

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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**OPTIMAL SEND TIMES:
FINDING THE PERFECT TIME FOR YOUR AUDIENCE**



THE SCIENCE OF PERFECT TIMING IN EMAIL SENDS

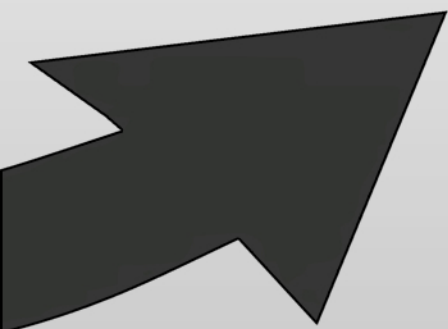
Did you know that when you send an email can be just as important as what you send?

Timing affects open rates, clicks and conversions. Here's how to find the perfect send time for your audience.

Why Timing Matters?

- ◆ **42% of recipients open emails at their most convenient time.**
- ◆ **Poor timing = lost opportunities.**
- ◆ **The right timing increases engagement and conversion rates.**

Pro Tip:
Timing isn't universal; it's about understanding Your audience.



The Myth of “Best Send Times”

- ◆ **Many claim Tuesday at 10 AM is ideal, but...**
- ◆ **Generic times don't fit every audience.**
- ◆ **Factors like geography, habits and industry matter more.**

**Implementation Tip:
Don't follow generic advice -
experiment with your audience instead.**

Tactic #1 - Leverage Historical Data

Your data holds the answer to perfect timing.

How:

- ◆ **Analyse past campaign data: What time were most emails opened or clicked?**
- ◆ **Focus on high-performing time slots.**

Implementation Tip:

Use email platform analytics to find patterns.



Tactic #2 - Consider Time Zones

Sending at 10 AM for one region means 3 AM elsewhere. Europe vs the U.S.

How:

- ◆ **Segment your list by time zone.**
- ◆ **Use time zone scheduling to send emails when each group is awake.**

Implementation Tip:

Tools like Mailchimp or ActiveCampaign automate time-zone-based sending.

Secret Tactic - AI-Powered Send Time Optimisation

Let AI handle the complexity of timing.

How:

- ◆ **Platforms like Sendinblue and HubSpot analyse user behaviour to predict optimal send times.**

Implementation Tip:

Enable AI-based send optimisation in your email marketing platform to personalise timing at scale.

Tactic #3 - Sync with Your Audience's Habits

When are they most likely to check their emails?

Examples:

- ◆ **B2B: Mid-morning during work hours.**
- ◆ **B2C: Early mornings or late evenings when relaxing.**

Implementation Tip:

Survey your audience to better understand their email-checking habits.

Secret Tactic - Use Real-Time Triggers

Send emails based on real-time behaviour.

How:

- ◆ **Trigger emails when users perform specific actions (e.g., abandoning a cart, signing up, or clicking a link).**

Implementation Tip:

Automate triggers for high-engagement moments using tools like Klaviyo or Iterable.

Tactic #4 - Weekends vs Weekdays

Weekends can work, depending on your audience.

Why:

- ◆ **Fewer emails are sent on weekends, reducing inbox competition.**
- ◆ **Lifestyle industries often see better weekend results.**

Implementation Tip:

Test campaigns on Saturdays and Sundays to see if engagement improves.

Secret Metric – The “Second Peak” Opportunity

What happens after the initial send time?

How:

- ◆ **Monitor campaigns for second-wave engagement a few hours after sending.**
- ◆ **Resend to unopened recipients during this “second peak.”**

Implementation Tip:

Use resend-to-unopened features and adjust the second send time.

Tactic #5 - A/B Test Send Times

**Don't just rely on past data.
Experimentation is key to finding your
sweet spot.**

How:

- ◆ **Split your audience into groups and test different times.**
- ◆ **Measure open rates, clicks, and conversions.**

**Implementation Tip:
Test one variable at a time (e.g.,
morning vs afternoon) for reliable
insights.**

Pro Tip - Use Seasonal Timing

Not all months are created equal.

How:

- ◆ **During holidays, audiences might check emails at different times (e.g., mornings before shopping).**
- ◆ **Adjust timing for events like Black Friday, Christmas, or industry-specific seasons.**

Implementation Tip:

Build a seasonal send calendar based on audience behaviour.

Don't Forget Mobile Users

50%+ of emails are opened on mobile devices.

Why it Matters:

- ◆ **Mobile users check emails more frequently, often during downtime.**
- ◆ **Optimise timing for mobile-friendly behaviours (e.g., commuting hours).**

Implementation Tip:

Ensure your emails are mobile-optimised for on-the-go readers.



Like, Share & Comment!

The perfect send time isn't universal - it's specific to your audience. Test, analyse and optimise to discover what works best for YOU.

Save this post for future reference and follow for more email marketing insights!

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