

When are people most likely to open your email?

Contrary to popular belief, people like opening up their email on Fridays and Saturdays, rather than work days. That's according to a new study by MailerMailer.

The Email Marketing Metrics Report reveals that although the overall unique open rate fell slightly this year, messages sent on Saturdays and Fridays resulted in slightly higher rates than those seen in the last half of 2004.

According to the study, recipients were most likely to open emails sent on Saturdays (25.8 percent), Sundays (25.1 percent), and Mondays (24.7 percent) in the first half of this year—compared to an average of 21.77 percent for all days.

MailerMailer is a Rockville, Md.-based email list management company. Here's a more detailed look at the unique open rates by day of the week:

- All mailings - 21.77 percent in 2005
22.92 percent in 2004
- Sunday - 25.13 percent in 2005
26.80 percent in 2004
- Monday - 24.71 percent in 2005
25.18 percent in 2004
- Tuesday - 22.61 percent in 2005
24.37 percent in 2004
- Wednesday - 19.97 percent in 2005:
21.62 percent in 2004
- Thursday - 19.69 percent in 2005
21.51 percent in 2004
- Friday - 22.11 percent in 2005
21.92 percent in 2004
- Saturday - 25.85 percent in 2005
24.31 percent in 2004