT!"
94. White Dog Cafe: "Reminder: Now selling Easter Dinner To Go for 6"
95. GoFullPage: "GoFullPage Premium trial ending soon"
96. Upwork: "[Name], need measurable results right now?"
97. Mangools: "Extend the power of Mangools in your browser 🚀"
98. Nurses Service Organization: "Renew Today. Protect Your Career."
99. Shutterfly: "(4) complimentary items are waiting for you, including an easel back canvas"
100. GoDaddy: "It's time to upgrade your website."

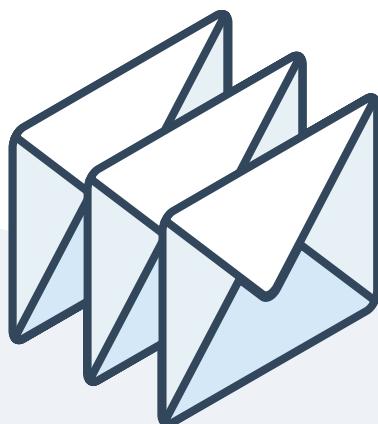


# Conclusion

To ensure your email promotion efforts make an impact, you need to invest time to get the subject line just right. After all, if your emails are left unopened, your content will never earn the recognition it deserves.

We hope that the examples in this guide helped to spark some fresh, new ideas for your next subject line. And we recommend subscribing to the mailing lists for a couple of the brands we featured to keep the inspiration coming. While there is no exact science when it comes to writing a clickable subject line, there's a lot that can be learned by keeping tabs on the subject lines that drive you to take action.

**Happy emailing!**



## Email Marketing Tools

Optimize your email marketing and maximize email engagement using HubSpot.

**With HubSpot's email marketing tools, you can:**

Personalize emails

Design marketing emails with beautiful templates

A/B test emails and optimize

Improve open/click through rates

Increase email engagement

**Get started**

A screenshot of the HubSpot Email Marketing tool. The interface shows a template editor on the left with sections for 'Content' and 'Design'. It includes a 'Add content' section with icons for Text, Image, Button, Divider, and Social links. To the right, a preview window displays a blue-themed email with the text 'Thanks for requesting "Zero Budget Growth"' and an image of a book titled 'a guidebook for ZERO BUDGET GROWTH tools and templates'. The top of the screen shows navigation buttons like 'Edit', 'Settings', 'Send or Schedule', 'Preview', and 'Test'.