

Best Performing Send Day ^[1]



December 11, 2019 by [jennifer.mortensen](#) ^[2]

Wondering which day of the week generates the highest engagement for your email sends? Take the guesswork out of your efforts by using Marketing Cloud's Best Performing Send Day Report. The Best Performing Send Day report gives a quick view of which day of the week your sends are most effective for your subscribers. Compare factors such as clicks per open and open rate by send day of the week for a time period of your choice.

NOTE: This wiki assumes that you've already read [Discover Reports in Marketing Cloud](#) ^[3] and know how to access Discover Reports.

Launching the Best Performing Send Day Report

To launch your report, locate the report name Best Performing Send Day and click the **Create** button.

The report will automatically populate using **all** of the data in your business unit based on the default filters contained within the report logic.

Home

Reports

Overview

Catalog

Activity

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Results: Best Performing Send Day

Available fields (89) for: Email

Find: View

Measures

Bounce Rate

Bounces

Bounces - Block

Bounces - Hard

Bounces - Soft

Bounces - Technical

Bounces - Unknown

Click Rate

Clicks

Complaints

Conversion

Deliveries

Delivery Rate

Did not click

Did not open

Open Rate

Opens

Sends

Share Rate

Share Recipients

Share Subscribers

Shares

Survey Rate

Survey Responses

Total Goals Met

Unl. Click Rate

Layout

X-axis

Send Day of Week

Drop Level Here

Y-axis

Campaign Name

Drop Level Here

Color By

Click Rate

Size By

Clicks Per Open

Properties

Data Labels:

None

Pattern:

Gradient

Color:

Red, Yellow, Green

Reverse Colors

Bullet Style

Square

Chart Options...

1 Filter

Send Date includes previous

eComm Monthly Newsletter

Unknown Campaign

MEC Weekly Digest

CU Connections

If the information you see when your default report populates is a bit overwhelming, you're not alone. Luckily, Marketing Cloud allows you to filter your report criteria to get more meaningful information about specific email sends.

For the purposes of this example, we will be using the Best Performing Send Day report to measure audience engagement with the MEC Weekly Digest (a communication for eComm

Specialists) and the monthly eComm newsletter.

NOTE: The default version of the Best Performing Send Day report is based on Marketing Cloud campaign data (which is different from Salesforce campaigns). If you don't use Marketing Cloud campaigns, don't worry - you can adjust your layout and filters if needed. If you aren't using campaigns, other recommended ways to filter your sends include Email Name and Email Subject.

Report View

First, select the type of report layout you want to create using the **View as Table or Chart** options in the upper right corner of the screen. Select **Chart** and then click the drop down arrow next to the chart icon. Select **Bar**.



Customizing Your Report with Filters

Once your default report populates, you'll be presented with three key areas that allow you to customize the data generated:

- **Available Fields:** A list of fields you can use to display or filter email send information

from your business unit. You can drag and drop available fields into both the layout and filter areas.

- **Layout:** Options for the X and Y axes and associated measurements that allow you to customize the data your report measures and how it is displayed.
- **Filters:** Options to specify filter criteria based on traditional filter logic such as "is equal to, "is not equal to," "contains," "does not contain," etc.

Layout

Set your layout criteria as follows:

- **Y-Axis:** Drag **Send Day of Week** from **Available Fields** and drop in **Y-axis**. Remove other criteria listed by default by clicking the drop down arrow next to them and selecting Remove.
- **Series:** Drag **Campaign Name** (or another field of your choice) from **Available Fields** and drop it in **Series**. Remove other criteria listed by default by clicking the drop down arrow next to them and selecting Remove.
- **Measures:** Drag **Opens** and **Clicks** from **Available Fields** and drop in **Measures**. Remove other criteria listed by default by clicking the drop down arrow next to them and selecting Remove.

▼ Layout

Y-Axis 


Send Day of Week ▼

Drop Level Here

Series 

Campaign Name ▼

Drop Level Here

Measures 

Opens ▼

Clicks ▼

Drop Measure Here

Multi-Chart 

Drop Level Here

▼ Properties

Data Labels:

None ▼

Chart Options...

Filters

Since the layout options alone don't limit our email sends to a specific set of messages, we can use filters to further narrow our view. We can narrow the pool of email send data that will be included by dragging **Campaign Name** from **Available Fields** and dropping it in **Filters**. A window will open that allows you to specify the filter logic. In this case, we will select **Select from a List** and choose the campaign names we want to include in the report.

