

Insights from 5 MILLION EMAILS

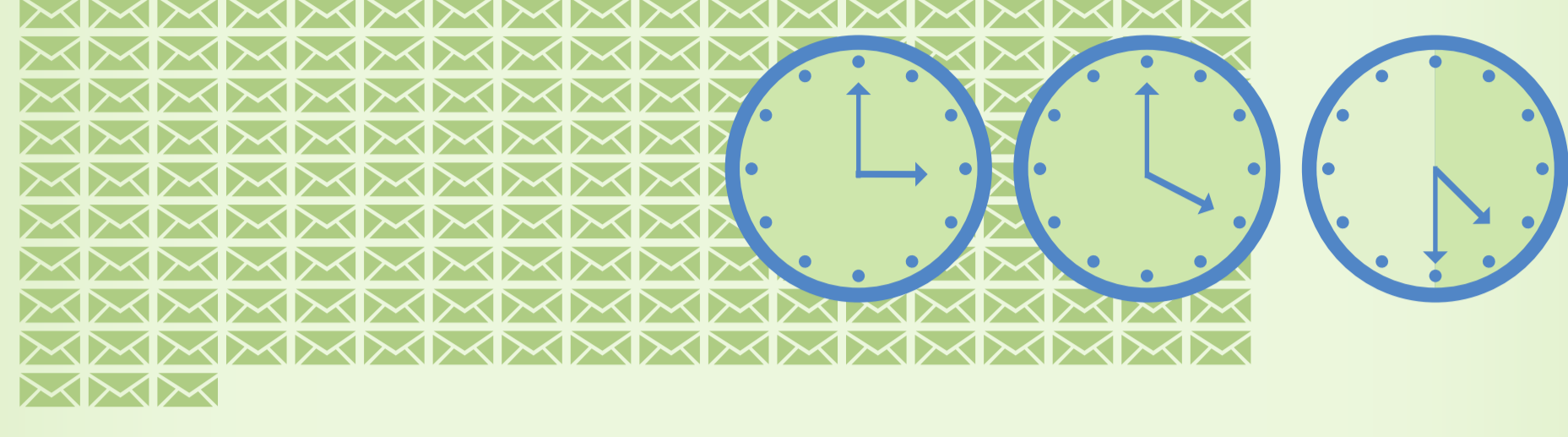
Drowning in email? You're not alone. We spent more time in our inboxes last year than ever before.

But what were we actually doing during all those hours? And how can we use that time more effectively?

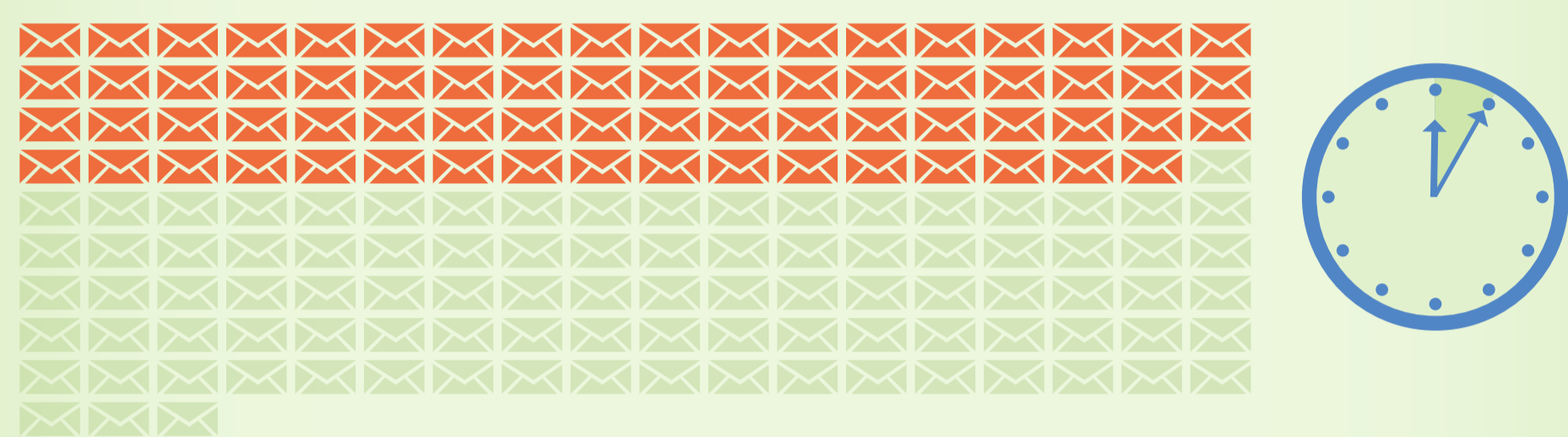
Here's the real story.



