



# WHEN IS THE BEST TIME TO SEND AN EMAIL MARKETING CAMPAIGN?

## FIND THE RIGHT RESULTS FOR YOUR BUSINESS!

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

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



eCommerce



Software /SaaS



Marketing Services



Offline Retail/ Hospitality



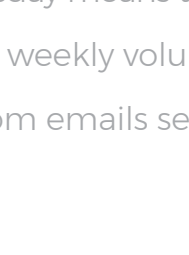
Professional Services/ B2B



NGOs (Nonprofits)

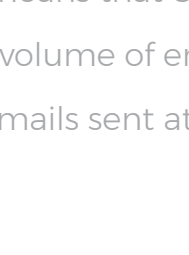
## METHODOLOGY

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



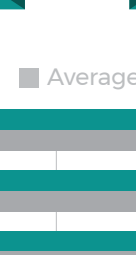
### % Open Volume:

Percentage of the overall volume of opens for emails sent during a specific period. For example, 20 percent "open volume" for Tuesday means that 20 percent of the overall weekly volume of email opens came from emails sent on Tuesday.

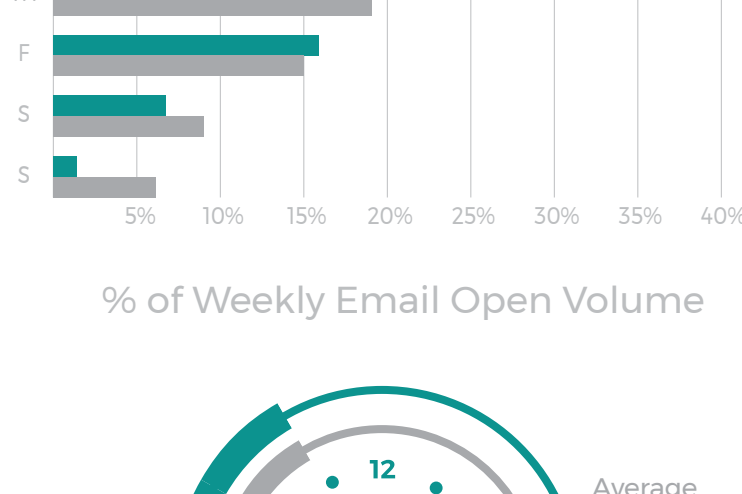


### % Click Volume:

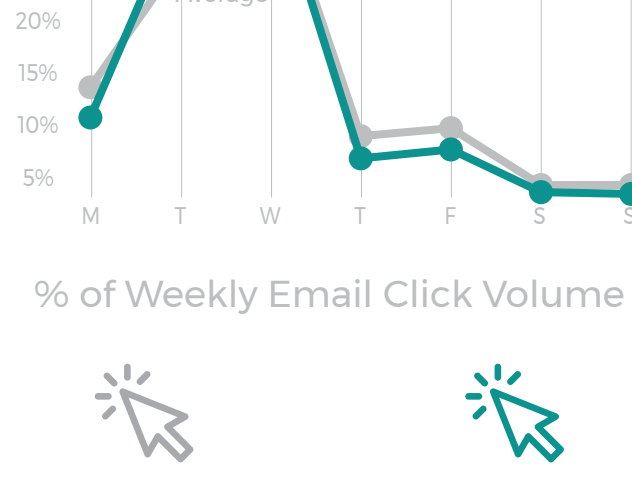
Percentage of the overall volume of clicks for emails sent during a specific period. For example, 8 percent "click volume" for 10:00 AM means that 8 percent of the overall daily volume of email clicks came from emails sent at 10:00 AM.



