

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 RESIDENTIAL COMMUNICATIONS

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

RESIDENTIAL CUSTOMER EMAIL NEWSLETTERS

Best Day: Monday

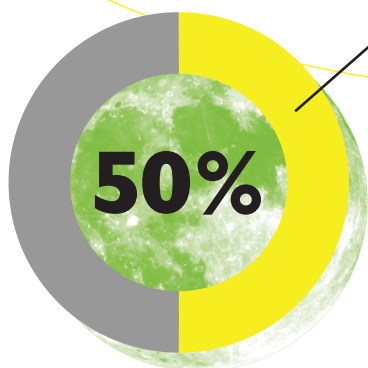
Best Time: Noon or 1 p.m.

Second Choice: Thursday

Emails sent Monday have the highest engagement, with double the overall CTOR based on the day and time people click. **These emails account for almost 50 percent of clicks**, but only 39 percent of sends.

Land in their inbox earlier so it's waiting for them when they're ready to engage. The most opens occur from 11 a.m. – 3 p.m. and the most clicks from 10 a.m. – 2 p.m. Noon – 2 p.m. sees a higher share of opens and clicks than emails sent. And emails sent at noon have twice the overall CTOR.

If you can't make a Monday send, shoot for Thursday. The majority of emails are sent Monday and Thursday. Send yours Thursday, and customers can catch up on your content over the weekend.



RESIDENTIAL CUSTOMER PROMOTIONAL EMAILS

Best Day: Wednesday

Best Time: 8 a.m. – 10 a.m.

Second Choice: Tuesday 3 p.m.

Emails sent Tuesday, Wednesday and Thursday make up nearly 70 percent of deployments and opens. Tuesday and Wednesday emails also have the highest CTOR. Wednesday and Thursday are the days with the highest number of clicks and opens.

Customers are refueling on the weekends. They're not spending Saturdays and Sundays reading promo emails. **These two days get only 6 percent of all clicks**, with Saturday seeing the lowest overall engagement.

BE A LUNCH-BREAK BOOSTER

Half of all emails are sent from 8 – 10 a.m., the timespan that also gets the highest percentage of opens, with 3 p.m. next in line. People are opening emails in the morning, but clicking later in the day, possibly over lunch.

PREPARE FOR EARLY LIFTOFF

56 percent of clicks take place from 1 – 9 p.m., with the highest concentration of those from 1 – 4 p.m. The highest CTOR based on click activity occurs from 2 – 8 p.m. Sending in the morning ensures your emails are waiting in their inbox when they're ready to engage.

