## Good Email Subject Line Examples

- **What's the truth about PC-based control?** – spikes curiosity
- **Boost case packing efficiency on your snack line** – direct, to the point
- **Reduce your palletizing footprint by 50% with cobots** – solution and metric
- **New rotary filling machines for your next project** – direct, to the point
- **How to boost your case packing efficiency** – spikes curiosity, solves a problem
- **Short on space? Try cobot palletizing** - spikes curiosity, solves a problem

## Bad Email Subject Line Examples

- **Watch new [product name] with improved motion control** – The recipient most likely has no idea what the product is, so there is nothing it solves and no benefit to them.

- **New [company name] Developer Videos: learn JSON, context storage and data tables…** - Too long and nothing in the subject line directly points to any benefit or solution.

- **Discover how [product name] is perfect for you** - The recipient most likely has no idea what the product is, so there is nothing it solves for them.

- **[Product name] Platforms Powering AI at the Edge** - The recipient most likely has no idea what the product is, so there is nothing it solves for them.

- **2021 Node Counts, Hanover Fair Preview, 2 New Webinars, & More** – Too long and nothing in the subject line directly points to any benefit or solution.