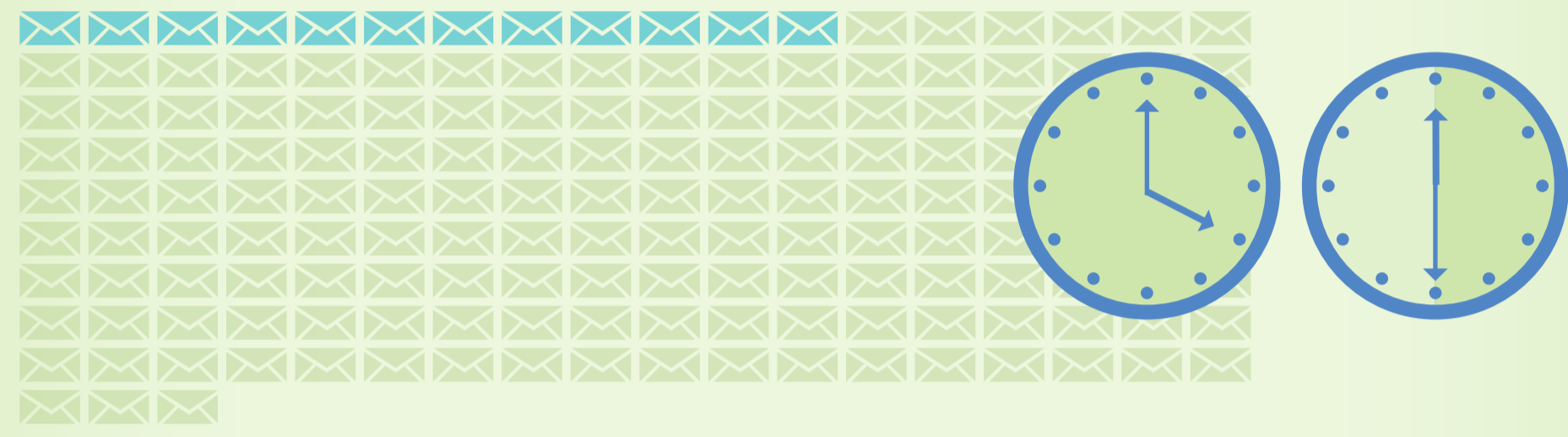
THE TRUTH ABOUT EMAIL



The average email user receives **147** messages every day, and spends more than **2 1/2 hours** on email a day

