



2015 REPORT

THE **BEST TIMES** TO GET YOUR
BUSINESS EMAIL OPENED

In the cluttered world of email, timing is everything.

We could write the perfect subject line or compose attention-grabbing copy ... but all of that can easily go to waste if we send our email at the wrong time.

An email sent at the wrong time can quickly become lost in an inbox, waiting for the day its owner decides to conduct their once-in-a-blue-moon email cleanup.

But as an entrepreneur, sales rep, or any type of business professional, we don't have time to wait for that.

So we conducted a study of over **20 million emails delivered over a 10-month period** to find the ideal time to send an email. We found the answer to the following questions:

- 1 What day of the week should I send an email to optimize my open and response rate?
- 2 What time of day should I send that email?
- 3 When should I send an email during the holidays?

Some of our findings were unexpected.

Let's jump in.

This report is brought to you by:



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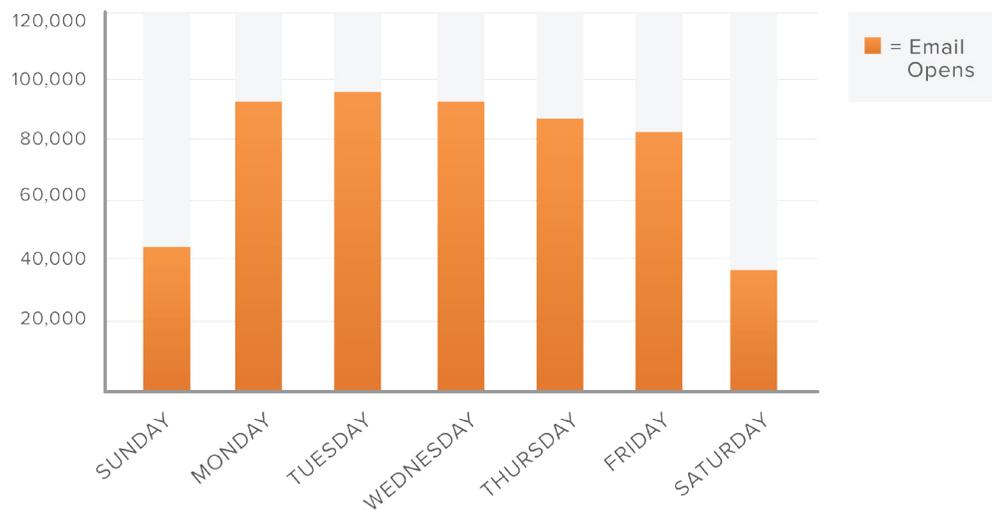
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THE BEST DAY TO SEND EMAIL

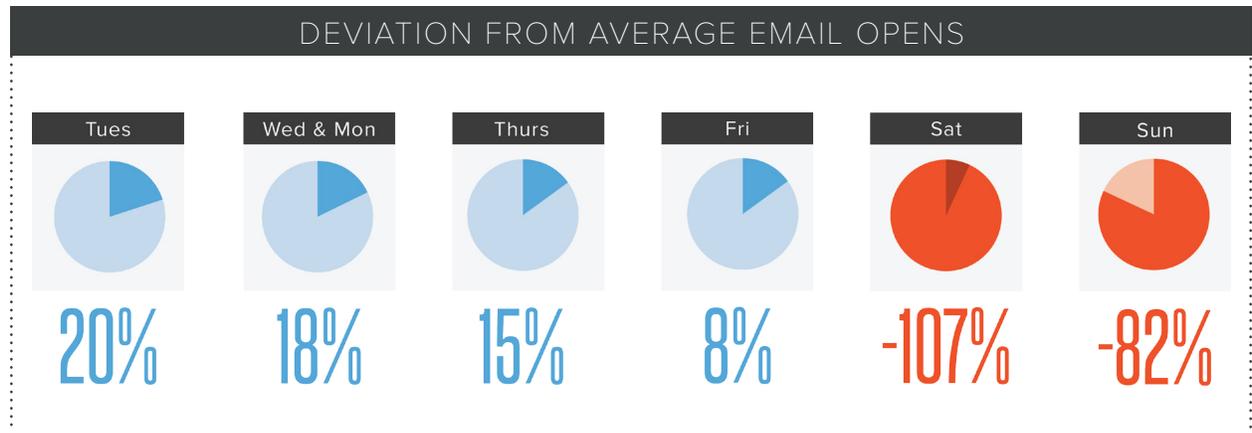
First, we looked at the number of emails that were opened on each day of the week. We found that Monday, Tuesday, and Wednesday had the highest volume of email opens.

Tuesday appeared as the best day to send an email with 20% more opens than average. Monday and Wednesday were tied for second with 18% more opens than average, followed by Thursday at 15% and Friday at 8%.

AVERAGE DAILY EMAIL OPENS



We found that engagement levels decreased throughout the week and, the weekend saw a large dropoff in email opens. However, if you must send an email on the weekend, Sunday would be better than Saturday.



