

## Kahuna's AI-Powered Subject Line Optimization

Improve Your Open Rates & Customer Engagement Today

### Product Highlights

Provides real-time subject line scoring for instant feedback

Delivers better subject lines on Day 1 by using industry-specific data on word choice performance

Improves over time as the engine learns the unique messaging of your business

### Why You Need It

**The Problem:** Your emails don't stand out and, consequently, your open rates are poor.

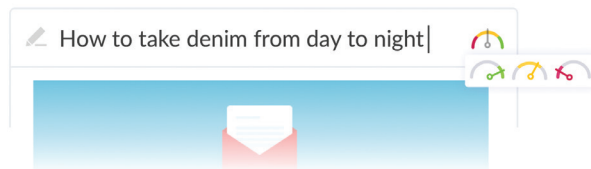
When you send a promotional email, it's fighting against two truths:

- The average person receives **88 emails per day**. The inbox is cluttered and the only thing that has the potential to draw the eye is your subject line.
- **Nearly half—47%—of people** decide whether to open or discard an email based exclusively on the content of the subject line.

Both the volume of emails and the relevancy of the subject lines are impacting your email conversion. While you can't do anything about the volume of emails received, you can control the language in your subject lines. With open rates dwindling to a paltry average of 19%, optimizing this language is no longer a nice-to-have; it's a necessity.

**The Solution:** Improve open rates using Kahuna's AI-Powered Subject Line Optimization

Using data collected from billions of messages, Kahuna's AI-Powered Subject Line Optimization automatically scores subject lines as you type. This enables you to send more effective email messages to achieve the highest open rate possible. And the more messages you send, the more Kahuna's machine learning engine understands how to improve your messaging.



## Why Kahuna's approach to subject lines is superior to other platforms

- ✓ **Real-Time Feedback:** Kahuna's AI-Powered Subject Line Optimization optimizes your subject line as you type, ensuring you know exactly which subject lines work and which don't—before you hit "send."
- ✓ **Test Multiple Variants:** In addition, Kahuna's AI-Powered Message Variant Optimization also helps optimize subject lines by performing an ongoing test of 5 or more subject line variants (not 2 like most other vendors). It automatically detects which variant is driving the highest engagement and always favors the best-performing variant, even if it changes over time.



To learn how Kahuna can optimize your subject lines and vastly improve your email open rates, contact us at [info@kahuna.com](mailto:info@kahuna.com).

Kahuna Customers

