

# What 1 Billion Texts Taught Us About The Most Popular Times to Text Your Audience



After sending more than 1 billion text messages, we uncovered the trends you need to know.

Here's when the most (and fewest) sends happen:

## Most Popular Day



### Why?

Early-week sends can drive more clicks and

## Most Popular Time

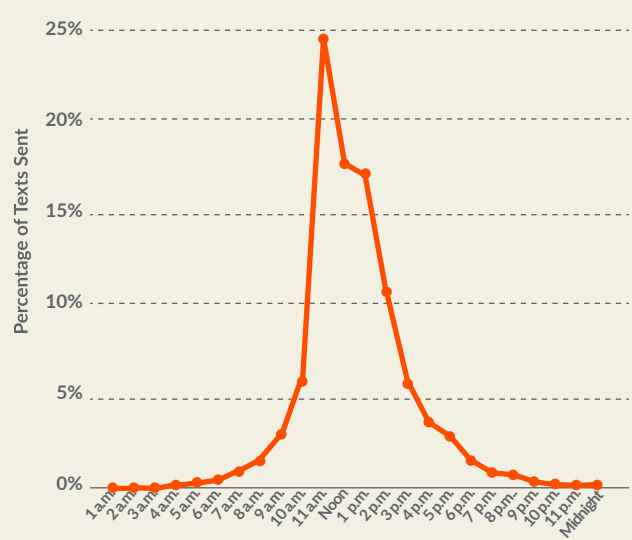
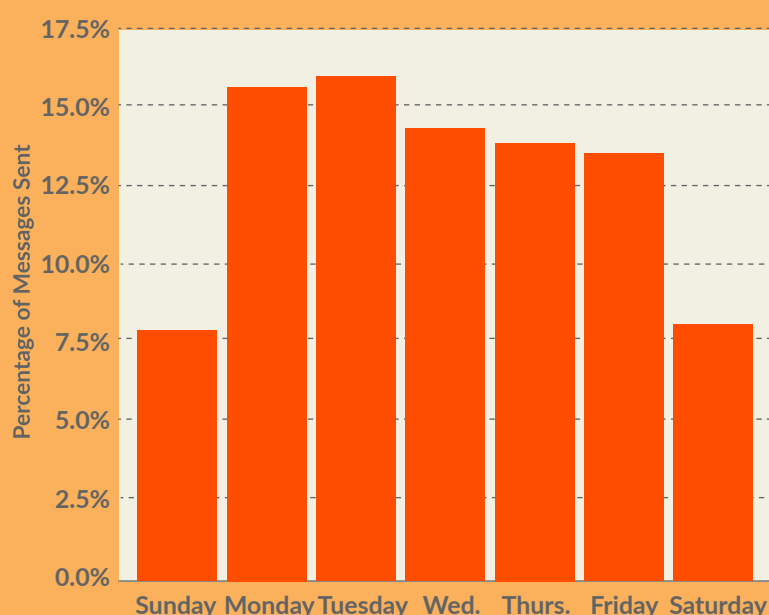


11 a.m. ET

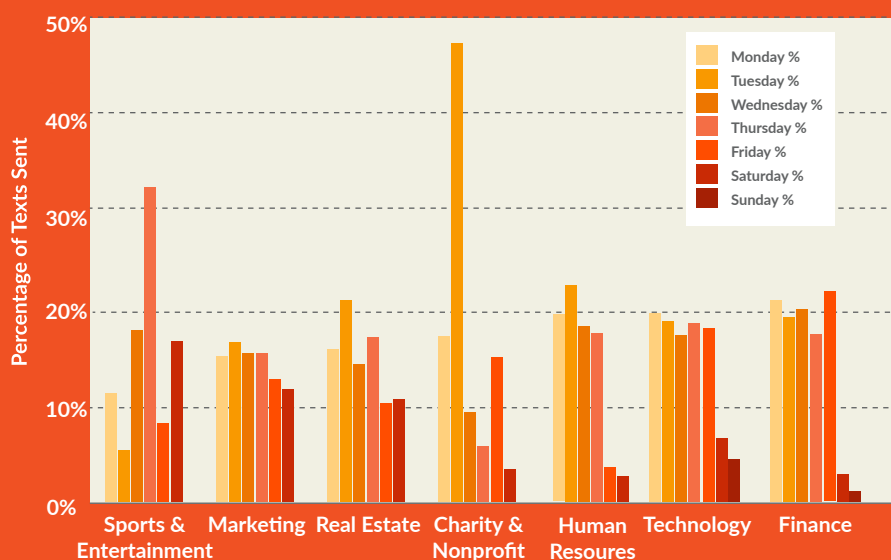


### Why?

By late morning, most people are settled into the day and more receptive to notifications.



## Most popular day by industry



### Why?

While early-week texts work well for B2B audiences, sports and entertainment messages may perform best ahead of weekend events.

Meanwhile, Friday paydays can drive higher account activity, triggering notification texts from financial institutions.

## Send time with the highest unsubscribes



9 p.m. ET



### Why?

A late-evening text can disrupt recipients' ability to wind down, spend time with loved ones, and prepare for bed.



## Timing Tips to Boost Engagement



### Send when you'll stand out

To avoid competing with other brands, send just outside of the most popular times and days.



### Don't disrupt contacts during quiet hours

Play it safe by only sending promotional texts between 11 a.m. ET - 8 p.m. ET\*



### Know your audience

Uncovering the best time for your audience takes experimentation. Test, track, and learn from your data.

\*Some states have more restrictive laws than others, but sending during this "safe zone" ensures compliance with all quiet hours regulations.

Ready to take your texting to the next level?

Discover best-in-class deliverability and powerful reporting to help you find the best times to reach your audience.

[Learn what TrueDialog can do for you.](#)