

Adobe Campaign features powered by Adobe Sensei

Adobe Campaign empowers you to create and manage digital campaigns that span all channels with coordinated, compelling offers that speak to your audience in relevant ways.

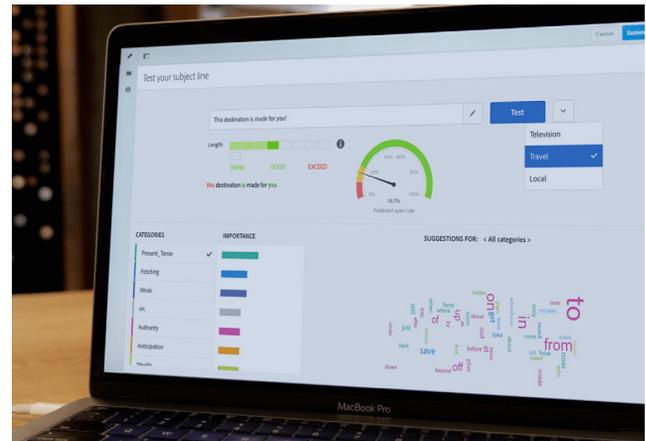
Campaign gives you an intuitive, drag-and-drop visual UI that lets you build, explore, and execute campaigns from any device. Predictive Subject Line, powered by Adobe Sensei, provides analysis and guidance for a key element of any digital marketing campaign: crafting compelling subject lines for campaign messaging.

Predictive Subject Line

It's a given that the vast majority of campaign emails are never opened. As a marketer, you're faced with the daunting task of capturing your customer's attention—and you've got to do it in the space of a single line: just a few words to express the essence of what you're offering in a way that interests, even compels the customer to find out what you've got to offer. What goes into an effective email subject line?

We've all got an intuitive sense of this. But what we find compelling may not be what our customers do, and without some kind of guidance, we're merely guessing at what's going to work. Predictive Subject Line can tell you, when you're writing the subject line, what kind of performance you're likely to get and what factors are affecting that performance so you can fine-tune your subject line before you send that campaign email.

Predictive Subject Line begins with a model. Once your model is trained or imported, the Test subject line feature becomes available in Adobe Campaign. Predictive Subject Line performs a deep analysis of past emails in your model, evaluating the words used in subject lines and correlating them with performance. Predictive Subject Line also categorizes words based on the topical categories and analyzes the length of email subject lines. All these factors go into a predicted open rate calculated for you and displayed in the Test your subject line window.



In the Adobe Campaign UI, your predicted open rate includes a rundown of the categories in your model most relevant to your subject line, and for those categories, suggestions for words you can use to increase your predicted open rate. Swapping in those words in your subject line, you can rerun the test as much as you like to fine-tune your subject line until you achieve the predicted open rate you want.

Find out more about [Predictive Subject Line in the Adobe Campaign documentation](#).

Conclusion

With the Sensei-driven power of Predictive Subject Line, you have an effective tool for eliminating the guesswork of creating email subject lines, replacing it with a data-driven process that will only continue to improve as you send more emails.