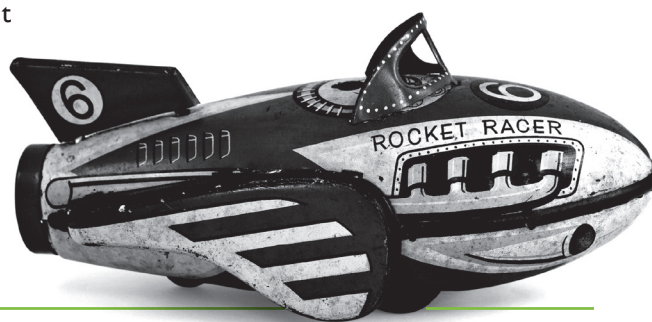


# READY FOR TAKEOFF:

## THE BEST DAYS AND TIMES TO DEPLOY UTILITY EMAILS

Copy is crafted. Coding is complete. You're set to send. But are your customers there to receive your email? To help you launch your communications under optimal conditions, we analyzed over 163 million emails to learn when customers are engaging with their emails – based on when the email was sent and when customers actually opened and clicked.



### DISCOVER THE BEST TIMES TO SEND YOUR COMMERCIAL COMMUNICATIONS

**What's CTOR?** Click-to-Open Rate (CTOR) is the percentage of subscribers who opened and clicked on an email.

### BUSINESS CUSTOMER EMAIL NEWSLETTERS

**Best Day:** Thursday

**Best Time:** 10 a.m. or 11 a.m.

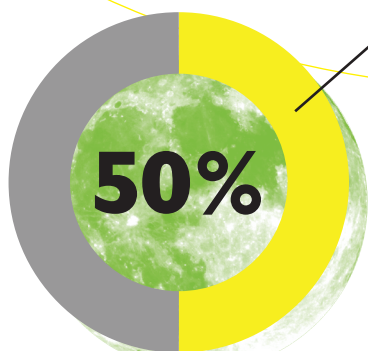
**Second Choice:** 9 a.m. or Noon

Wednesday and Thursday see 79 percent of sends, accounting for 82% of all opens and 86 percent of all clicks. **Emails deployed Thursday receive over 50 percent of clicks by themselves and see the highest CTOR.**

**Launch early.** Emails sent between 9 a.m. – noon claim 85 percent of clicks. Customers are engaging with their emails primarily from 9 a.m. – 2 p.m., the timespan with the highest percentages of clicks and also the only engagement above average.

**Hit the sweet spot.** Engagement peaks around 11 a.m. – the time with the highest percentage of clicks and a CTOR that's more than double the average (and then gradually declines throughout the day).

**Avoid after-hours emails.** Less than 2 percent of all clicks happen outside the 9 a.m. – 5 p.m. workday. Engagement is low during this window.



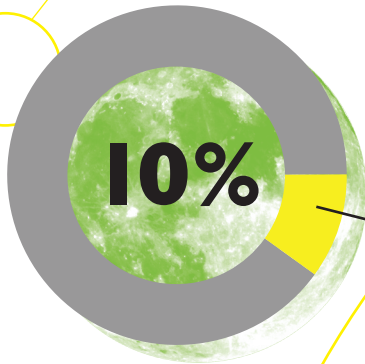
## BUSINESS CUSTOMER PROMOTIONAL EMAILS

**Best Day:** Monday

**Best Time:** 11 a.m. – Noon

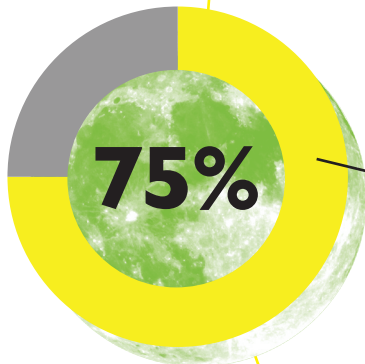
**Second Choice:** Thursday

Monday, Tuesday and Thursday all achieve above-average engagement. **The weekends do, too, but they account for less than 10 percent of clicks.**



### SEND YOUR EMAILS EARLY IN THE WEEK

Monday has the highest engagement, both by send day and time and by click day and time. Thursday is the most popular send day and also sees good engagement. But sending sooner, not later, in the week gives customers the chance to engage all week long.



### DEPLOY EARLY

Engagement is highest for emails sent from 11 a.m. – 1 p.m., but opens and clicks are actually occurring from noon – 6 p.m. **Opens between noon – 10 p.m. make up 75 percent of the total.** Emails sent at 2 and 3 p.m. have the lowest engagement. Engagement remains below the overall CTR during non-work hours.