TAKEAWAY

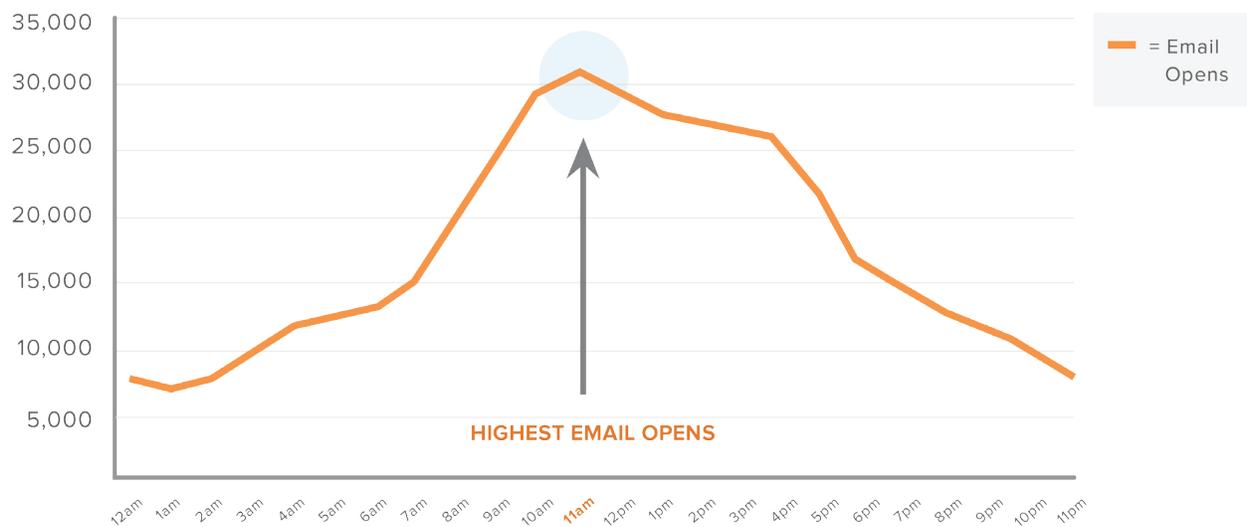
Send emails during the beginning of the work week at 11 AM to increase the chances of getting your email opened. If you have to send email on the weekend, send it on Sunday night.



THE BEST TIME TO SEND EMAIL

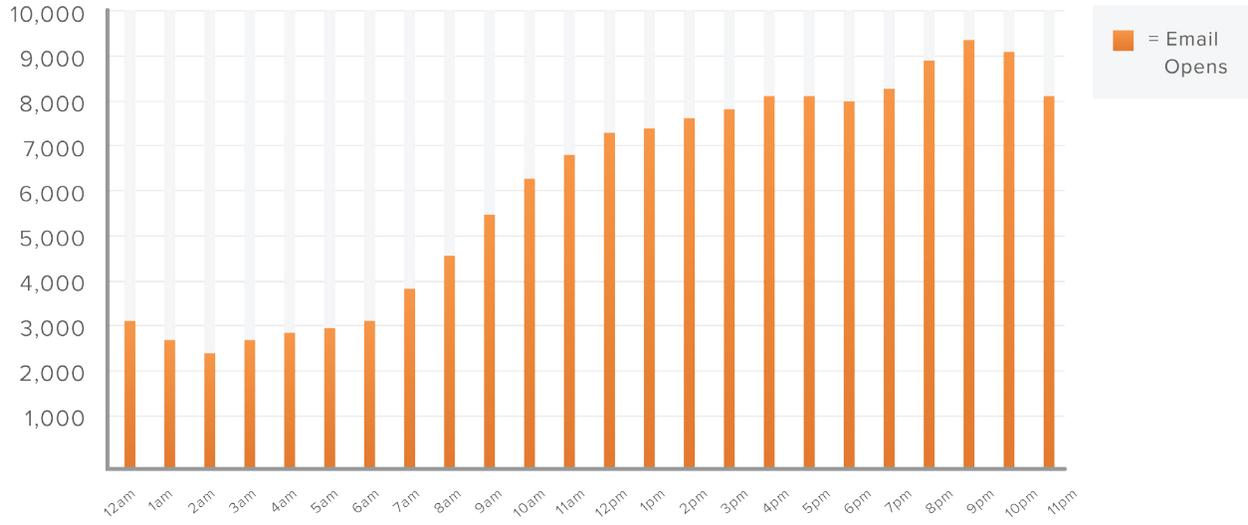
Next, we wanted to determine the best time to send an email to increase the chance of receiving a response. 11 AM EST was the winner here. However, this time was the average from the entire week. So we dug deeper and to find the best times to send email for each day of the week.

