

Email Broadcast - Best Send Time 🗝️

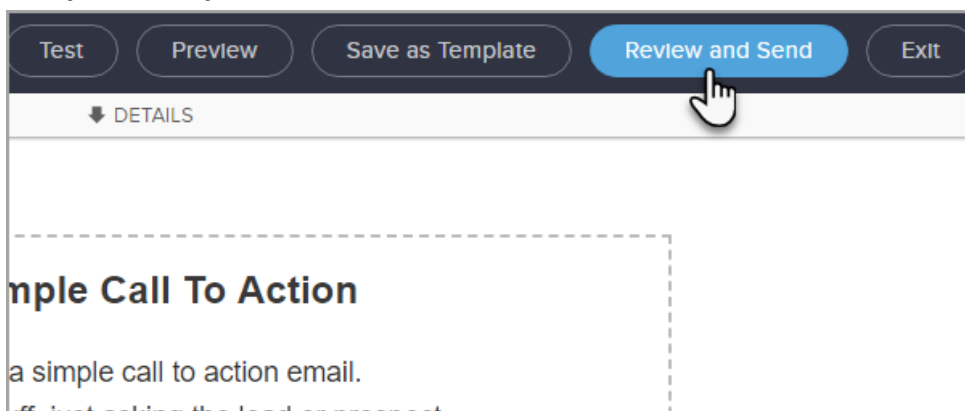
This article applies to:

Max Classic can calculate the Best Time to send an email to a given group of recipients. Max Classic will attempt to calculate the ideal send time for your selected audience when a confidence of at least 75% is met. If the confidence level is lower than 75%, we will send the broadcast based on the best send time for the average customer.

Based on data from the billions of emails we send annually, we look at your email's designated audience, combined with global open rate trends to calculate the best time to send your email: when it's most likely to be seen and opened by your audience.

This is not solely based on your contact list (see above)

1. Go to **Marketing > Email & Broadcasts**
2. Click **Get Started**
3. When you are ready to send click **Review and Send**



4. Click the radio button called **Send at the best time today**

