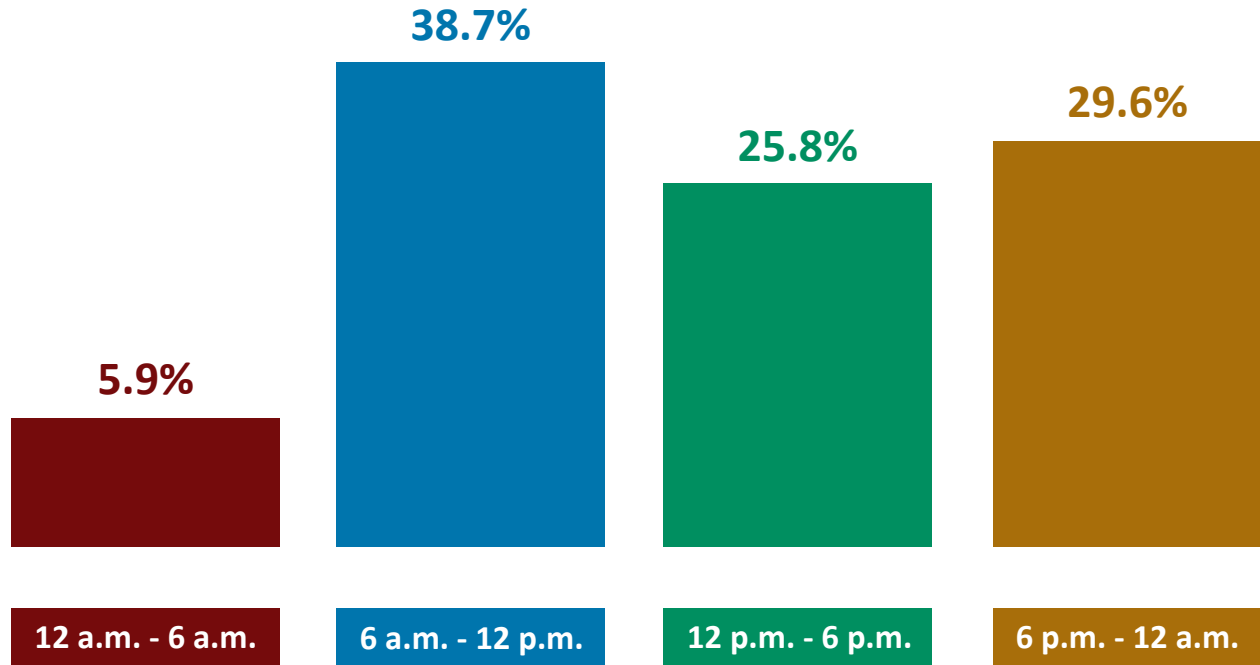


# Phillips MediaSource WhitePaper

## When Do Emails Arrive in Your Inbox?

Email open rates are the highest within 1 hour of delivery, so marketers should take care to send emails at optimal hours.



94% of all internet users use the internet to send or read emails. This is more than any other activity - more than the use of search engines (87%), the use of maps and finding directions (86%), checking the weather (81%), getting news (75%), buying a product (66%) or using social network sites (61%).

### Let's talk.

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