



The Best Time to Send Emails

A person wearing a grey sweater is holding a smartphone. A large blue diamond is overlaid on the image, containing white text. The background is a blurred office or workspace.

Take Advantage of
Mass Email Timing
Features



When is the best time to email?

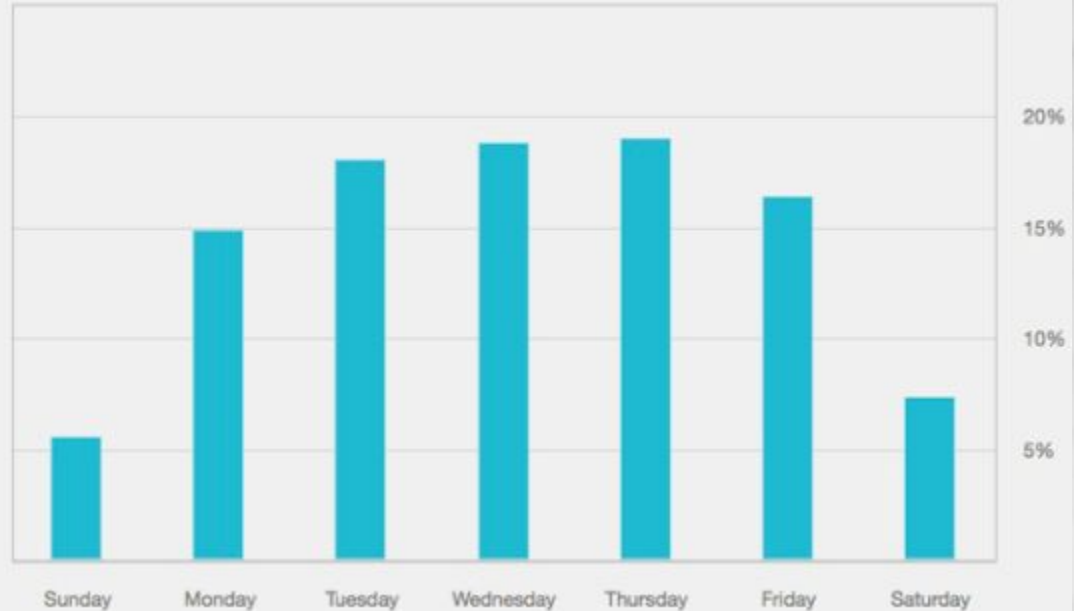
A top-down view of a wooden desk. In the center is a spiral-bound notebook with two blank white pages. A silver pen lies on the bottom page. To the top right is a grey paint palette with several wells. To the top left is a small white bowl containing fruit. In the bottom left corner, a white headset is visible. A solid blue horizontal band is superimposed over the middle of the notebook.

It's not that straightforward

Don't necessarily follow conventional wisdom:

Email Opens by Day of Week

Most Emails are sent between Monday and Friday. Tuesday and Thursday are the highest-volume days.



Instead, go against the grain:

Email Reply Rates are Highest on the Weekends

	Emails Sent	% Open	% Reply	% Reply Same Day
Week Day	525,742	66.3%	39.1%	33.1%
Weekend	5,278	73.6%	45.8%	32.6%

Email during the week too:

The Best Day To Send Email Is...

S

M

T

W

T

F

S

Tuesday

#1

*The best day to email is
by far on Tuesday.*

Thursday

#2

*If you send two emails a
week, choose Thursday
for your second day.*

Wednesday

#3

*While Wednesday wasn't
the most popular, it was
mentioned several times.*

Focus on mornings and evenings:

Send Emails in the Early Morning or Evening

