Using Symbols in Subject Lines

Recently, you might have seen some interesting symbols appearing in your inbox. Unicode Symbols have started to make an appearance in subject lines and Digital marketers are using them to their benefit to get noticed in a sea of text based subject lines. We tested the symbols below in different email clients on both PC and Mobile.

If you would like to use any of the symbols below, you can copy and paste them into your subject line inside CONNECT.

If you are looking for other symbols, click here for a great search engine that will find symbols based on words.

Symbol	Description	Unicode	Outlook (2003+)	Thunderbird	iMail 4	Webmail *	iPhone (iOS 5)	Android 2.2	Android 4.0	Blackberry (OS 7.1)
â™	Spade	U+2660	Works	Works	Works	Works	Works	Works	Works	Works
â™£	Clover	U+2663	Works	Works	Works	Works	Works	Works	Works	Works
â™¦	Diamond	U+2666	Works	Works	Works	Works	Works	Works	Works	Works
â™¥	Heart	U+2665	Works	Works	Works	Works	Works	Works	Works	Works
?	Male Symbol	U+2642	Works	Works	Works	Works	Works	Works	Works	Works
?	Female Symbol	U+2640	Works	Works	Works	Works	Works	Works	Works	Works
¤	Sun	U+263C	Works	Works	Works	Works	Works	Doesn''t Work	Works	Works
?	Black Smiley	U+263B	Works	Works	Works	Works	Works	Doesn''t Work	Doesn''t Work	Works
?	White Smiley	U+263A	Works	Works	Works	Works	Works	Doesn''t Work	Works	Works
â—Š	Lozenge	U+25CA	Works	Works	Works	Works	Works	Works	Works	Works
?	Left Arrow	U+25C4	Works	Works	Doesn't Work	Works	Works	Doesn't Work	Doesn't Work	Works

?	Down Arrow	U+25BC	Works	Works	Works	Works	Works	Works	Works	Works
?	Right Arrow	U+25BA	Works	Works	Works	Works	Works	Doesn''t Work	Works	Works
?	Up Arrow	U+25B2	Works	Works	Works	Works	Works	Works	Works	Works
?	Single Music Note	U+266A	Works	Works	Works	Works	Works	Doesn''t Work	Works	Works
?	Double Music Note	U+266B	Works	Works	Works	Works	Works	Works	Doesn''t Work	Works
?	Sharp	U+266F	Works	Works	Works	Works	Works	Doesn''t Work	Works	Works
?	Clear Bullet	U+25CB	Works	Works	Works	Works	Works	Works	Works	Works
?	Black Bullet	U+25CF	Works	Works	Works	Works	Works	Works	Works	Works
®	Registered Symbol	U+00AE	Works	Works	Works	Works	Works	Works	Works	Works
â„¢	Trademark Symbol	U+2122	Works	Works	Works	Works	Works	Works	Works	Works
©	Copyright Symbol	U+00A9	Works	Works	Works	Works	Works	Works	Works	Works

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