AVERAGE EMAIL OPENS BY HOUR



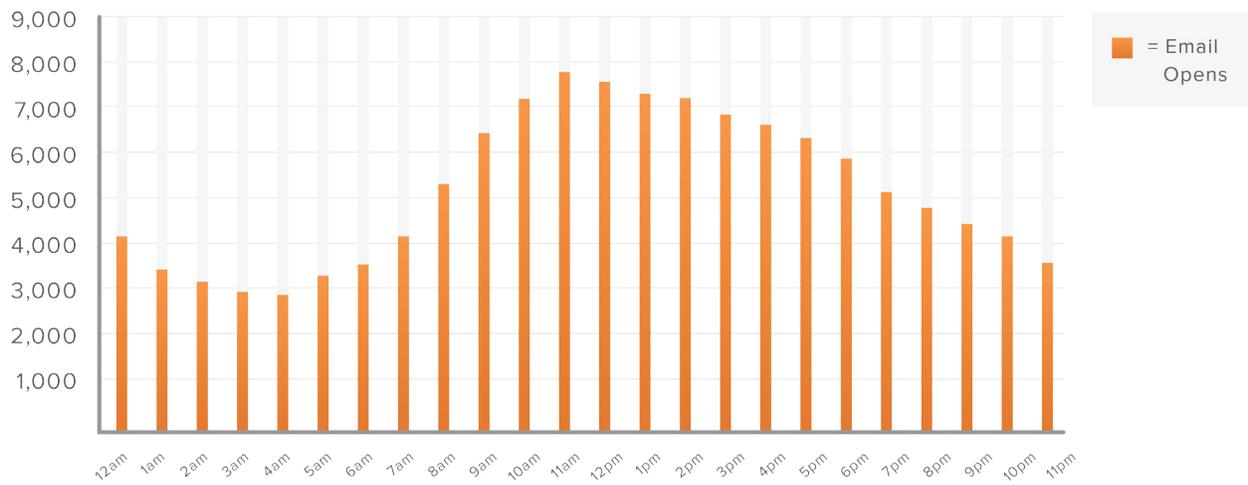
It turns out the 11 AM rule holds true for every day except Sunday. An email sent on Sunday at 9 PM has a 35% higher open rate than Sunday's average open rate.

AVERAGE HOURLY EMAIL OPENS ON SUNDAYS



Saturdays, on the other hand, showed a similar trend as the rest of the week, with the volume email opens peaking at 11 AM.

AVERAGE HOURLY EMAIL OPENS ON SATURDAYS



Taking Saturday and Sunday out of the picture, we still found the highest email opens on weekdays fall between 10 AM and 12 PM, with opens peaking at 11 AM.

Mon-Sat

11 AM

is the best time to send an email on **Monday through Saturday.**

TWEET THIS

Sun

9 PM

is the best time to send an email on **Sunday.**

TWEET THIS

TAKEAWAY

Send emails between 10 AM and 12 PM to increase the likelihood that the recipient will open and respond, to your email. If you're catching up on emails over the weekend, we recommend sending emails on Sundays between 8 and 10 PM.

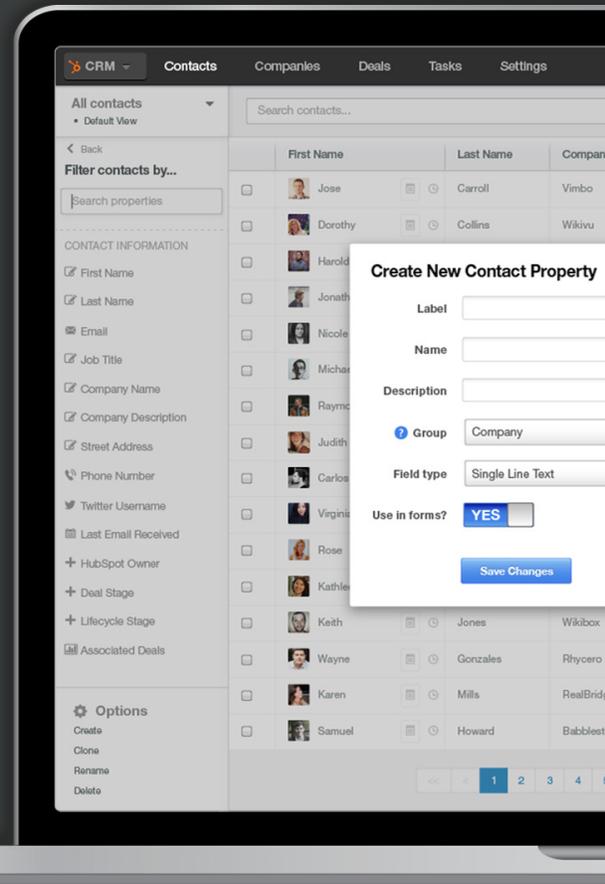


FREE TOOL ALERT

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WHEN TO SEND EMAIL DURING THE HOLIDAYS

