



TRAINING GUIDE



# Symbols Guide

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## Listrak's Guide Subject Line Symbols by Email Client

In Listrak, you have the option to include symbols in the subject line. Depending on the email client, these symbols may render differently. Below is a list of common email clients with examples of how the symbols appear.

[Outlook 2010](#)

[Outlook.com](#)

[Comcast](#)

[Gmail](#)

[Yahoo](#)

[AOL](#)

[Android](#)

[iOS \(iPhone/iPad\)](#)

[Windows](#)



# Outlook 2010

all symbols render correctly; color does not change

# Outlook.com

all symbols render correctly; color changes based upon specific symbol



# Comcast

all symbols render correctly; color does not change

# Gmail

all symbols render correctly; color does not change



Yahoo

all symbols render correctly; color does not change

AOL

turns the 8<sup>th</sup> symbol into 2 ?; color does not change



# Android

only the yellow symbols render correctly; color does not change



## iOS (iPad/iPhone)

all symbols render correctly; color changes based upon specific symbol



# Windows Phone

all symbols render correctly; color changes based upon specific symbol