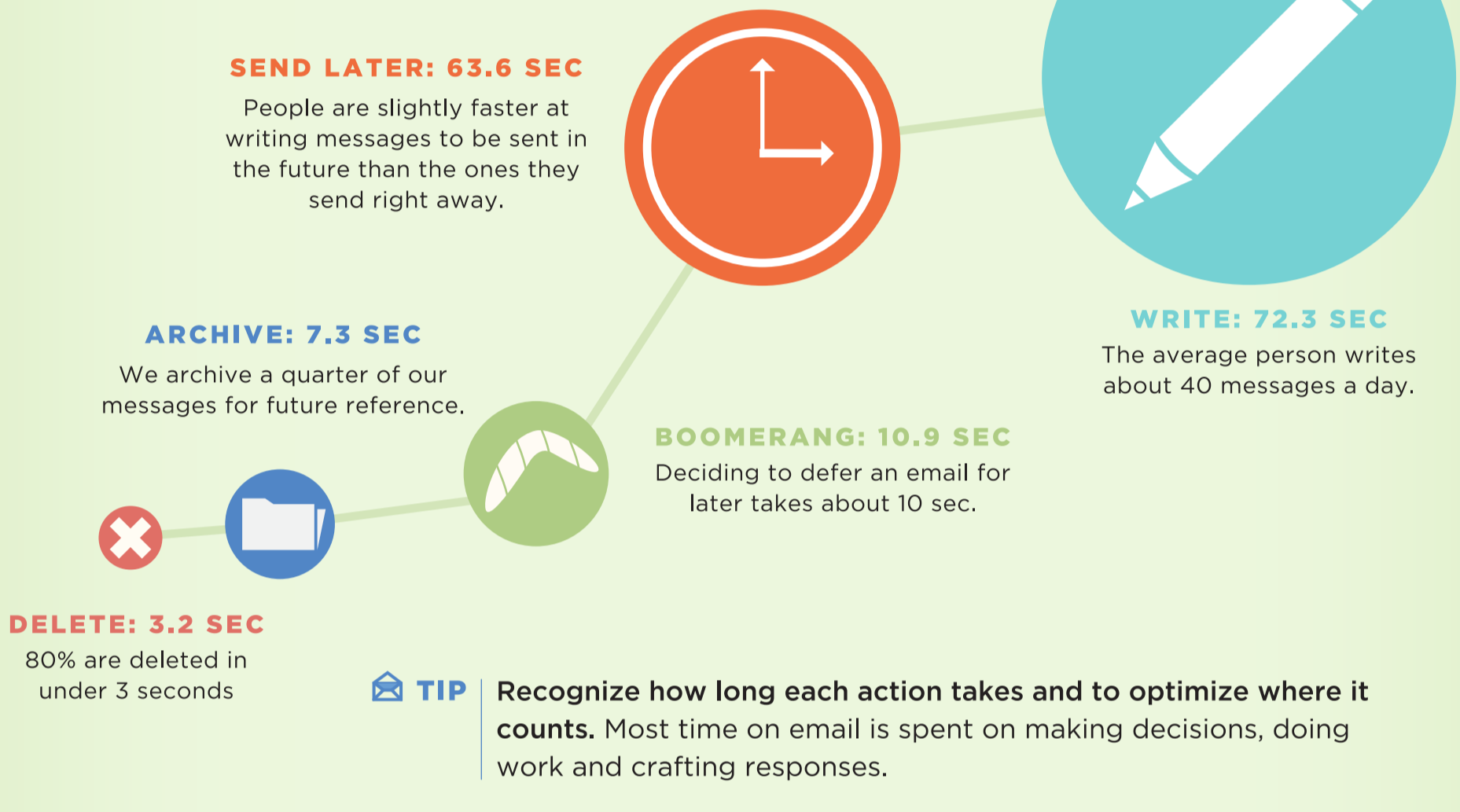


On average, we delete **71** of those, which takes just under **5 minutes**



On average, we get **12** messages a day that require substantial work. Just those 12 messages take up almost **90 minutes** per day!

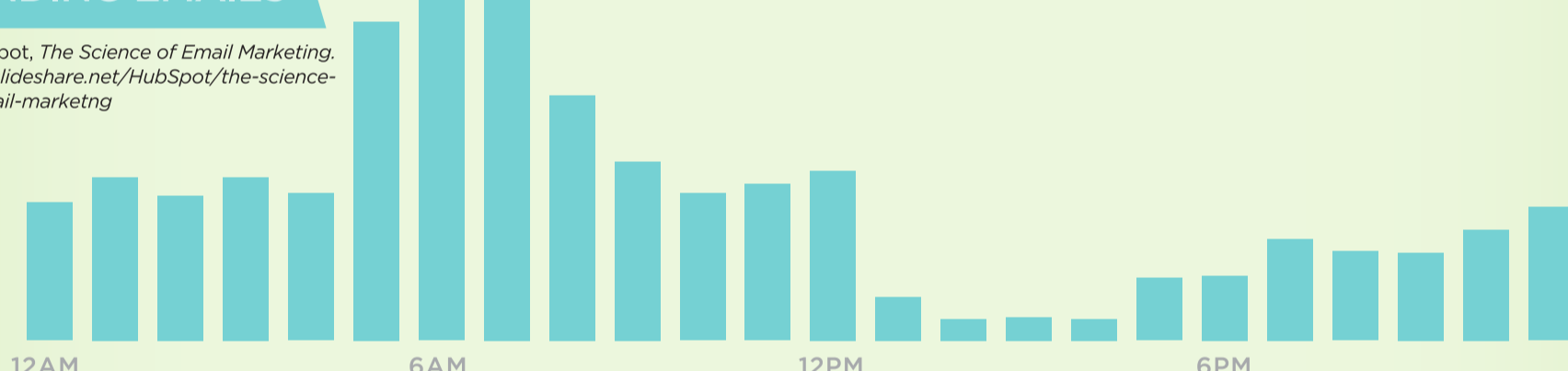
Average time per task...



