

WHAT 14 STUDIES SAY ABOUT

The Best Time To Send Email



The reason why you want to know the best times to send email—or the best days—is that you ultimately want more opens and more clickthroughs to get more traffic to your blog.

And you want all of that because your email list is your most loyal audience who'll share your content once they read it, which creates the snowball effect of more traffic, more subscribers, and more customer conversions.

Can you get all of that by sending your emails at the best time? It's a good place to start.

1. What Is The Best Day To Send Email?

According to these studies, prioritize your send days in this order:

Tuesday: This is hands down the #1 best day to send emails according to the majority of the data from these studies.

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

Wednesday: While no single study showed that Wednesday was the most popular, it came in second place several times.

2. When Is The Best Time To Send Email?

While many of the studies found varying results, here is how you can prioritize your send times based on data:

1. **10 a.m.:** While late-morning send times were the most popular in general, several concluded that the best time to send emails is at 10 a.m. Another notable time is 11 a.m.
2. **8 p.m.-midnight:** I bet you didn't expect that one. It looks like emails generally receive more opens and clicks later into the evening. As Campaign Monitor notes, this is likely due to people checking their email before going to bed.
3. **2 p.m.:** It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.
4. **6 a.m.:** I guess this makes sense since 50% of you begin your day by emailing in bed. Before you even stand up, you're opening emails. Good morning.

***Note:** A lot of these articles mentioned time zones. The big takeaway is to choose the time zone for the majority of your audience. If you're in the U.S., that's likely Eastern Time since that time zone covers 50% of the population. If you're a local company, send at these times in your own time zone.*

3. Turn 'It Depends' Into A Real Answer Based On Your Audience

There are two phases to understand the best times to send email to your audience:

Phase 1: Plan To Test The Best Days And Times With Your Audience

Follow this outline to test your days and times to send email:

<i>Test</i>	<i>Blog Post</i>	<i>Date</i>	<i>Notes</i>
Tuesday at 10 a.m.			
Thursday at 8 p.m.			
Wednesday at 2 p.m.			
Tuesday at 6 a.m.			
Thursday at 10 a.m.			
Wednesday at 8 p.m.			
Tuesday at 2 p.m.			
Thursday at 6 a.m.			
Wednesday at 10 a.m.			
Tuesday at 8 p.m.			
Thursday at 2 p.m.			
Wednesday 6 a.m.			

Schedule emails to send 30 minutes prior to the peak time.

Phase 2: Measure Your Email Test's Success

Use this [free Google Analytics custom report](#) to understand your best days to send email.

1. Set the start date and end date to the times when you ran the test (from row 1 to row 12 in the prior exercise)
2. Then select Email in the Default Channel Grouping.
3. Click through any day to see the best time by hour.

Use this [second Google Analytics custom report](#) to measure your best time by hour only.

1. Enter in the date range when you did your email test (from row 1 to row 12 in the prior exercise).
2. Then filter to see only referral traffic from Email in the Default Channel Grouping.

4. How To Get More Opens From Your Email Subject Lines

Use Your Headlines For Inspiration

How To Make _____ That Will _____

21+ Ways To Grow Your _____

Do You Think You Can _____?

Your Subscribers Want To Know What's In It For Them

5 Reasons Why You Should _____

_____ While You Sleep

[TEMPLATE] 10 Best _____

Show Who They Could Be Like After They Open Your Email

How _____ does _____

_____ can afford any _____, he uses _____

How _____ Got _____ In _____

Make It Unique To Stand Out In A Cluttered Inbox

Real _____ use _____

Discover the _____

_____, _____, and _____?

Make Them Move Fast

Stop _____ Now

Copy and paste these _____ [Last Chance]

Discover the _____ that will change your life today

Make What You're Sending Sound Fresh

_____ (your first 3 steps)

5 Answers To The _____

New _____: What It Means For _____

Finally! _____ releases _____

Circle the two best subject lines you'll A/B test.

Know The Mechanics Behind Successful Email Subject Lines

Keep them to about 50 characters long.

Try all sentence case (no capital letters at all).

A/B Test For Email Subject Line Opens

Nearly every email service provider lets you send A/B tests for your subject lines. You can do this same exercise for your own subject lines to help you understand why your audience opens and improve all of your future subject lines.

Simply write down your winner and loser from the test, the difference in the results, and scrutinize the reason why your winner performed the best.

(See next page.)

<i>Winner</i>	<i>Loser</i>	<i>% Difference</i>	<i>Reason</i>

5. How To Get More Clickthroughs With Improved Email Writing Tips

Plain Text Versus Visual Emails

- ☐ Send plain text emails rather than HTML-enhanced emails.
- ☐ Focus on making your email look authentically from you as a person rather than mass marketing.

Keep It Informal

- ☐ Kick it off with “Hey Name,” or “Hey there,” like you would talk to your best friend.
- ☐ Let people into your life a bit with anecdotes about yourself, recent lessons learned, and even jokes.
- ☐ Treat email as an avenue to build a relationship with your subscribers.
- ☐ Use informal language like you instead of one, forget yourself and focus entirely on your audience, and use contractions because that’s probably just how you talk anyway.

Share The Reasons Why Your Subscribers Should Click Through

Get to know your audience:

1. **Send a survey:** Use a free survey tool like Polldaddy to send your existing email subscribers a survey with this one question: What is your biggest challenge as a {insert their role}?

2. Blog comments: Monitor blog post comments to find common problems. You can continue the conversation by probing with more questions to find out why those things are problems and what they're looking for as a solution.

3. Social media: Listen to your followers when they participate in Facebook groups, Twitter chats, and LinkedIn groups. Spark up a conversation to dig deeper when necessary.

Now that you know your audience, brainstorm how you can write your email to connect with them:

1. Appeal to your subscribers' biggest challenges:

2. Know how they measure success:

3. Use their own words to tell them what they wanna hear:

Write your email in a way that helps your subscribers feel like they've already made the decision to click through to read your blog post. Finish these phrases and choose the best one to use in your email:

When you read this post, _____

You'll learn _____

You will discover _____

Write your email:

When you're ready to get organized and save a ton of time, try CoSchedule for free for 14 days. It's your all-in-one marketing calendar for everything.