# TRUE NORTH

Best Time To Send Email?
To ensure your emails have the best chance of being opened, **think, schedule, test, and learn.**

Who's your audience?

Like any strategy, the first step when planning your e-mail program is to understand your audience. **Remember: You're sending messages to recipients based on their schedules, not yours.** Think about the times when they're typically most receptive to e-mail (considering their deadlines, events, and other unique variables) and start there.
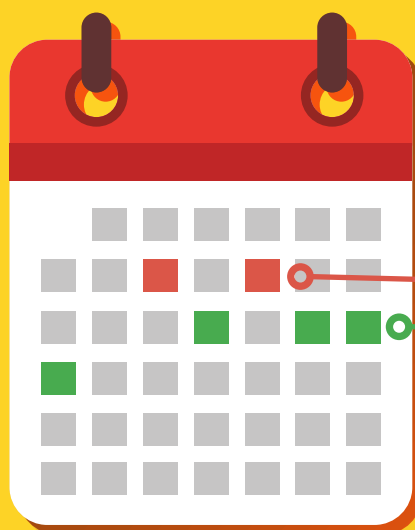
Day of week

More emails are sent during the week than on weekends, with **Tuesday** and **Thursday** the highest volume days. Changing which day you send your emails may improve your open and click rates.

Try sending on **Wednesday**, **Friday**, or even over the weekend. Open and click rates can be higher on **Saturday** and **Sunday**, when people have more time to spend on personal email.

Time of day

✓ **Early Morning**
(6–10 a.m.)
You could catch some folks before they really get into their day.

✗ **Late Morning**
(10 a.m.–12 p.m.)
Most likely, people are busy during this time.

✓ **Midday**
(12 p.m.–2 p.m.)
Some people like to catch up on emails during lunch.

✗ **Late Afternoon**
(2–5 p.m.)
Another slow period, when people are typically hard at work.

✓ **Evening**
(6–10 p.m.)
Between dinner and bedtime can be a good window for email.

✗ **Late Night**
(10 p.m.–6 a.m.)
Unless your target audience is insomniacs, best to avoid this time.

Test and Learn

The bottom line on when to send Email: **Test and learn.** Rather than scheduling your e-mail deployment to a certain day based on this or any other research, experiment with different days and times to determine which windows perform best for your target audience.

For more tips on how to make your e-mail marketing effective, visit truenorthcustom.com/solutions/email-marketing