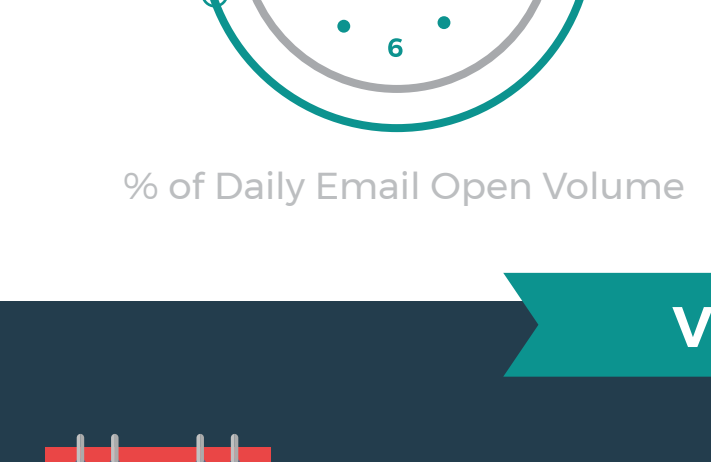
## eCommerce



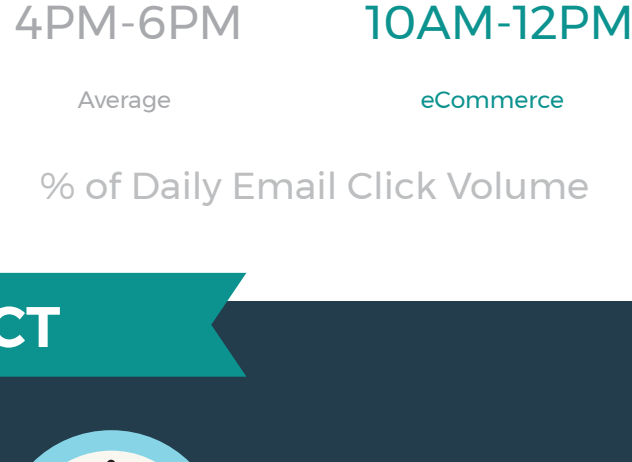
% of Weekly Email Open Volume



% of Weekly Email Click Volume



% of Daily Email Open Volume



% of Daily Email Click Volume

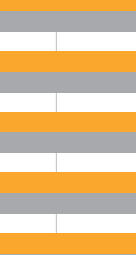
## VERDICT



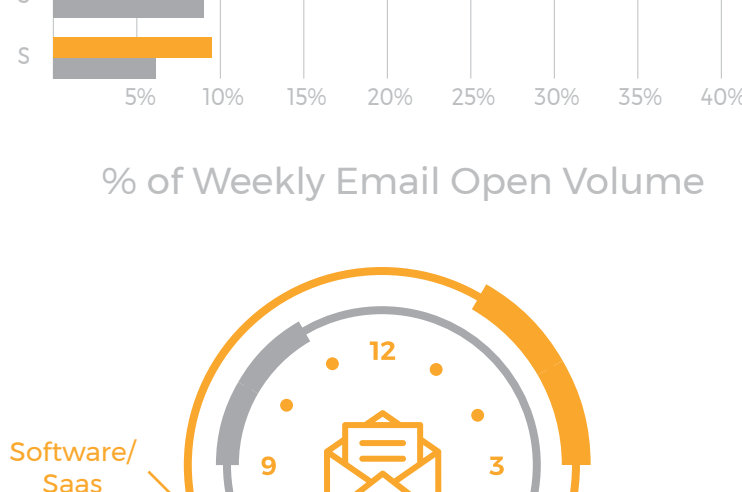
Best Day to Send:  
**WEDNESDAY**



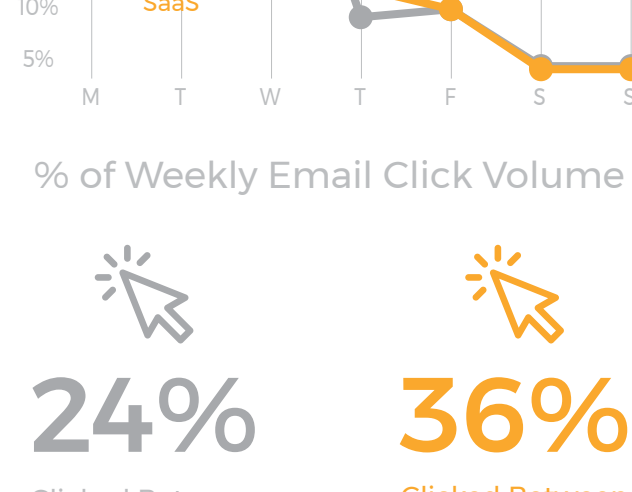
Best Time to Send:  
**10:00AM**



## Software/SaaS



% of Weekly Email Open Volume



% of Weekly Email Click Volume

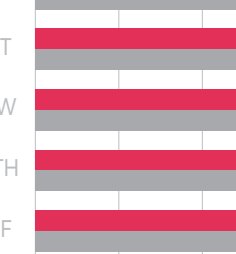


% of Daily Email Open Volume

