

WHAT'S THE BEST DAY TO SEND FIELD SERVICE EMAILS?

MON

EMAIL OVERLOAD

What's the first thing people do when they check their email on Monday morning? They blast through their inbox & toss what they can. Don't get stuck in the crossfire.

TUE

TOO MUCH LOVE?

Experts agree Tuesday is a great day for email - but if your competition is zigging, you probably want to zag. Why fight when you don't have to?

WED

MEH

Wednesday gets experts' "not too good, not too bad" vote. Test your response rate, though - maybe what's just OK for some is great for you.

THU

A POPULAR CHOICE

Another expert favourite. If your competitors are sending on this popular email day, maybe you want to pick another one.

FRI

A LAZY, CRAZY DAY

Experts pan Friday because people are busy yet unfocused as they prep for the weekend. Only testing will tell if Fridays are right for you.

SAT

COULD BE A WINNER

Many businesses brush off Saturdays for emailing, so this could be your chance to cut through the crowd. Your customers are probably checking in on mobile anyway.

SUN

WHY NOT?

Sunday is another overlooked day that gets a surprisingly high open rate - and your competitors probably haven't caught on yet.