

Email hour by hour

Email open rates by time after delivery

23.63% of all email opens occur within 1st hour after delivery

2nd hour 9.52%

3rd hour 6.33%

4th hour 4.8%

22nd hour 0.78%

23rd hour 0.72%

24th hour 0.63%

Emails reach their best results in the 1st hour after delivery.

- within 2nd hour, the results drop by half
- within 3rd hour, the results drop another 30%
- 5 hours after delivery, the results drop more than 90%

In theory an email sent at 5:00 p.m. has a 23.63% chance of being opened in the 1st hour after delivery, but in practice:



at 5:00 p.m. people are stuck in traffic



at 6:00 p.m. people are ordering pizza



at 7:00 p.m. people are bathing children

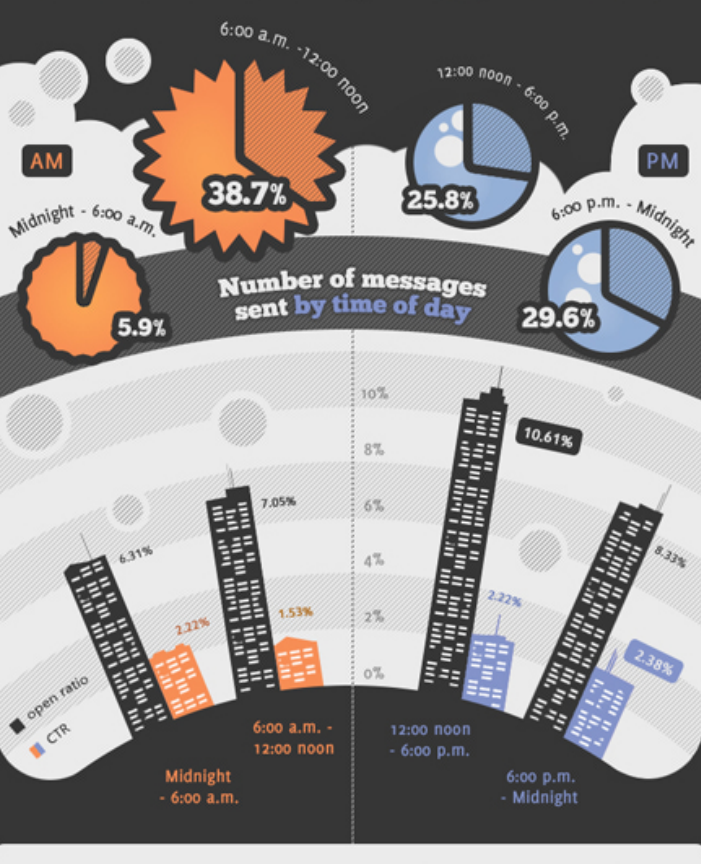
after 8:00 p.m. people are checking emails again



But now, 4 hours after delivery, the chance of your newsletter being opened is less than 5%.

Email results by time of day

Most messages land in inboxes in the morning. That's why those sent in the afternoon have more chances of being noticed, opened and clicked.



Engagement during the day

Top click hours

8 00

9 00

3 00

8 00

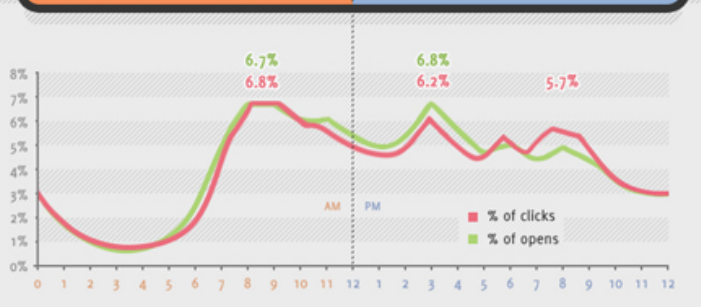
Top open hours

8 00

9 00

3 00

4 00



The best time to send emails is when customers are reviewing their inboxes. For maximum open and click rates choose morning and early afternoon.

Remember: Don't let your message lose impact by waiting too long in the inbox. Schedule emails to land in the inbox no later than 1 hour before top open times, so they get maximum attention and results.

Message timing by time zones

9:00 a.m. seems like the perfect time to send out a newsletter. But to match local times and routines all over the world you need awareness of time zone differences.



Use Time Travel scheduling based on time zone segmentation to hit your recipients' inboxes at exactly the same local time all over the world.

