

Whitepaper

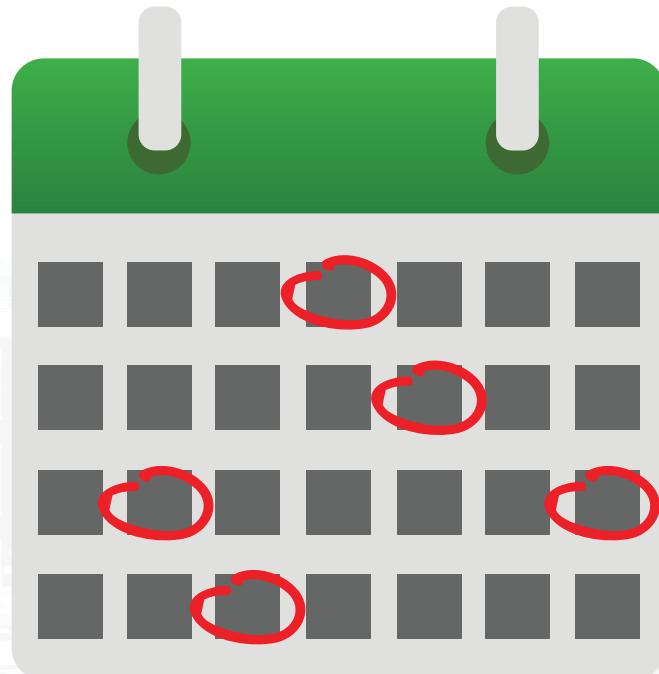
Send Frequency

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How often you send emails can be decisive for the success of your company! You may be asking yourself, "How often should I send mail? Am I sending enough? Too much? What are the consequences of the sending frequency on my brand and revenue? It's actually very hard to determine what the ideal send frequency for your company is. Once a week, once a month or sending every day? When you mail your subscribers too often, they can interpret it as spamming. If you don't send enough emails, they might forget who you are. How do you find the right frequency for your company? In this white paper we will give you all the information you need to find the ideal send frequency for your company.

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Not just the send frequency is important to achieve good results, the send time of your emails is just as important. The sending time affects the open rate of your campaigns, because most emails are opened immediately after sending. The more time passes after sending the email, the fewer emails are opened. Important to note here, the send frequency and the send time may vary by sector.

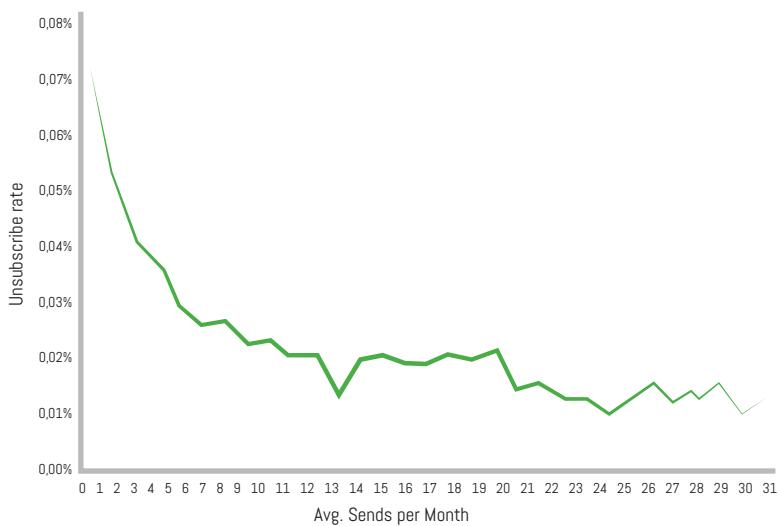


General Tips

High frequency

Sending too many emails may lead to unsubscribes, people can start to get annoyed by your emails and start seeing you as a spammer. When people are annoyed by the volume of emails that you are sending, they can start to ignore your emails, in time this will lead to less engagement. This can even escalate to readers deciding to unsubscribe from your email list entirely, or they may start to complain about your emails, which of course leads to higher complaint rates. An increase in unsubscribes and complaints may damage your IP reputation and can affect the inbox placement by email clients which in turn affects your entire list.

It's important to understand that there is no direct correlation between an increase in sendouts and an increase in unsubscribes. The research graph below shows that the unsubscribe rate stabilizes at a certain amount of send-outs per month.



Low frequency

Not sending enough emails means that you may miss out on sales opportunities! When potential customers don't get mails from you, they are not aware of your products or services and can't buy them. As mentioned, when you send with a high frequency the complaints can increase, this does not automatically mean that when you email less the complaint rate will be lower. When you send less, each complaint has a greater impact on your complaint rate. The same goes for unsubscribes, people might have forgotten about you and unsubscribe or even worse say this is SPAM.