Filter on Campaign Name

☒ Select from a list ([Includes](#), [Excludes](#))

☐ Match a specific string ([Contains](#), [Doesn't Contain](#))

Choose values from list: Currently Included ▾ :

CU Connections
MEC Weekly Digest
Unknown Campaign
eComm Monthly Newsletter

>
<

>>
<<

✓ MEC Weekly Digest
✓ eComm Monthly Newsletter

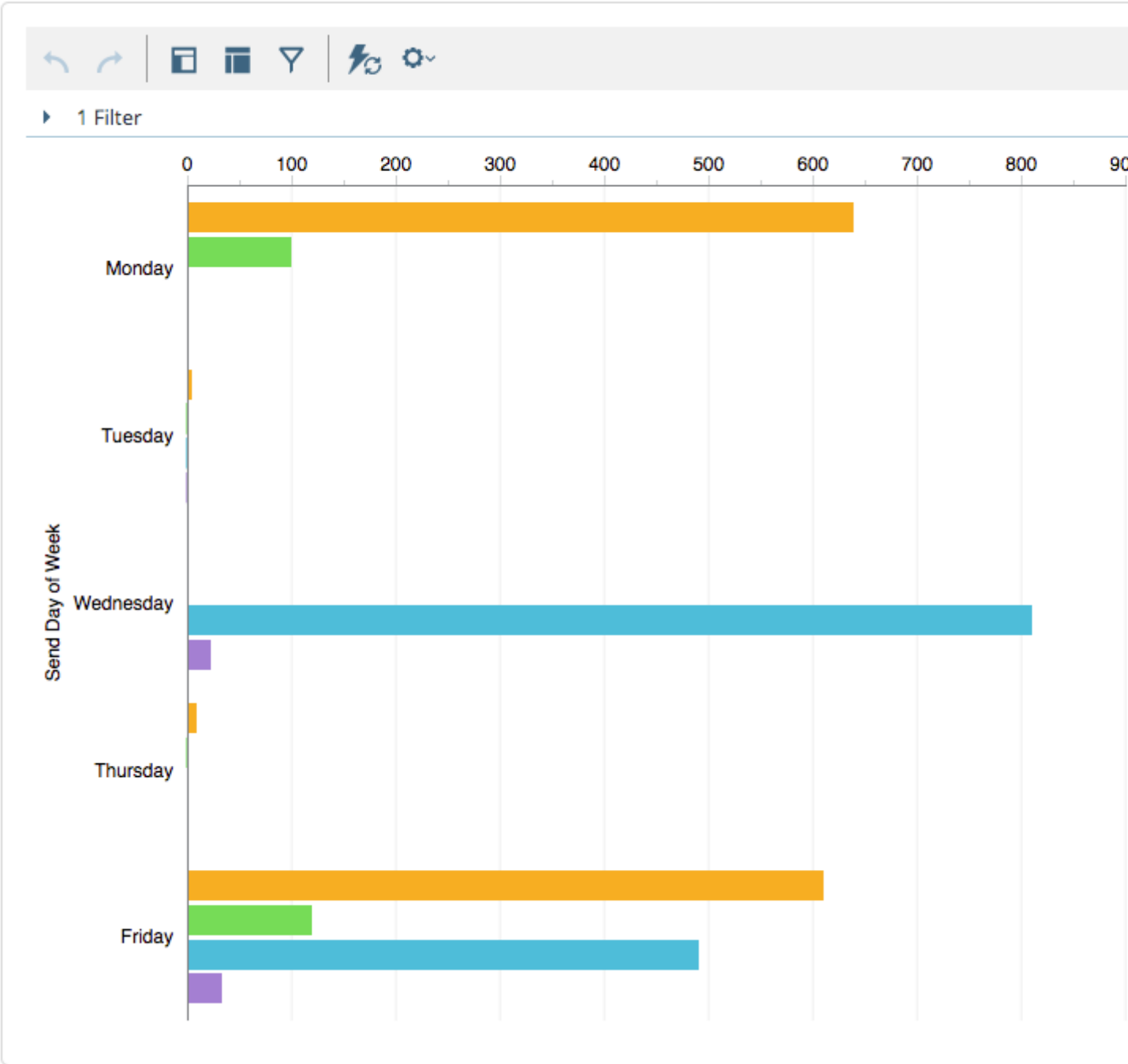
Showing all 4 values 2 values selected

☐ Parameter Name

Click **OK** when you are finished. Your report will automatically refresh.

Your final report will populate based on the criteria you entered and might look something like the screen shot below depending on the number of campaigns on which you are reporting and what measures you chose.

Results: eComm Outreach Best Day



You can then save your report to access it again in the future or schedule updates to run automatically. See [Discover Reports in Marketing Cloud](#) [3] for more information.

This report tells us that eComm;s most effective send day for the MEC Weekly Digest is Monday in terms of opens, but Friday in terms of clicks. For the eComm newsletter, our highest open rate occurred on a Wednesday, and our highest click rate occurred on a Friday.

Display Title:

Best Performing Send Day

Send email when Published:

Yes

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/best-performing-send-day>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/best-performing-send-day> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789> [3] <https://www.cu.edu/blog/ecommerce-wiki/discover-reports-marketing-cloud>