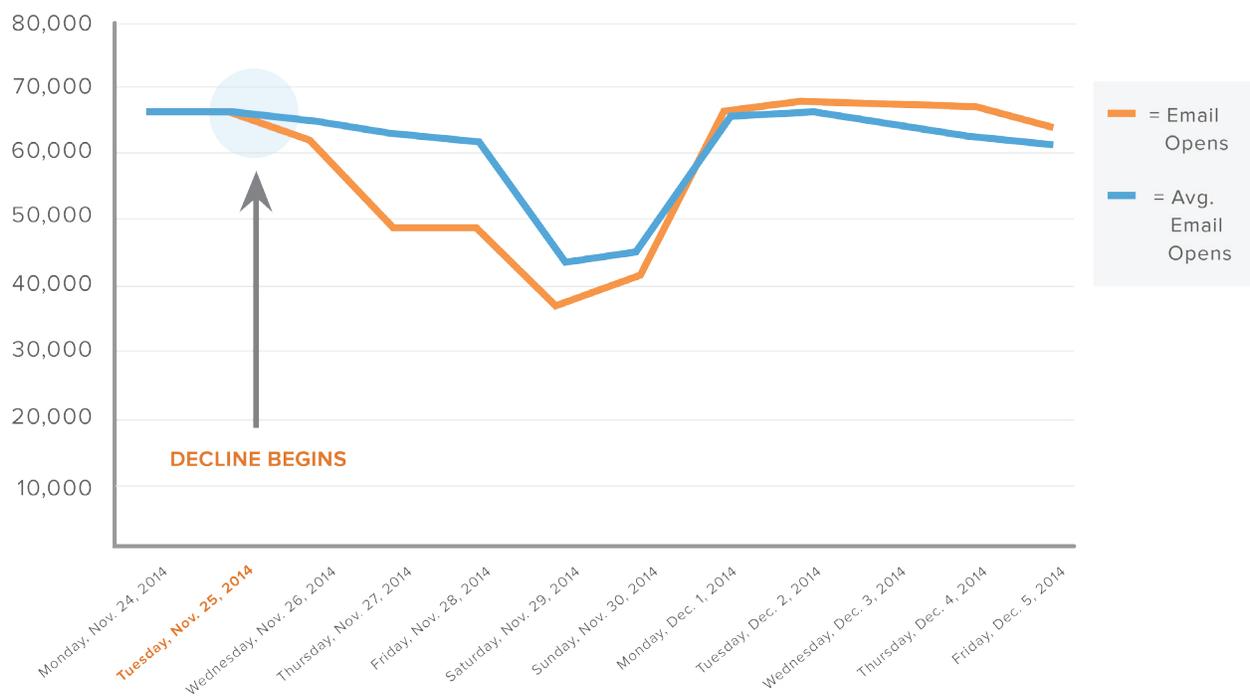
Now that we know when to send an email during any average week, let's look at how open rates change during some of the most common holidays in the United States. We looked at email open behavior before, during, and after the following national holidays:

- 1 Thanksgiving
- 2 Christmas
- 3 New Year's
- 4 Veteran's Day
- 5 Memorial Day
- 6 The Fourth of July

THANKSGIVING

We found that the volume of email opens began to decline on Thanksgiving Eve which, in 2014, fell on Wednesday, November 26. On this day, we found that email opens decreased by 6%. The number of email opens continued to decline until Monday, December 1.

EMAIL OPENS DURING THANKSGIVING



We found that email opens shot up to 106% of the daily average after Thanksgiving, peaking on the Wednesday right after the holiday.



EMAIL OPENS
DECREASED BY 6%
ON THANKSGIVING
EVE IN 2014.

TWEET THIS



EMAIL OPENS
INCREASED BY 6%
AFTER THANKSGIVING
IN 2014.

