Mailbutler

When are emails opened?
Data from 3 million emails

What 3,087,838 opened emails sent between May and October 2026 tell us about reading habits.

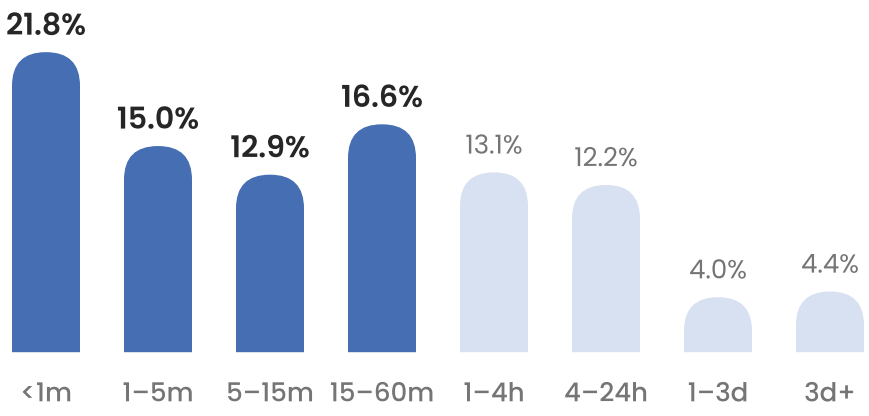
66%
of opened emails are opened within an hour

36%
of first opens happen from 9:00 to 13:00

93%
of first opens happen from Monday to Friday

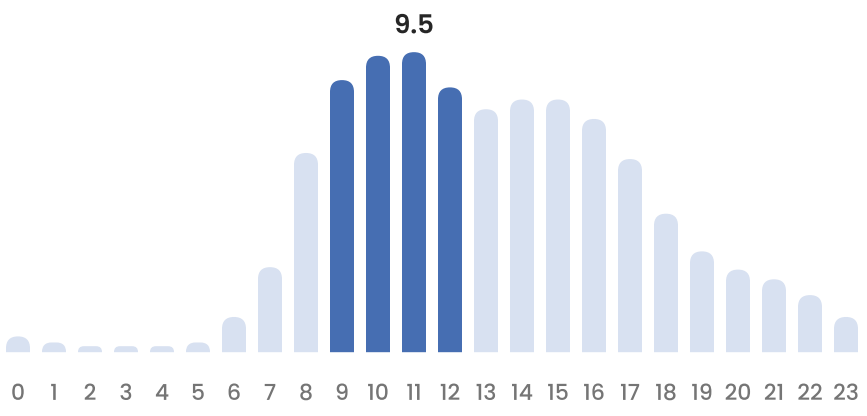
Two thirds are opened within an hour

Share of opened emails by time to first open



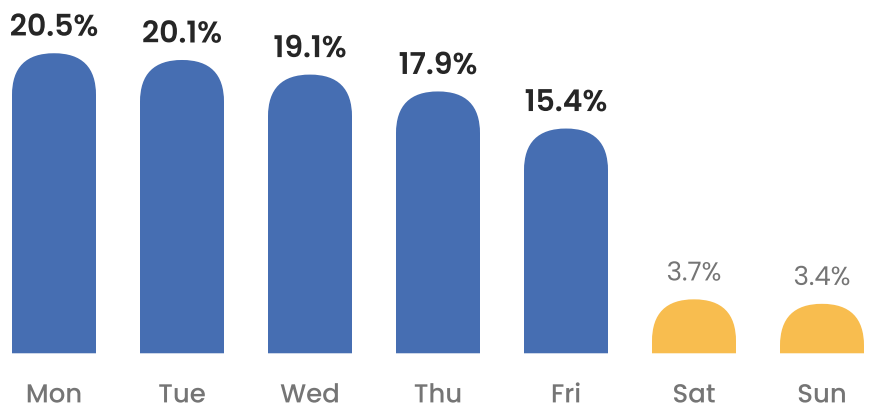
The working morning is prime time

Share of first opens (%) by hour; peak 9.5% at 11:00



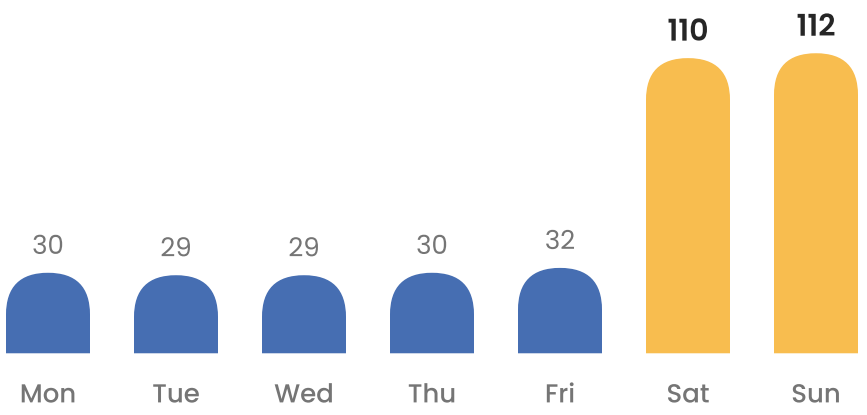
Almost all opens are on weekdays

Share of first opens by day, Central Europe



Weekend emails wait four times longer

Median minutes to first open, by day sent



What this means for your emails

Expect a quick response
Most opens happen within the first hour, so write for someone reading right away.

Aim for the working morning
Emails arriving between 8:00 and 12:00 on a weekday meet readers when most opens happen.

Skip the night
Almost nobody opens email between midnight and 6:00. Schedule late emails for the morning.

Mind the weekend
Weekend emails take almost four times longer to be opened. Send on Monday morning instead.

Schedule emails for the right moment, then see when they are opened.

Mailbutler's Tailored Sending and Email Tracking work in Gmail, Apple Mail, and Outlook.

mailbutler.io

Source: Mailbutler, 3,087,838 opened emails sent May–Oct 2026, aggregated and anonymized; internal accounts excluded. Hour and weekday charts: 515,868 first opens from Central European countries, in local time, opens within 1 minute of delivery excluded. Day-sent medians cover opened emails only; this is not an open rate.