

**Monday, BEST day of the week!**  
***For e-mail at least***

**This month tip comes courtesy of MailWorkZ, developers of specialist e-mail marketing software and looks at the question of when is the best time to send out marketing e-mails?**

Contrary to past reports, Monday is now reported as the best day to send your email marketing messages. In a report done by Return Path they based their findings on more than 16,000 e-mail campaigns sent between January and April 2004. The results detail the delivery rates by times of day and days of the week, as well as the time/day parts that are best and worst for permission-based e-mailing.

To increase the chance that an e-mail will get through to its intended target, don't send it between 2 am and 6 am, and 10 am and 2 pm — both feature the worst delivery rates among times of day. The 10 am to 2 pm time period is especially poor, with delivery rates 3% below average. By contrast, the 6 am to 10 am time period offered the best time of day delivery rates, reaching 2% above average.

Monday is the best day to send a permission-based marketing e-mail, with a delivery rate 1% above a company's average delivery rate, and one that's twice as good as rates for Tuesday, Wednesday and Thursday. The delivery rate on Friday is slightly below average, while Saturday and Sunday see rates significantly below average; and Saturday is the worst day to send an e-mail in terms of delivery rate.