When is the best time to send an email marketing campaign?

Here are the two performance indicators we used to analyze engagement for each industry:

1. **Percentage of the overall weekly volume of clicks**
2. **Percentage of the overall daily volume of clicks**

Here’s what we learned broken down into the 6 most common kinds of businesses:

- **Marketing Services**
- **Average eCommerce**
- **Average NGOs (Nonprofits)**
- **Software/SaaS**
- **Offline Retail/ Hospitability**
- **Average Professional Services/B2B**

**Key Takeaways**

- **Conclusion:** The optimal time to send an email will depend on what type of business you have.

**Methodology**

We analyzed millions of our customers’ email campaigns to find the answer.

**Find the right results for your business!**