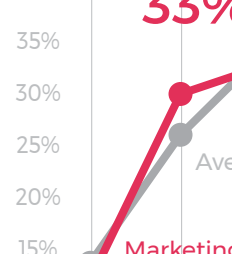


% of Daily Email Click Volume

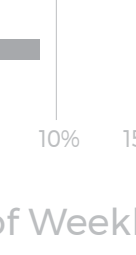
## VERDICT



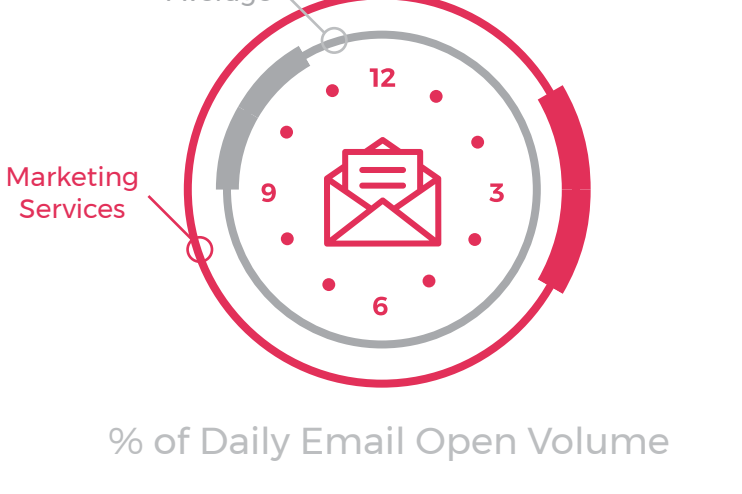
Best Day to Send:  
**WEDNESDAY**



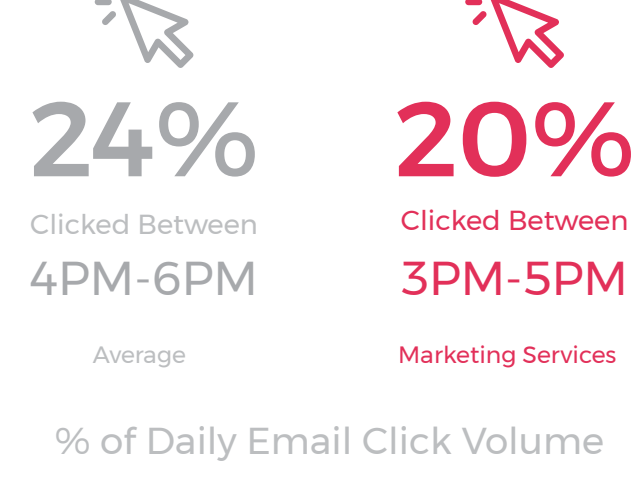
Best Time to Send:  
**2:00-3:00PM**



## Marketing Services



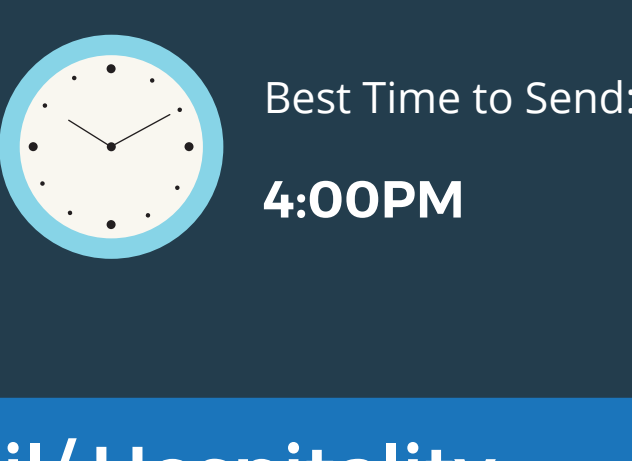
% of Weekly Email Open Volume



% of Weekly Email Click Volume

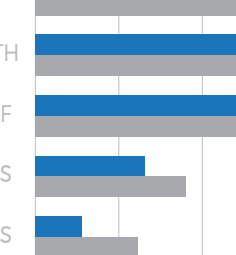


% of Daily Email Open Volume

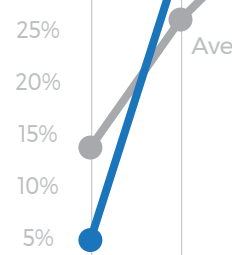


% of Daily Email Click Volume

## VERDICT



Best Day to Send:  
**WEDNESDAY**



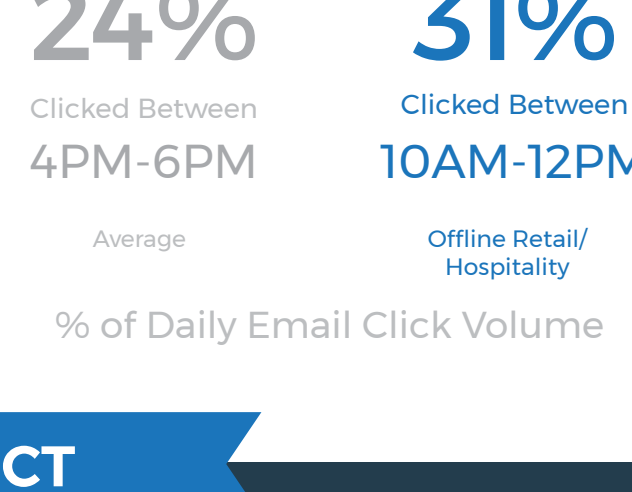
