Expert	Industry / Niche	Day (s)	Time (s)	Why?
John Grant	Bidets	• Tuesday • Wednesday • Thursday	10 AM-12 PM	People seem to check their emails once they're settled into their workday, but before they get too busy
Alasdair Cherry	Gaming/ Betting	• Tuesday • Wednesday • Thursday	10 AM-12 PM	We consistently monitor performance through A/B testing of email send times, subject lines, and content to identify patterns that resonate most with our users.
Ben Schreiber	Leather	• Tuesday • Thursday	9 AM-11 AM	This timing leverages when people often check emails, usually after their morning routines and before lunch.
David Zhang	Photography	• Tuesday • Thursday	10 AM-12 PM	From our experience, midweek mornings yield the best open rates as these align with when photographers plan shoots.
Jean Che	Wedding Attire	• Tuesday • Thursday	8 AM-10 AM	This period often sees higher email engagement as people check emails at the start of their workday.
David Mathews	Tech Accessories	• Tuesday • Wednesday	2 PM-7 PM	Recipients are more receptive to engaging with promotional content during these hours.
Mark Agnew	Eyewear	• Tuesday • Thursday	12 PM-2 PM	Our strategy gravitates towards sending emails on weekdays around lunchtime or evenings when customers are most likely to be free.
Roy Benesh	Travel Tech	• Tuesday • Thursday	10 AM-11 AM	This timing leverages a natural lull in the workweek where people check emails but are not overwhelmed.

Expert	Industry / Niche	Day (s)	Time (s)	Why?
Dylan Young	Health	· Tuesday · Thursday	10 AM-11 AM	Industry norms and audience routines (like post-breakfast checks) shape our timing.
Juan Gonzalez	Fitness Equipment	· Tuesday · Thursday	10 AM	This timing aligns with when our audience: gym owners and fitness enthusiasts, are most likely to check emails after starting their workday.
Eric Sornoso	Meal Delivery	· Tuesday · Thursday	10 AM	Our meal delivery service coincides with when customers are typically planning their meals.
Dan Dillon	Cleaning Supplies	· Tuesday · Wednesday · Thursday	10 AM-2 PM	Most of our customers work in offices and are likely to check emails during these hours.
Jason Stelle	Air Filters	· Friday · Saturday	4 PM-6 PM	We align the intent of the message with audience behavior.
Ashima Kothar	Corporate Gifts	· Friday · Saturday · Sunday	Different Times	Consumers are more inclined to shop during their leisure time.
Xin Zhang	Music	· Tuesday · Thursday	10 AM-2 PM	Our niche— musicians— guides this strategy, as these times align with when our audience is likely checking emails during work breaks.
Sara Millecam	Beauty	· Tuesday · Wednesday	5 PM-9 PM	People tend to unwind and engage with beauty content post-work.

Expert	Industry / Niche	Day (s)	Time (s)	Why?
Luke Seddon	Catering Equipment	• Monday	11 AM-2 PM	We know that our customers generally start their work day at this time and with their busiest time over the weekend, are much more cash-positive and in a position to buy equipment.
Wes Wakefield	Coffee	• Saturday	5 AM-8 AM	Likely from people looking to start their day with a new coffee machine or accessory.
Andrew Fiore	Vapes	• Tuesday • Thursday	7 AM-9 AM	Given the impulsive nature of many vaping purchases, timing plays a big role in catching people when they're most likely thinking about their next purchase.
Alfred Christ	Puzzles	• Tuesday • Wednesday	10 AM	We cater to both hobbyists and gift buyers, which means timing emails when our audience is likely thinking about leisure or shopping is key.
Maryanne Fiedler	Psychic Readings	• Saturday • Sunday	10 AM-11:30 AM	Our data shows that subscribers prefer engaging with our content during their downtime, when they're more likely to explore services for self-reflection and growth.
George Silagadze	Art	• Tuesday • Thursday	10 AM	Our audience consists of art enthusiasts who are more likely to engage with emails during their workday.
Ryan Vaughn	Flooring	• Thursday	10 AM	This aligns with when people are settling into their workdays and are more likely to check their inboxes.

Expert	Industry / Niche	Day (s)	Time (s)	Why?
Loris Petro	Wellness	• Tuesday • Wednesday	10 AM	This timing works because people have settled into their week but aren't yet overwhelmed with tasks as they might be later.
Andrew Wilson	Concrete	• Tuesday • Wednesday • Thursday	10 AM-12 PM	This timing works because people are usually settled into their week and are more likely to engage with emails.
Angelo Sorbello	Pet Supplements	• Tuesday • Wednesday • Thursday	8 AM-10 AM	These are most optimal for higher open rates.
Kevin Lim	Protective Equipment	• Tuesday • Thursday	10 AM	The rationale behind these timings is that people usually start their day by checking emails.
John Wilson	Home Services	• Monday	8 AM-10 AM	People often think about home maintenance at the start of the week.
Poalo Piscatelli	Security	• Tuesday	10 AM	This timing works well in the security industry because people are often planning their week and are more likely to read emails
Jayant Surana	CBD	• Tuesday • Thursday	4 PM-8 PM	Our audience, typically working professionals or young adults, tends to check emails more frequently after work or during evening downtime.