TWEET THIS

TAKEAWAY

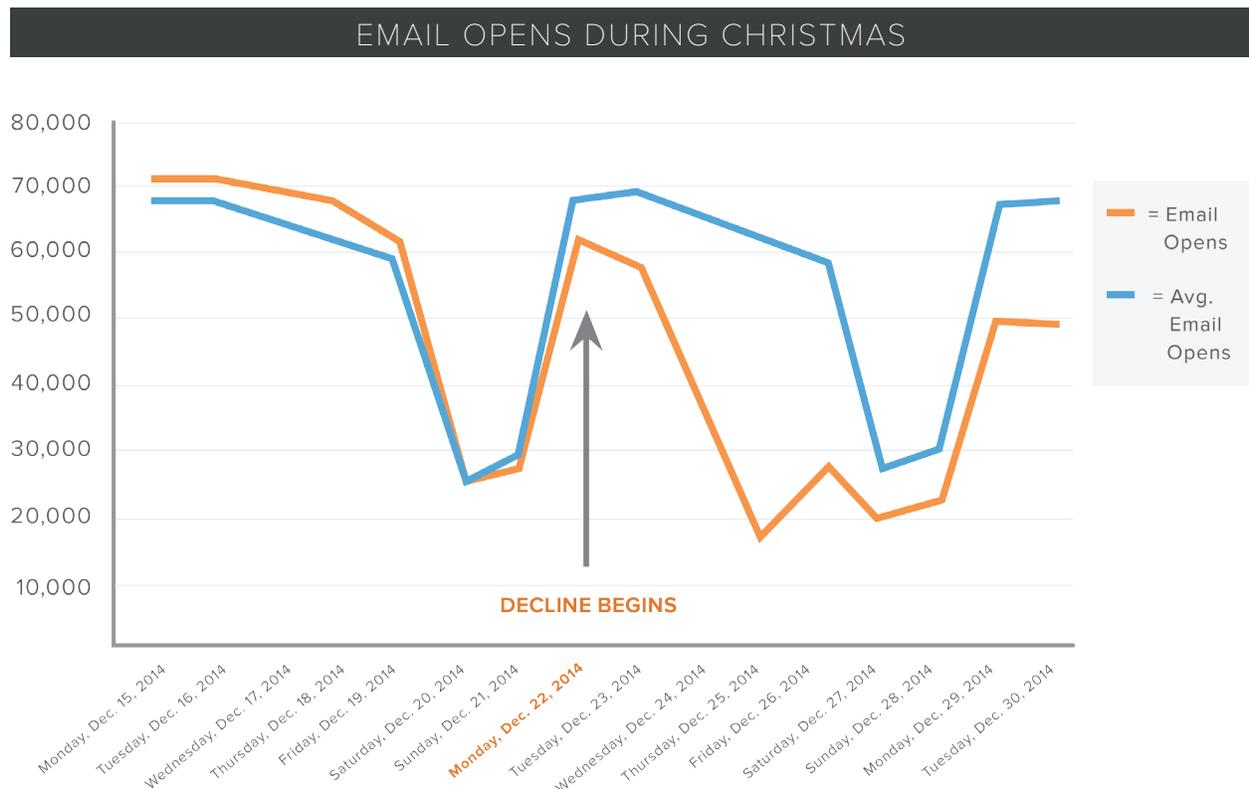
Send emails the Monday before Thanksgiving or take advantage of higher open rates the week after by emailing on a Tuesday or Wednesday.



CHRISTMAS

Next, we looked at one of the biggest holiday seasons. We found that the volume of email opens was 6% higher than usual during the week leading up to Christmas, likely due to more emails being sent to wrap up the year.

We also saw a big dropoff in email opens starting on Monday, December 22 continuing through the beginning of the new year.



There were 42% fewer emails opened on Christmas Eve and 72% fewer on Christmas Day. The week after Christmas was still a bad time for email engagement, with 33% and 35% fewer email opens on December 29 and December 30, respectively.



EMAIL OPENS **INCREASED**
BY 6% THE WEEK BEFORE
CHRISTMAS IN 2014.

TWEET THIS

TAKEAWAY

Try to wrap up all your emails during the week before the holiday season sets in.

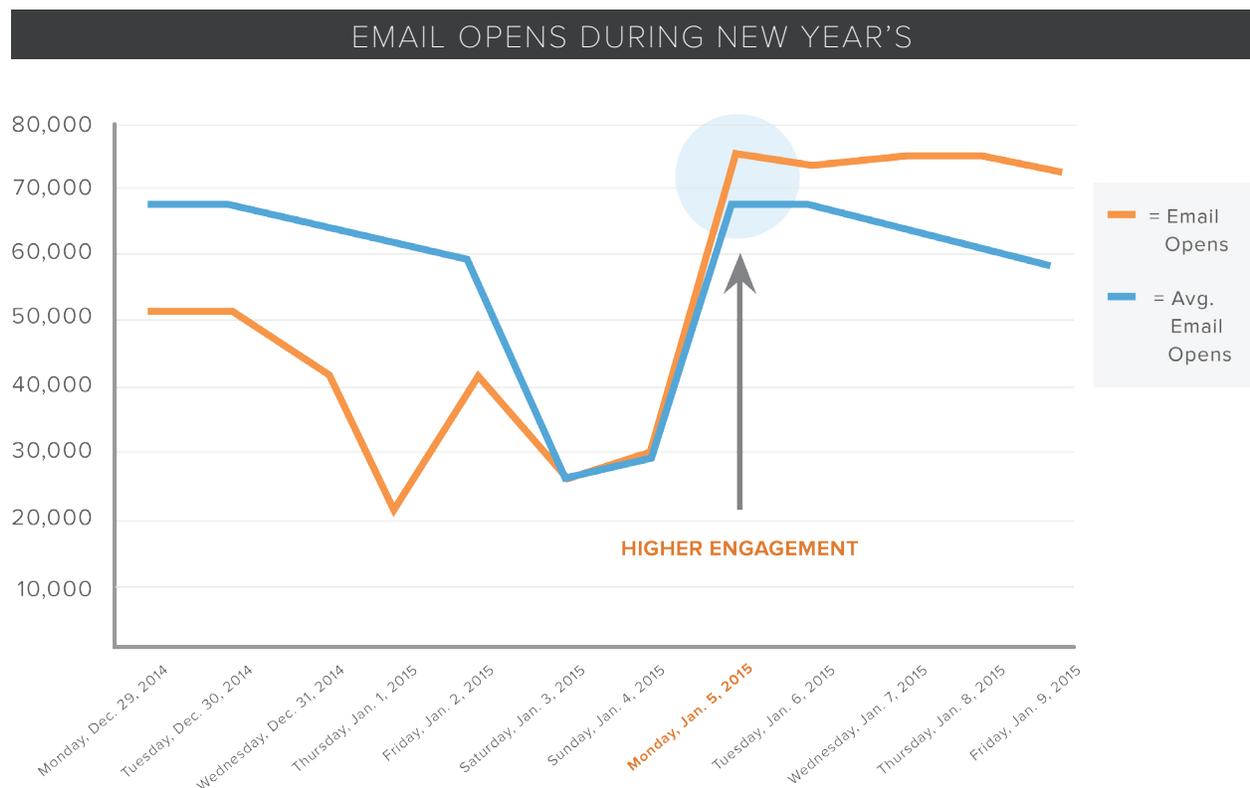
If you forget to send an important email beforehand,
the best times to email during the holiday are:

