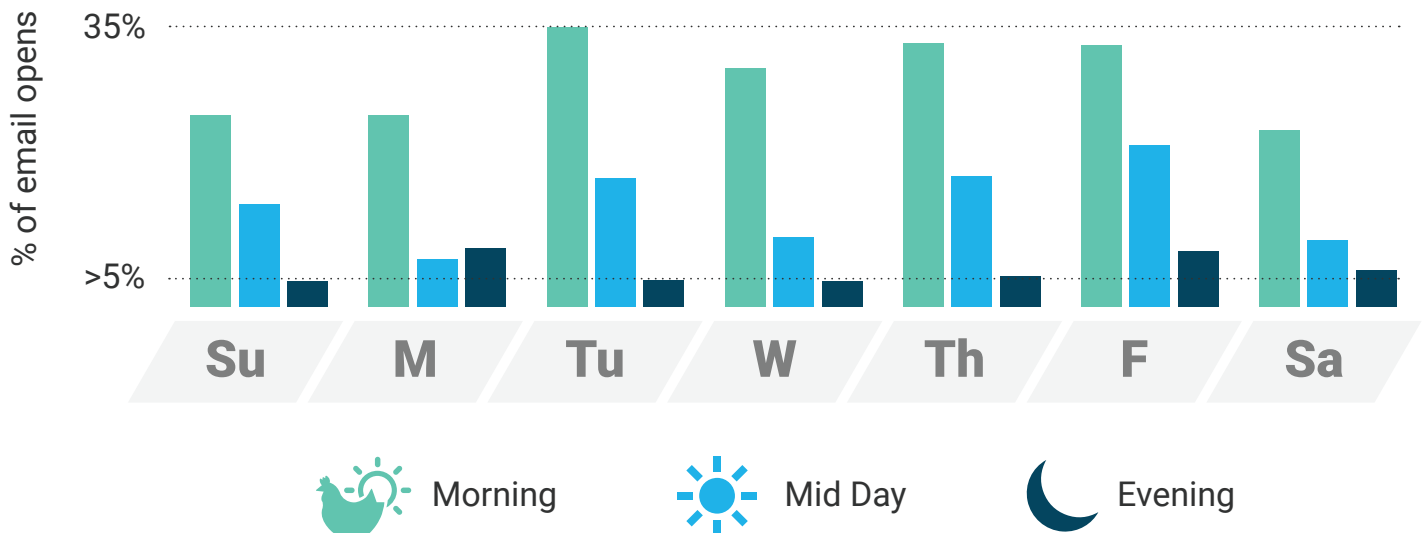


What is the Best Time to Send a Sales Email?

Even the best, most thoughtful sales email won't get the results you want if it's sent at the wrong time. In 2014, InsightSquared performed an in-house study of our sales and marketing emails to determine what hours and days had the highest open rates.



1 Send in the Morning

The most unambiguous takeaway from our email study was that it is far better to send in the morning than it is to send at any other time of day (or night). Across the board, emails that were sent after noon were less than half as likely to get opened as emails that were sent in the morning.

2 Send in the Middle of the Week

According to our analysis, Tuesday mornings were the most effective times to send emails, followed closely by Thursday, Friday, and Wednesday. Interestingly, Mondays (often thought to be a top day for emails) were nearly as bad as Saturdays and Sundays (which are commonly considered the worst days to send business emails). If you're hoping to get your email read (and responded to), it's best to skip Monday and aim for one of the other days in the week, particularly Tuesday.

3 The Takeaway: Find Your Email Sweet Spot and Plan Around It

Email open metrics vary depending on your industry and product, so it is important to do this research for yourself. Measure your own email metrics to identify the best times and days to send, and then have your reps plan around these findings. If, like us, you find that Tuesday mornings are optimal, have your reps block off a few hours during this window every week to send the bulk of their sales emails.