

# The **BEST & WORST TIMES** to send your **EMAILS**



You've prepared your email content, got the perfect subject line and tested it on all the inbox clients under the sun – but when should you actually send it?

Powerport have identified the **best** and **worst** times to send your emails.



## 10pm – 9am **The Abyss**

An ineffective time to send email promotions - it's like throwing them into a black hole.



## 9am – 10am **Consumer AM**

The second most popular opening time is the beginning of the working day, when consumers are receptive to offers on a whole range of subjects.



## 10am – Noon **Do Not Disturb**

Consumers are focused on work and not opening marketing emails.



## Noon – 2pm **Lunchtime News**

Consumers are more likely to spend time on news and magazine alerts during their lunchbreak than open marketing emails.



## 2pm – 3pm **In the Zone**

In the immediate post-lunch period consumers remain focused on work, only responding to email offers relating to financial services.



## 3pm – 5pm **A Life Changing Afternoon**

Job related apathy sets in, meaning more emails relating to property and financial services are opened between 3pm and 5pm than any other type of promotion.



## 5pm – 7pm **Working Late**

There is a dramatic rise in holiday promotions being opened during this period. This is also the timeframe during which recipients are most likely to open B2B promotions.



## 7pm – 10pm **Last Orders**

Recipients are more likely to respond to consumer promotions in their own time. Offers on clothes and special interests such as sport and gym promotions perform extremely well during this period.

