

Campaign Precheck: Inbox Display

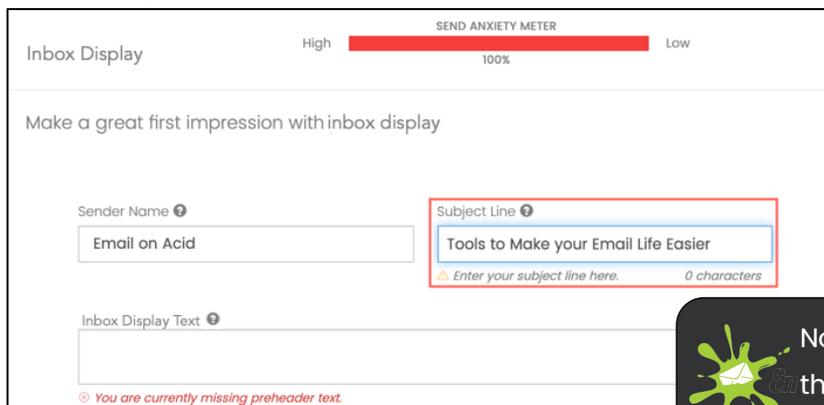
Ensuring that your email displays properly in every inbox is crucial driving the user to open! We'll start here by having a look at how it will appear in various inboxes. The Inbox Display step is one that can be built into your Campaign Precheck workflow. If you've selected to access this step, it will 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.



Inbox Display SEND ANXIETY METER
High Low
100%

Make a great first impression with inbox display

Sender Name

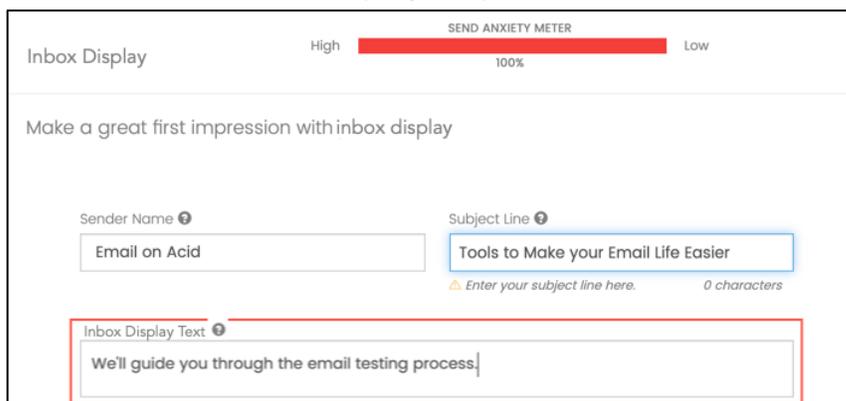
Subject Line
Enter your subject line here. 0 characters

Inbox Display Text
You are currently missing preheader text.



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

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



Inbox Display SEND ANXIETY METER
High Low
100%

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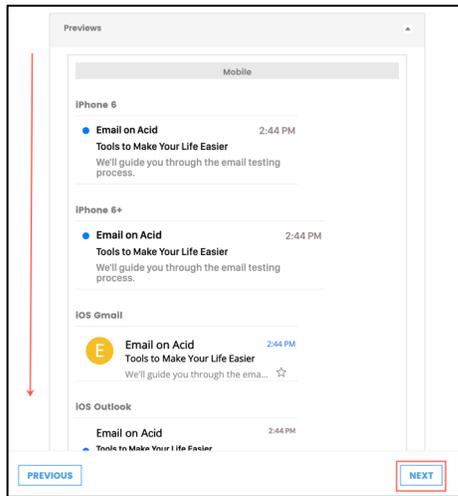
Sender Name

Subject Line
Enter your subject line here. 0 characters

Inbox Display Text

- 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!