Best Time to Send:  
**4:00PM**



## Offline Retail/ Hospitality



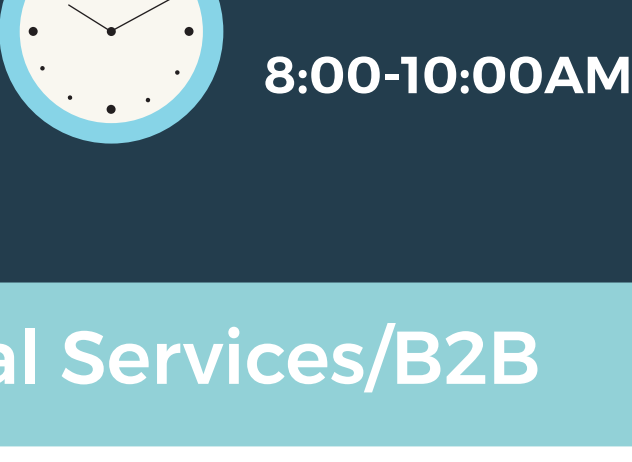
% of Weekly Email Open Volume



% of Weekly Email Click Volume

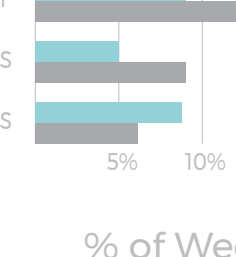


% of Daily Email Open Volume

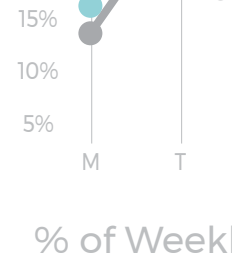


% of Daily Email Click Volume

## VERDICT



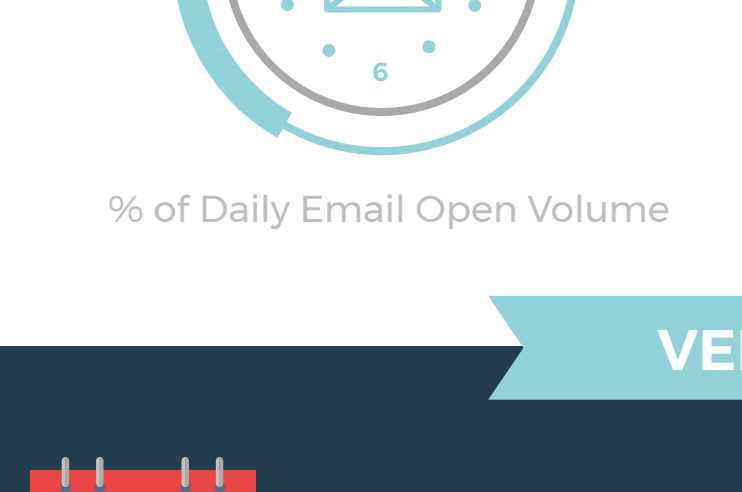
Best Day to Send:  
**THURSDAY**



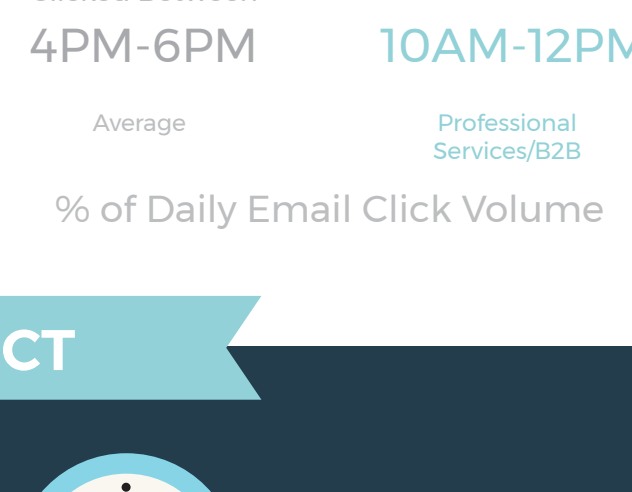
Best Time to Send:  
**8:00-10:00AM**



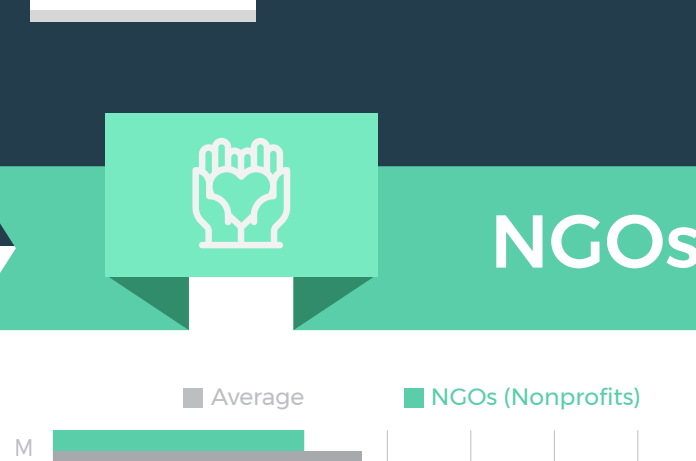
## Professional Services/B2B



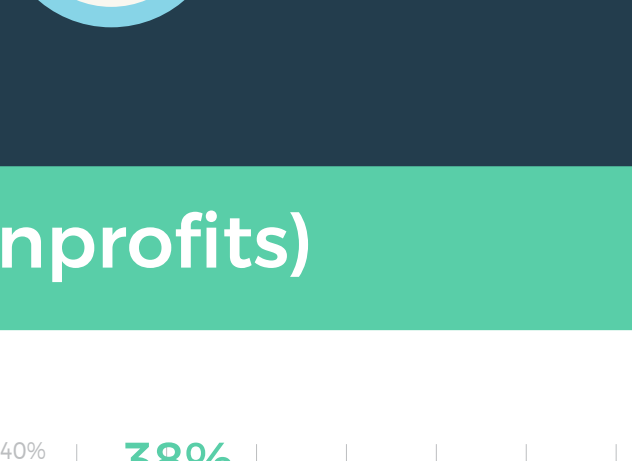
