

The dos and don'ts of creating eye-catching emails

Every company dreams of having free SMTP email services that consistently deliver attention-grabbing emails to their customers. But many spend big bucks to get results only to be disappointed when they review analytics later. The key to getting it right is in understanding what people find engaging, and designing emails according to that knowledge.

ReachMail and computational neuroscience firm EyeQuant recently used special software to evaluate a number of email campaigns. The campaigns were rated based on clarity, excitingness and an attention heat map. In other words, EyeQuant's software anticipates what people will like or dislike in particular email campaigns, and what they'll respond to.

[View the full article and infographic here.](#)

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