December 22, December 26, and December 29



NEW YEAR'S

Email activity remained low prior to New Year's Eve and New Year's Day, with 37% fewer emails opened on New Year's Eve and 62% fewer on New Year's Day.



Email engagement increased by 12% the week after the holiday season beginning on, Monday, January 5, the start of the business week. During this time we saw a peak of email opens occurring on Thursday, January 8.



62% LESS
EMAIL
OPENS
ON NEW YEAR'S DAY

TWEET THIS



12% HIGHER
EMAIL
ENGAGEMENT
AFTER NEW YEAR'S

TWEET THIS

TAKEAWAY

Email open rates are highest once work officially begins after the new year. People are busy catching up on emails they received while on vacation.

We suggest sending your emails on the first Thursday to avoid being caught in the noise.

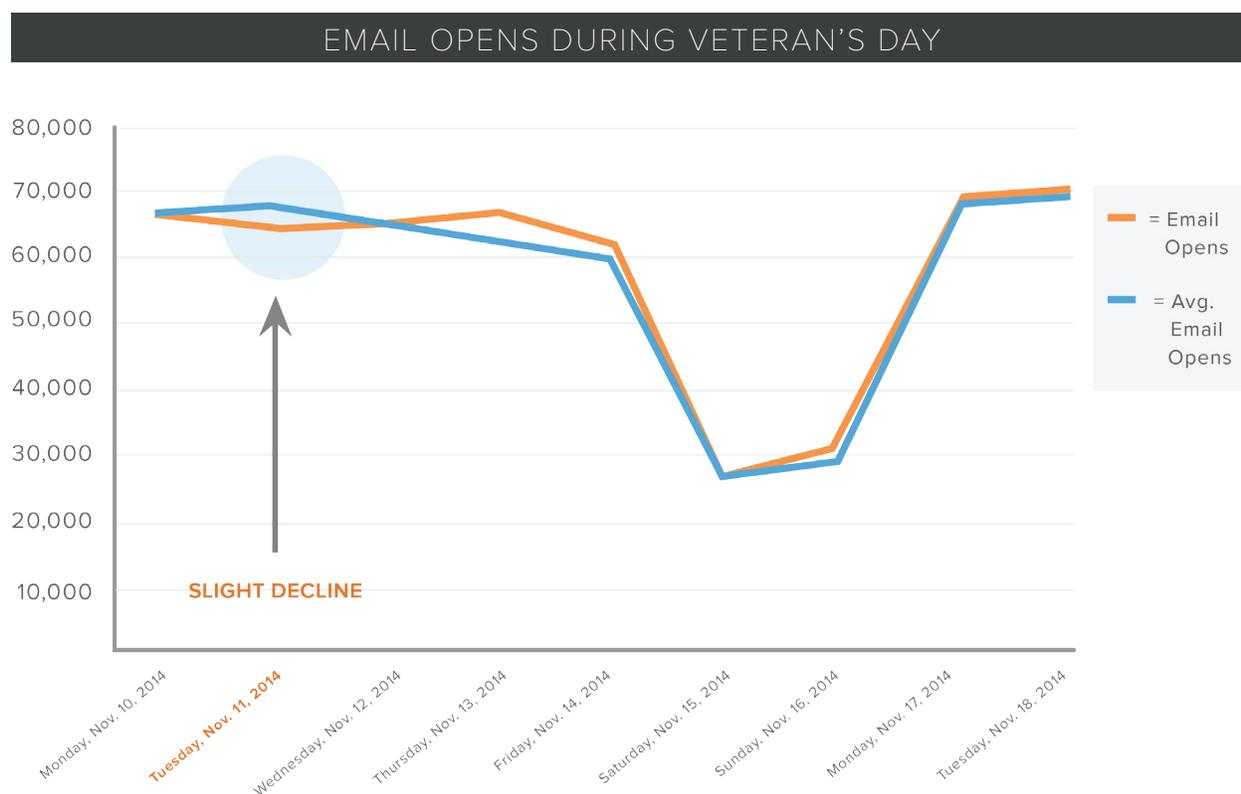


SINGLE-DAY HOLIDAYS

We spotted similar trends for smaller, single-day holidays such as Veteran's Day, Memorial Day, and the Fourth of July.

VETERAN'S DAY

First we looked at Veteran's Day, which fell on a Tuesday in 2014, and found that there was only a slight decline in the number of emails opened. This may be due to the fact that this holiday fell on a Tuesday rather than at the beginning or end of the week.

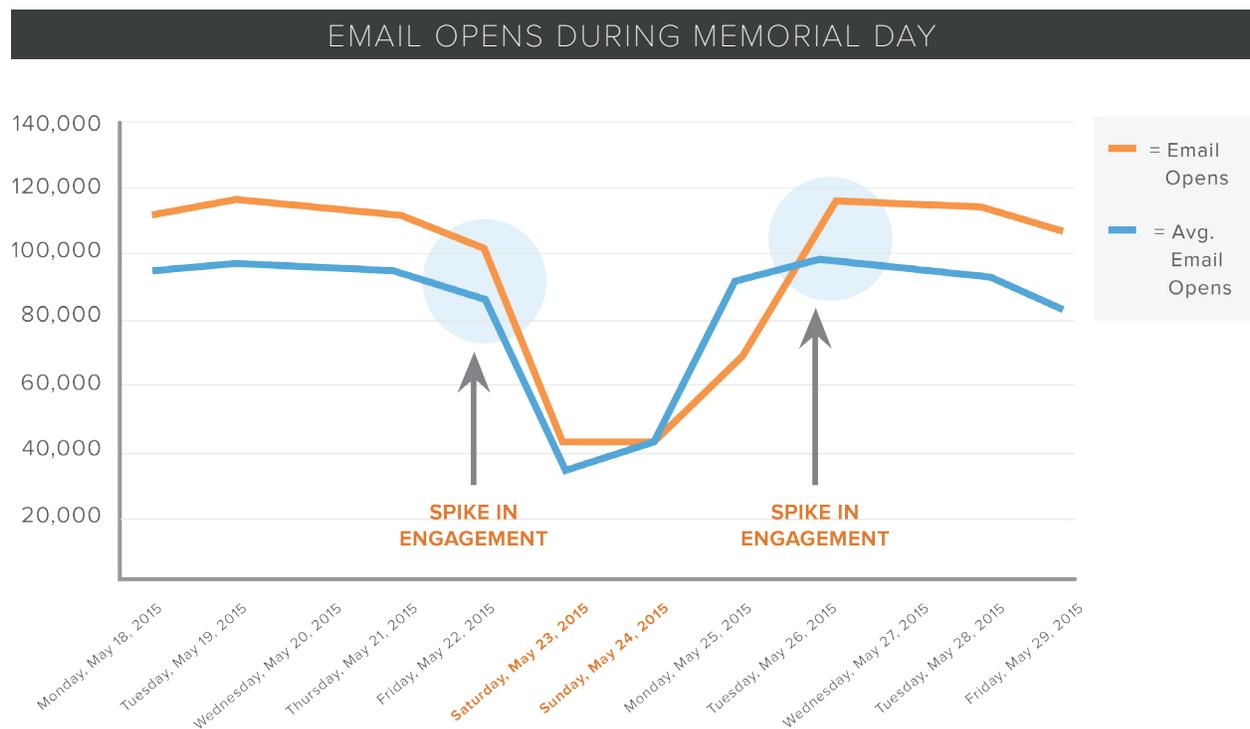


There was only a 5.7% decrease in email opens on Veteran's Day. But we saw an increase in email opens after the holiday, particularly on Wednesday.