Low frequency doesn't give the customers a chance to build a real relationship with your company. They can quickly forget who you are and what you offer, especially in these days when we are bombarded by emails in our inbox.

Send consistently

It's important to send your emails on a consistent basis. Not just for your subscribers but also for your sender reputation. If your IP address does not have a consistent send frequency, there is a higher chance that email clients like Hotmail or Gmail don't trust your emails and think it's SPAM. Therefore your emails will be placed in the spam folder. Subscribers that see your brand name on a consistent base are more likely to remember you when they are thinking about making a purchase.

Therefore we suggest you start sending 2-3 emails per week, later on you can raise the frequency to 3-4 until the point that you reach a consistent sending pattern that fits your business. When you don't email on a consistent frequency it makes it harder to identify inactive email addresses on time. These addresses can be recycled into spamtraps, therefore you are more likely to hit a spamtrap.

Increase frequency during the holidays

During the holidays we suggest you raise the frequency of your send out's. During this time of the year more purchases are done and the average order value is higher. You want to make sure that they spend their money at your company and not the competitor. During the holidays, you can email your database (almost) every day. The more often they see your name in their inbox, the higher chance they will remember your brand.

Testing

In order to find out what send frequency works best for your business you should do some testing. Create one control group of subscribers that maintain your current frequency. If you are sending on a high frequency, then decrease the frequency of the second test group. If you are sending on a low frequency do the opposite. Test this for a period of one month. After this period you can start the second test month to fine tune the ideal frequency. To decide what frequency works the best for you, you need to track the unsubscribes, complaints, opens, clicks and conversions over the test period.

Let the customer decide

Add a link in your email where subscribers can update their preferences, change the email frequency. This is the best way to find out the correct frequency for your audience.

Manage your email preferences

Please select all email types you wish to receive

Product specific

- Twice a week
- Once a week
- Twice a month
- None (unsubscribe)

Sale events

- Twice a week
- Once a week
- Twice a month
- None (unsubscribe)

[Update preferences](#)

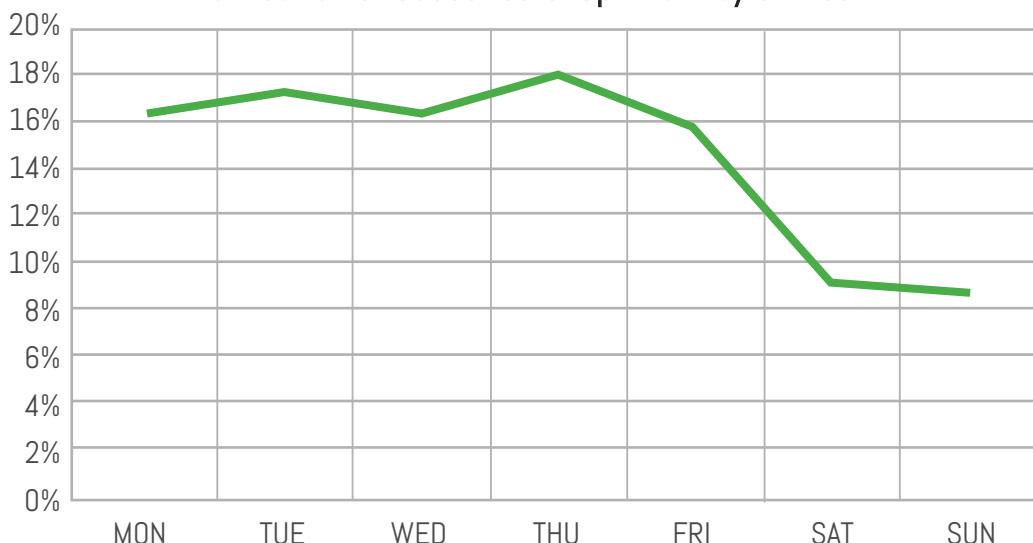
Sending time by sector

Sending time

Because most emails are opened immediately after sending, the sending time is just as important as the send frequency. What is the best time to send your emails?

Generally the best times to send out the newsletter are on weekdays; just before office hours, between 8:30 to 9:00 pm, during the break, 12:00 pm to 14:00 pm and after working hours, 5:00 pm – 19:00 pm. On Saturday and Sunday the newsletters are best sent after 1:00 pm. But also for the ideal sending time, the same rule applies. Test and see what your subscribers prefer.

Distribution of Subscribers' Optimal Day of Week



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