% of Weekly Email Open Volume



% of Weekly Email Click Volume

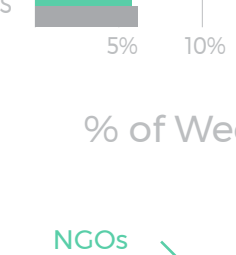


% of Daily Email Open Volume

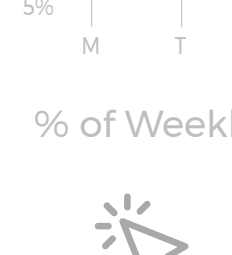


% of Daily Email Click Volume

## VERDICT



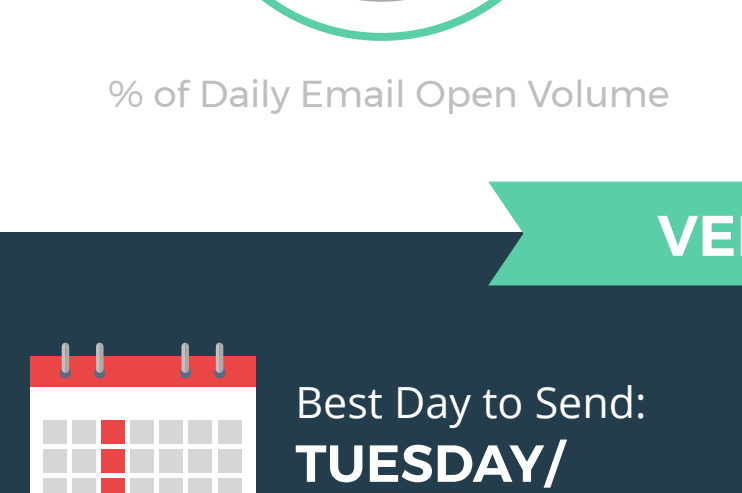
Best Day to Send:  
**TUESDAY**



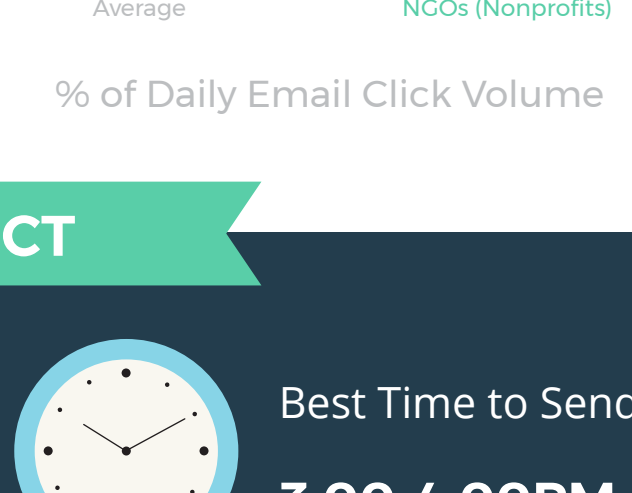
Best Time to Send:  
**8:00-10:00AM**



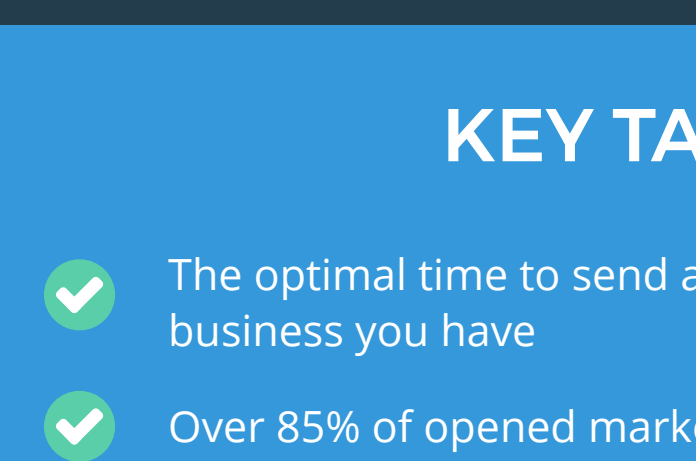
## NGOs (Nonprofits)



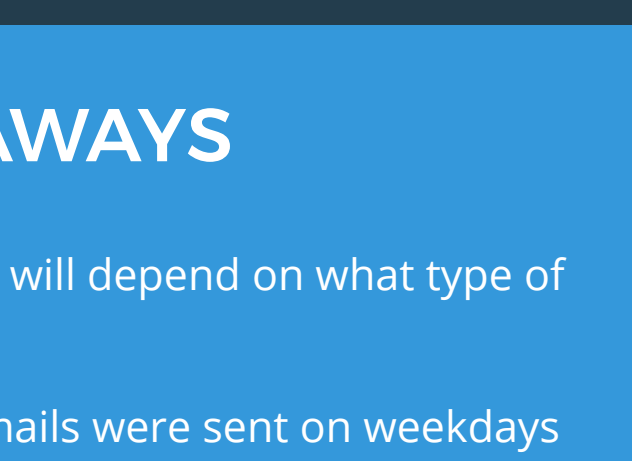
% of Weekly Email Open Volume



% of Weekly Email Click Volume



% of Daily Email Open Volume



% of Daily Email Click Volume

## VERDICT



Best Day to Send:  
**TUESDAY/ WEDNESDAY**



Best Time to Send:  
**3:00-4:00PM**

## KEY TAKEAWAYS

- ✓ The optimal time to send an email will depend on what type of business you have
- ✓ Over 85% of opened marketing emails were sent on weekdays
- ✓ Over 90% of marketing emails that received clicks were sent on weekdays
- ✓ In general, it's better to send email campaigns in the middle of the week between Tuesday and Thursday
- ✓ Email engagement is generally best for emails sent mid-morning at 10:00 or mid-afternoon at around 2:00

[READ THE FULL ANALYSIS](#)