

# WHAT'S THE BEST DAY TO SEND MARKETING EMAILS?

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## MON

### EMAIL OVERLOAD

What's the first thing people do when they check their email on Monday morning? They blast through their inbox & toss what they can. Don't get stuck in the crossfire.

## TUE

### TOO MUCH LOVE?

Experts agree Tuesday is a great day for email - but if your competition is zigging, you probably want to zag. Why fight when you don't have to?

## WED

### MEH

Wednesday gets experts' "not too good, not too bad" vote. Test your response rate, though - maybe what's just OK for some is great for you.

## THU

### A POPULAR CHOICE

Another expert favorite. If your competitors are sending on this popular email day, maybe you want to pick another one.

## FRI

### A LAZY, CRAZY DAY

Experts pan Friday because people are busy yet unfocused as they prep for the weekend. But wouldn't your email be a great way for them to procrastinate?

## SAT

### COULD BE A WINNER

Many businesses brush off Saturdays for emailing, so this could be your chance to cut through the crowd. Your customers are probably checking in on mobile anyway.

## SUN

### WHY NOT?

Sunday is another overlooked day that gets a surprisingly high open rate - and your competitors probably haven't caught on yet.

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