

When to send newsletters

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"Based upon the results of their research, Return Path recommends the following guidelines to improve deliverability rates of permission-based e-mail marketing campaigns:

Send e-mails on weekdays rather than weekends.

Send e-mails on weekdays between 6 a.m. and 10 a.m. EST.

Send e-mails on the following days (in descending order of delivery success): Monday, Tuesday, Thursday, and Wednesday. "