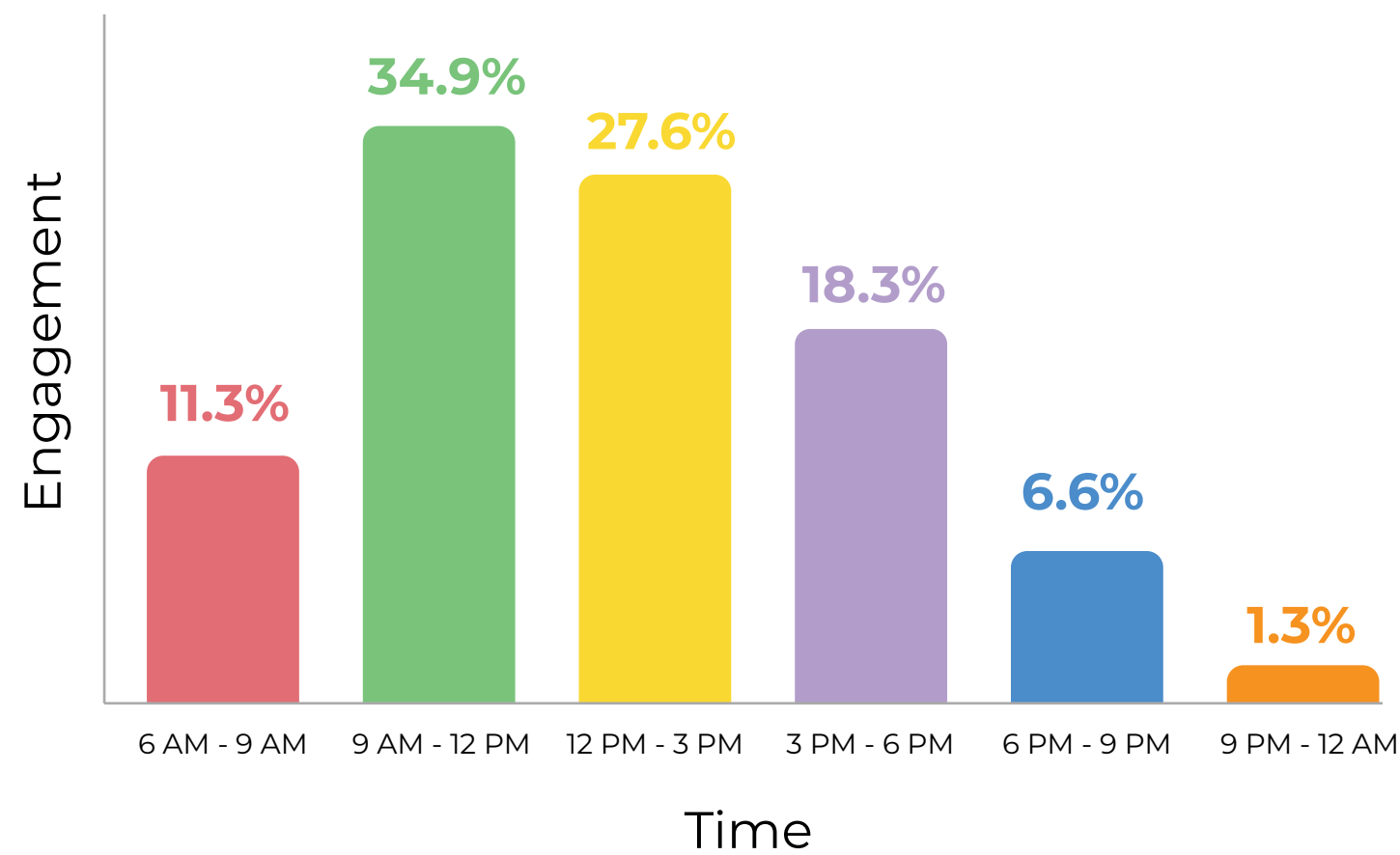


The Best Time to Send Emails [Smart Search]

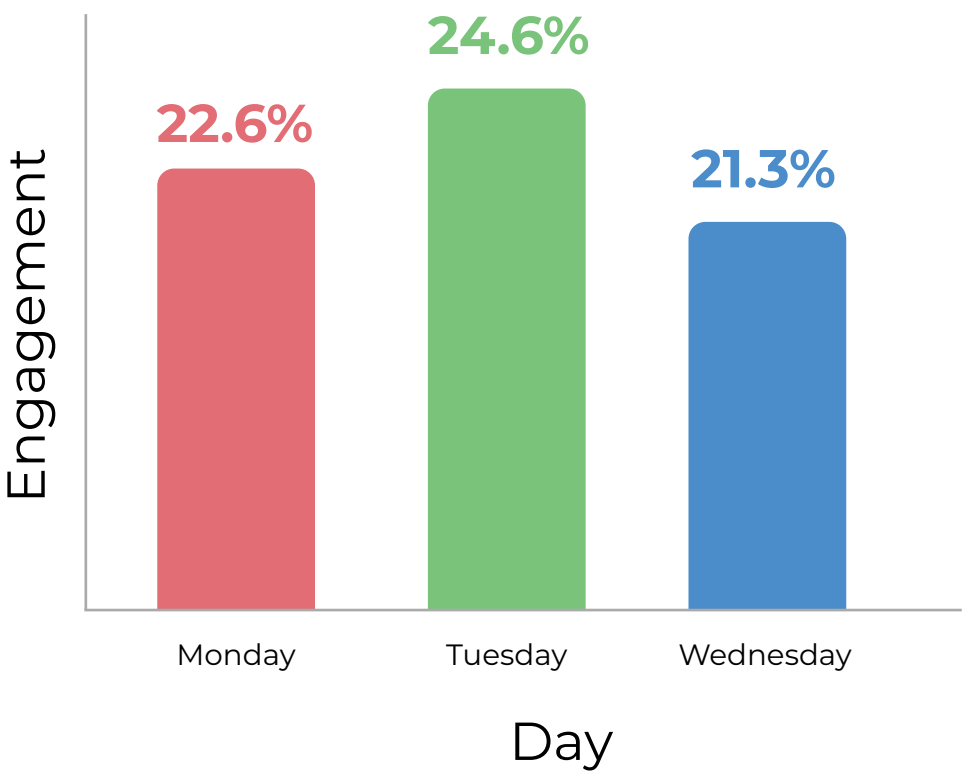
We conducted a survey to gain insights into the most effective timing for marketing emails, as well as the preferred days and time frames for engagement, among U.S. marketers!

We discovered that the majority of marketing professionals observed the highest levels of engagement with their marketing emails during two specific time windows: from 9 AM to 12 PM and from 12 PM to 3 PM in the U.S. time zone.



When inquiring about the specific time of day that yielded the most engagement, 34.9% cited the 9 AM to 12 PM window, while 27.6% highlighted the 12 PM to 3 PM slot.

When we surveyed these marketers about the most successful days for their email campaigns, 22.6% favored Monday, 24.9% opted for Tuesday, and 21.3% preferred Wednesday.



Eventually, the data showed that the most engaging time slots for email campaigns are between 9 AM and 12 PM on Tuesday

Pro tip: For B2B marketers, 9 AM to 12 PM is the prime time, with a substantial 47.9% reporting the highest engagement. Similarly, 30.9% of B2C marketers in our survey also found this morning window to be their key engagement period.

Engage with your audience with the right content at the right time with **SmartMessage Campaign Manager.**

[Learn More](#)



*Please keep in mind that this research is done in 2022, and studies may differ, consumer behavior is always changing, and performance varies based on which metric you're using as your ultimate goal.