Constant Contact:
Best time for Marketing, Advertising, PR: Monday 10 a.m.
Best time for Consultant, Training: Wednesday 6 a.m.
Best time for Professional Services: Tuesday 8 a.m.

Mailchimp: Tuesday and Thursday, 9-11 or 1-3, best time 2 p.m.

Desktop vs. mobile: desktop users read emails at work, midday.
Mobile users read at night, 8-midnight

GetResponse: peak inbox activity on Thursdays, second highest on
Wednesdays.

Mailchimp: high open rates on Thursdays, with a second peak on
Tuesdays.

Mailchimp and Wordstream: Thursday and Tuesday are the best
days to send emails.

Tuesdays get the *most* emails opened compared to any other day of
the week

Saturdays may also be a good day to send email for its high open
rate, according to data from Experian and analyzed by Customer.io.

HubSpot: Tuesday is the best day to send email, followed with a tie
for Monday and Wednesday

MailerMailer: found Tuesdays win for opens, with Wednesday coming
in at a close second. For clicks, Sundays win, with Tuesday coming in
second place. Note that since Sunday has lower opens, it's likely
easier to get that high of a clickthrough rate.

Data from Dan Zarella and provided through GetResponse suggests
sending emails on Saturday and Sunday and that it's best for both
clicks and opens.

Morning between 9–11 a.m. is definitely the best time to send email according to Campaign Monitor's research. It looks like there is a peak at 10 a.m. Campaign Monitor sums it up by saying that 53% of emails are opened during the workday between 9 a.m.–5 p.m.

Mailchimp confirms with Campaign Monitor that sending emails later in the morning between 10 a.m.–noon will get you the most opens. It looks like the best time to send email is at 10 a.m. Surprisingly, different research from Mailchimp and analyzed by Wordstream suggests there may also be a peak for opens in the afternoon. Wordstream says 2 p.m. is also a peak time to send email.

HubSpot researched open times to find late morning tends to get the most opens. Send emails at 11 a.m. for the best results.

Data from Experian and cited through Customer.io suggests a similar approach to Wordstream's analysis to send emails later in the day. Customer.io found that email opens are highest from 8 p.m.–midnight, with a second peak between 4–8 p.m.

Data from MailerMailer also suggests that sending emails in the late morning during work hours gets the best percentage of opens. Send your emails at 10 a.m.

Customer.io suggests that while it's a common practice to check email in the mornings, most people are just beginning their day and may likely avoid email marketing in favor of productivity.

Dan Zarella's research, as analyzed by GetResponse, suggests 6 a.m. is a peak time to send emails, followed by late in the evening from 8 p.m.–midnight.

1. What Is The Best Day To Send Email?
According to these studies, prioritize your send days in this order:
Tuesday: This is hands down the #1 best day to send emails according to the majority of the data from these studies.
Thursday: If you send two emails a week, choose Thursday for your second day.

Wednesday: While no single study showed that Wednesday was the most popular, it came in second place several times.

2. When Is The Best Time To Send Email?
While many of the studies found varying results, here is how you can prioritize your send times based on data:

10 a.m.: While late-morning send times were the most popular in general, several concluded that the best time to send emails is at 10 a.m. Another notable time is 11 a.m.

8 p.m.-midnight: emails generally receive more opens and clicks later into the evening. As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

2 p.m.: It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

6 a.m.: I guess this makes sense since 50% of you begin your day by emailing in bed. Before you even stand up, you're opening emails. Good morning.

Note: A lot of these articles mentioned time zones. The big takeaway is to choose the time zone for the majority of your audience. If you're in the U.S., that's likely Eastern Time since that time zone covers 50% of the population. If you're a local company, send at these times in your own time zone