

# THE SCIENCE of SOCIAL TIMING

## PART 2 Timing & Email Marketing

Are certain times better than others for sending your email campaigns? In the second part of this series we're going to investigate how timing can impact your email marketing. Data suggests that there are distinct windows in which to send emails if you want to achieve the highest open rate and maximize your readership. Data courtesy of Dan Zarrella (@danzarrella) and Pure360 (@pure360). **Note: the data is presented in Eastern Time (EST) unless otherwise noted.**

### BEST KIND OF PROMOTION BY TIME OF DAY

(times are relative to time zone)

Recipients are more likely to respond to consumer promotions when they get off of work and are relaxing on their own time: 23% of emails classified as "consumer promotions" were opened during this period. Offers on clothing, special interests such as sports and gym promotions performed extremely well in this period.



**10PM-6AM: The Dead Zone**  
A large fraction of emails sent during the dead zone are ineffective.

**6AM-10AM: The Consumer AM**  
The second most prevalent opening time is at the beginning of the working day, with consumers allowing themselves to be distracted by offers on clothes, live events, restaurants and consumer goods.

**10AM-NOON: Do Not Disturb**  
Consumers are not opening marketing emails, choosing instead to focus on work.

**NOON-2PM: The Lunchtime News**  
Counter-intuitively, consumers are also unlikely to open marketing emails during their lunch, choosing instead to spend time on news and magazine alerts.

**3PM-5PM: A Life-changing Afternoon**  
Job-related apathy sets in and consumers start thinking about their personal situation. As a result, more emails relating to property and financial services are opened between 3pm and 5pm than any other type of promotion.

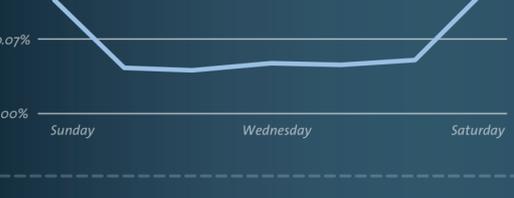
**2PM-3PM: In The Zone**  
In the immediate post-lunch period consumers remain focused on work, responding mostly to email offers relating to financial services.

**5PM-7PM: "Working Late"**  
There is a dramatic rise in recipients opening holiday promotions during this period (17.9% of all emails classified as "holiday promotions" were opened in these two hours). Counter-intuitively, this is also the timeframe when recipients are most likely to open B2B promotions (26.4%).

### KEY TAKEAWAYS

Statistically, open and click rates are highest (on average) in the early morning hours. But is early morning the best time to send emails? As a general rule, yes, but in a study by Pure360 (from which the data above was taken) it appears that some kinds of promotions are better sent at certain times of the day more than others. Another thing worth mentioning is that the timing in the chart above is relative to the time zone you're targeting—i.e. the best time to send certain kinds of promotions may be different depending on the time zone your recipient lives in. If you're targeting multiple time zones, it may be best to segment your list by time zone, and send out your campaign based on when the best time is for each respective segment.

### ABUSE REPORTS BY DAY



### KEY TAKEAWAY

ABUSE REPORTS ARE HIGHEST DURING THE WEEKEND

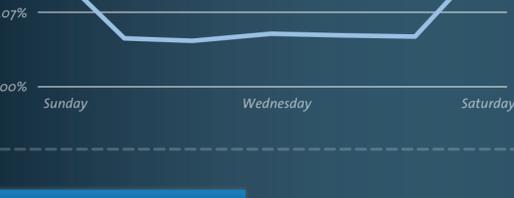
### ABUSE REPORTS BY HOUR



### KEY TAKEAWAY

ABUSE REPORTS ARE HIGHEST IN THE EARLY MORNING

### BOUNCE RATES BY DAY



### KEY TAKEAWAY

BOUNCE RATES ARE HIGHEST DURING THE WEEKEND

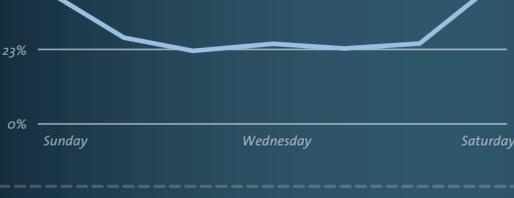
### BOUNCE RATES BY HOUR



### KEY TAKEAWAY

BOUNCE RATES ARE HIGHEST IN THE EARLY MORNING

### OPEN RATES BY DAY



### KEY TAKEAWAY

OPEN RATES ARE HIGHEST DURING THE WEEKEND

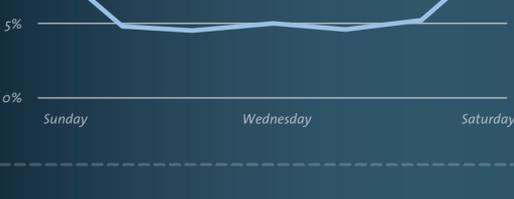
### OPEN RATES BY HOUR



### KEY TAKEAWAY

OPEN RATES ARE HIGHEST IN THE EARLY MORNING

### CLICK RATES BY DAY



### KEY TAKEAWAY

CLICK RATES ARE HIGHEST DURING THE WEEKEND

### CLICK RATES BY HOUR



### KEY TAKEAWAY

CLICK RATES ARE HIGHEST IN THE EARLY MORNING

### EFFECT OF SENDING FREQUENCY ON CTR



### KEY TAKEAWAY

BEST SENDING FREQUENCY: 1-4 EMAILS PER MONTH

The vertical coordinate represents the CTR (click through rate). The horizontal coordinate represents the email sending frequency. According to the data, the CTR is highest when emails are sent less than 4 times per month. However, the CTR remains fairly constant for email sending frequencies greater than 4 times a month. Try experimenting with a higher sending frequency and see how it affects your CTR.

### EFFECT OF SENDING FREQUENCY ON UNSUB RATE



### KEY TAKEAWAY

UNSUB RATE IS HIGHEST WHEN SENDING 1-4 EMAILS PER MONTH

The vertical coordinate represents the unsub rate. The horizontal coordinate represents the email sending frequency. According to the data, the CTR is highest when emails are sent less than 4 times per month. However, the unsub rate remains fairly constant for email sending frequencies greater than 4 times a month. Try experimenting with a higher sending frequency and see what works best for you.

### EFFECT OF SUBSCRIBER REGENCY ON UNSUB RATE

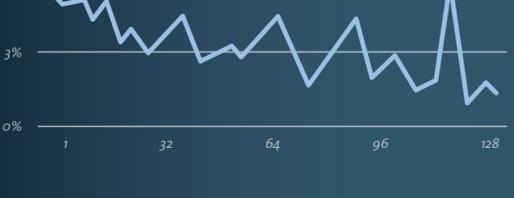


### KEY TAKEAWAY

HIGHEST UNSUB RATE: < 10 DAYS

The vertical coordinate represents the unsub rate. The horizontal coordinate represents the number of days since the user initially subscribed. According to the data, the highest unsub rate occurs among those who have been subscribers for less than 10 days.

### EFFECT OF SUBSCRIBER REGENCY ON CTR



### KEY TAKEAWAY

HIGHEST CTR: < 10 DAYS

The vertical coordinate represents the CTR. The horizontal coordinate represents the number of days since the user initially subscribed. According to the data, the highest CTR occurs among those who have been subscribers for less than 10 days. There's also a spike in the CTR for users who've been subscribers for 116 days.

**KISSmetrics** DATA COURTESY OF @danzarrella, @pure360

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