

What Email
Campaign
Schedules
Generate the
Most ROI?



The Best ROI from Your Email Campaigns

Emails sent between 8pm and 12am generated higher open and clickthrough rates, more transactions, larger orders, and greater revenue per email than emails sent during any other time of day.*

Time Of Day: Email Marketing Campaign Metrics

Time	Unique Open Rate	Unique Click Rate	Transaction Rate	Revenue per Email	Avg. Order
12am-4am	17.6%	3.2%	0.20%	\$0.22	\$135.00
4am-8am	16.2%	2.5%	0.15%	\$0.18	\$164.00
8am-12pm	16.1%	2.4%	0.13%	\$0.17	\$174.00
12pm-4pm	17.6%	2.8%	0.13%	\$0.15	\$188.00
4pm-8pm	18.2%	2.9%	0.15%	\$0.16	\$182.00
8pm-12am	21.7%	4.2%	0.34%	\$0.48	\$246.00

**Statistics from a Q4 2012 analysis by Experian*

Just as senders benefited from off times, so too did they benefit from sending on off days of the week. Opens and clickthroughs were highest on Saturdays and Sundays.*

Day of Week: Email Marketing Campaign Metrics

Day	Unique Open Rate	Unique Click Rate	Transaction Rate	Revenue per Email	Avg. Order
Monday	16.6%	2.7%	0.12%	\$0.17	\$173.00
Tuesday	16.8%	2.7%	0.12%	\$0.16	\$189.00
Wednesday	16.7%	2.6%	0.11%	\$0.13	\$188.00
Thursday	16.5%	2.5%	0.11%	\$0.14	\$195.00
Friday	16.4%	2.6%	0.13%	\$0.16	\$179.00
Saturday	17.8%	2.9%	0.16%	\$0.20	\$176.00
Sunday	17.8%	2.9%	0.13%	\$0.19	\$189.00

**Statistics from a Q4 2012 analysis by Experian*

FOR MORE INFORMATION ON CONDUCTING SUCCESSFUL
EMAIL MARKETING CAMPAIGNS FOR YOUR BUSINESS...

CONTACT BANNERVIEW.COM AT 1(888) 221-8640

**From a Q4 2012 analysis by Experian CheetahMail of its North American clients' email campaigns.*