Best time to send – Time and day analysis

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Best time to send – Time and day analysis

Challenge

Time and day analysis *(TDA)* predicts when to send emails to maximise impact. M&S Bank marketing department wanted to know when was the best time to send a newsletter in order to optimise overall engagement sperformance.

Solution

Our data science team ran a time and day analysis *(TDA)* on the existing customer data. The team used a logistic regression model that takes real campaign data to predict results which then provides a 'score' for each cell *(hour and day)* and we used this score to create five different classes *(quantiles)*:

- Very good
- Good
- Neutral
- Bad
- Very bad

From the predicted score, we take the mean within each class.

The output involved creating a reusable solution to dynamically send emails at the correct time based on segments using the 'best time to mail' information that was established. Allocated send times were incorporated into the campaign workflow and where there was not enough data for a customer they were flagged with the time that is identified as the best performing.

We employed time and day analysis to determine the best time to send.

- Through TDA we looked at email campaign performance over time in order to determine when customers are more inclined to engage

- Provided TDA heat maps that were created to show optimal times to send

Generated a 100% increase in engagement *(both opens and clicks)*

TDA has been rolled out across each product

This has now evolved into 'send time optimisation' that will send at an individual customer's preferred time

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