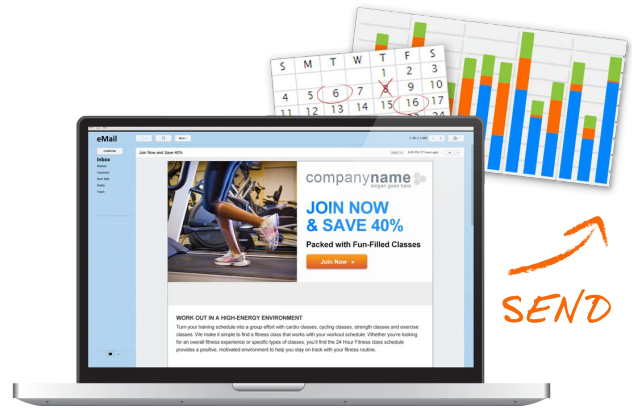


Choosing the Right Send Date

Strategies to Improve Your Email Campaign's Results

There are many factors that can determine an email campaign's potential success—from the design, to the copy, down to the offer itself. But did you know that the day you choose to send your email could also affect your results?

A key component to successful email timing is knowing what your competition is doing. The following industry-specific statistics will give you an idea of who's sending what, and when. All you need to decide is whether your strategy is to go toe-to-toe with your competition or send your emails on quieter days. It may take a few tests to decide which approach is best, but your perseverance will pay off in the end.



DAILY EMAIL ACTIVITY BY INDUSTRY - APRIL 2013

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TOTAL
Retail	15%	15%	15%	15%	18%	10%	12%	100%
Business to Business	17%	21%	20%	21%	17%	3%	2%	100%
Nonprofit Fundraising	15%	19%	13%	23%	23%	5%	3%	100%
Financial Services/Investments	4%	9%	30%	4%	48%	0%	4%	100%
Travel	13%	21%	17%	21%	20%	6%	2%	100%
Insurance	24%	10%	19%	0%	48%	0%	0%	100%

Debra Ellis, "What is the Best Day to Send Emails?" May 13, 2013.

Ready to get started with your email campaign? Determining campaign timing is just one of the ways we can help make your marketing efforts a success.

Contact your InfoUSA representative or call **888.297.0899** today.