MEMORIAL DAY

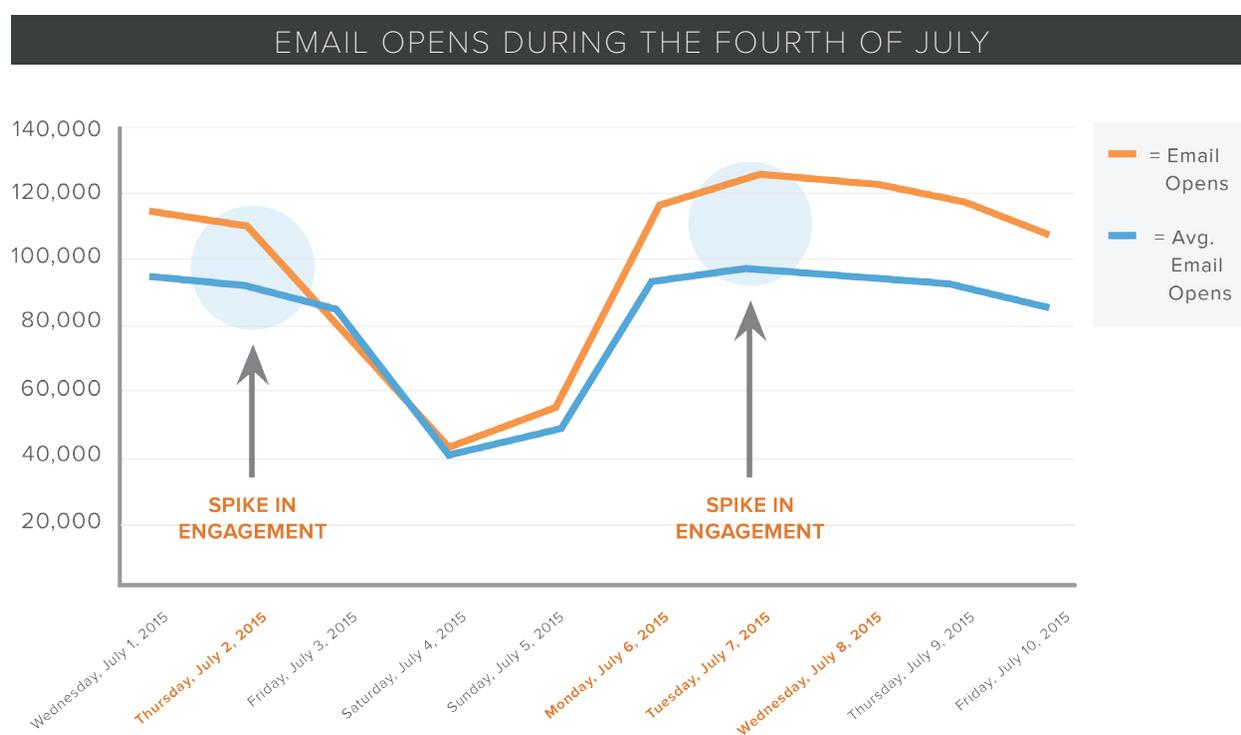
When we looked at Memorial Day, we saw a larger drop in email activity on Monday, May 25, 2015 of Memorial Day, with the number of email opens falling by 32%.



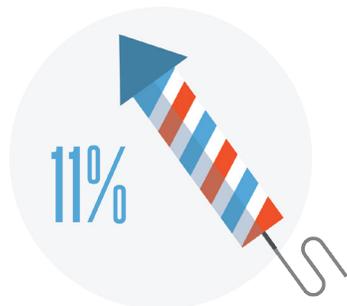
However, we also found increased volume the week prior and the week following the holiday. In fact, we saw 19% higher email activity the following day, continuing throughout the week.

FOURTH OF JULY

We found 11% higher email opens on the Thursday before the Fourth, likely in preparation for the upcoming holiday. Independence Day was observed on Friday, July 3 this year, so we saw a 17% decrease in the number of email opens on that day as businesses took the day off.

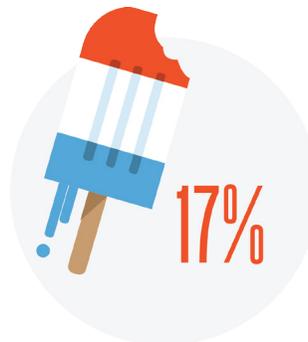


Email activity resumed and spiked the week after the Fourth with 15-16% higher engagement seen on Wednesday, Thursday, and Friday following the holiday.



Email open rates increased by 11% on Thursday, July 2, 2014.

TWEET THIS



There was a 17% decrease in the number of emails opened on Friday, July 3, 2014.

TWEET THIS

TAKEAWAY

Holidays lead to increased email volume before and after the holiday. Send important emails the week before the holiday or on the Wednesday or Thursday after a holiday weekend when open rates are highest.



CONCLUSION

During a regular business week, we recommend sending email earlier in the week at 11 AM. If you're sending email on the weekend, we suggest Sunday at 9 PM.

We found that email open rates begin to decline during the week leading up to big holidays like Thanksgiving, Christmas, and New Years. We suggest sending emails out the week before the holiday. If you can't get your email out in time, wait until the first Wednesday after the holiday.

For single-day holidays like Veteran's Day, Memorial Day, and the Fourth of July, send emails at least two days before or two days after the holiday.

Email's a tough game. We hope this report helps you improve your email response rates for future years.

Happy emailing.

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