WHEN WE EMAIL

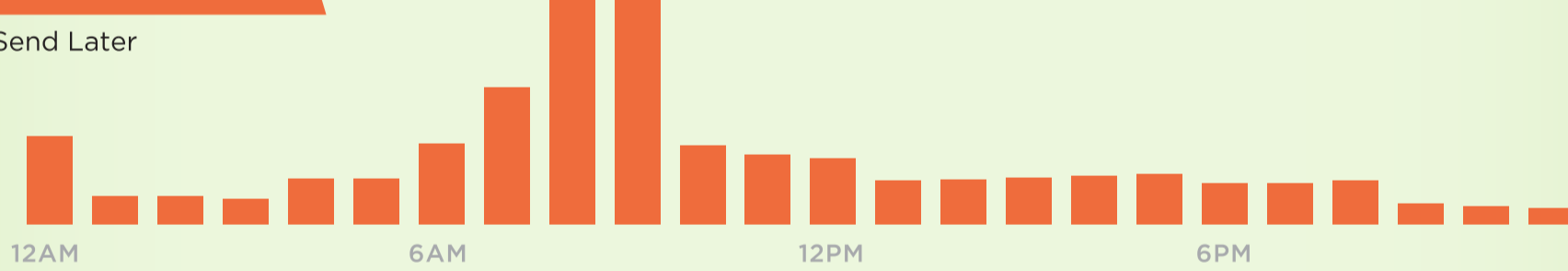
WHEN PEOPLE RECOMMEND SENDING EMAILS*

*HubSpot, The Science of Email Marketing. www.slideshare.net/HubSpot/the-science-of-email-marketing



WHEN PEOPLE THINK OTHERS READ EMAILS

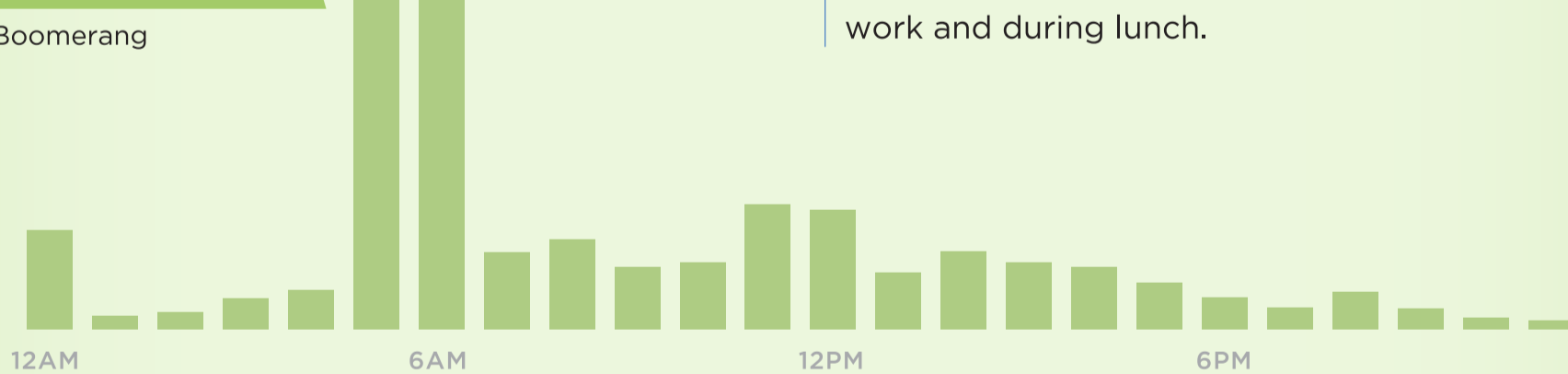
via Send Later



Boomerang lets you schedule a message to be sent in the future, with **SEND LATER**. Here are the hours when most people schedule messages.

WHEN PEOPLE WANT TO READ EMAILS

via Boomerang



TIP Send more effectively at the time people want to read their emails. You are more likely to get a reply if you send a non marketing email before work and during lunch.

BOOMERANG brings messages back to your attention when you're ready for them. For most messages, that's around 6 am.

GET A RESPONSE

The best words to use in email titles

WORDS TO USE

Apply
Opportunity
Demo
Connect
Payments
Conference
Cancellation

WORDS NOT TO USE

Confirm
Join
Assistance
Speaker
Press
Social
Invite



3 WAYS TO MASTER EMAIL



Learn to say no and decide quickly.



Send non-marketing emails before work & during lunch



Reply quickly to important emails

*77% of tracked messages expect a response within 2 days

How Do We Know This?

We analyzed our database of over five million messages to find insightful trends and data! Through those five million messages, we've saved our customers thousands of hours and helped them boost sales, stay organized, and learn to love their Inboxes.

