

The logo for HOKA ONE ONE, featuring the brand name in a bold, white, sans-serif font. The word "HOKA" is on the top line, and "ONE ONE" is on the bottom line. A stylized white swoosh, resembling a running shoe's midsole or a wing, is positioned between the two lines of text, partially overlapping the "O" in "HOKA". A registered trademark symbol (®) is located at the end of the second "ONE".

HOKA ONE ONE®

**Optimal Email Cadence &
Timing For Activewear Brands**
Activewear

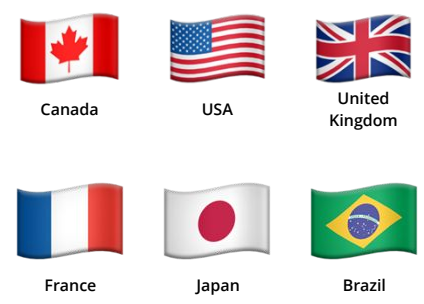
This case study will examine the best times of day and day of week to send out email campaigns, as determined by an analysis of industry email data.

Industry Competitors include:



and more...

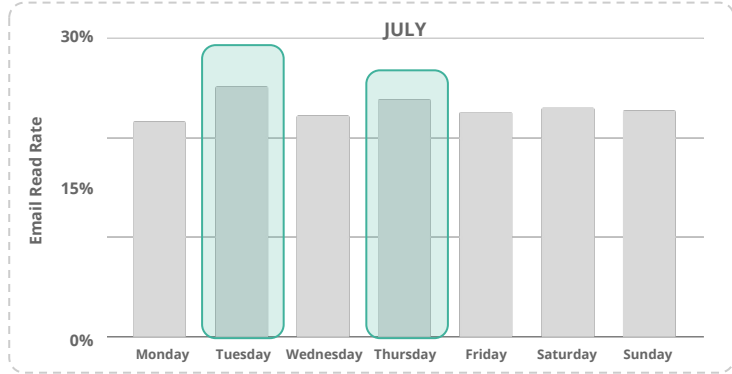
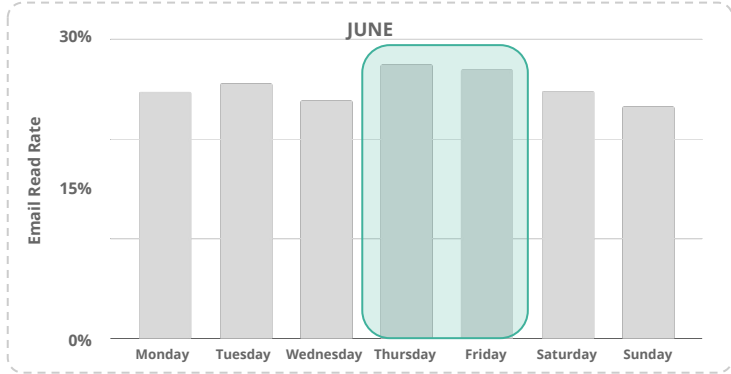
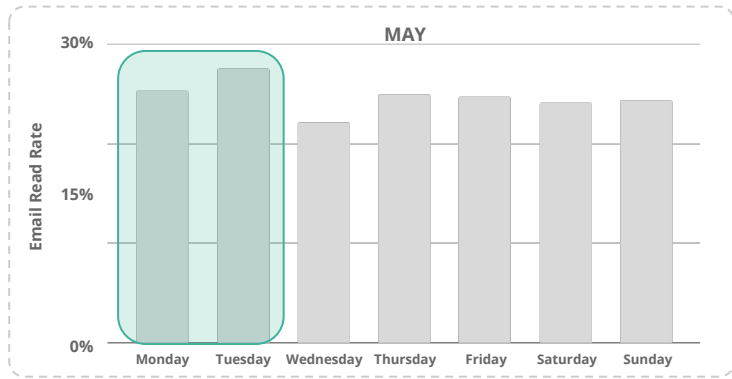
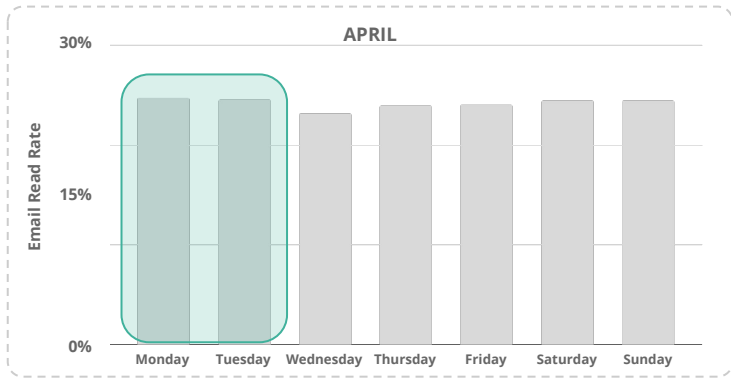
Primary Target Location Include:



and more...

...and an **analysis of over 12000+ emails** from April to July 2020

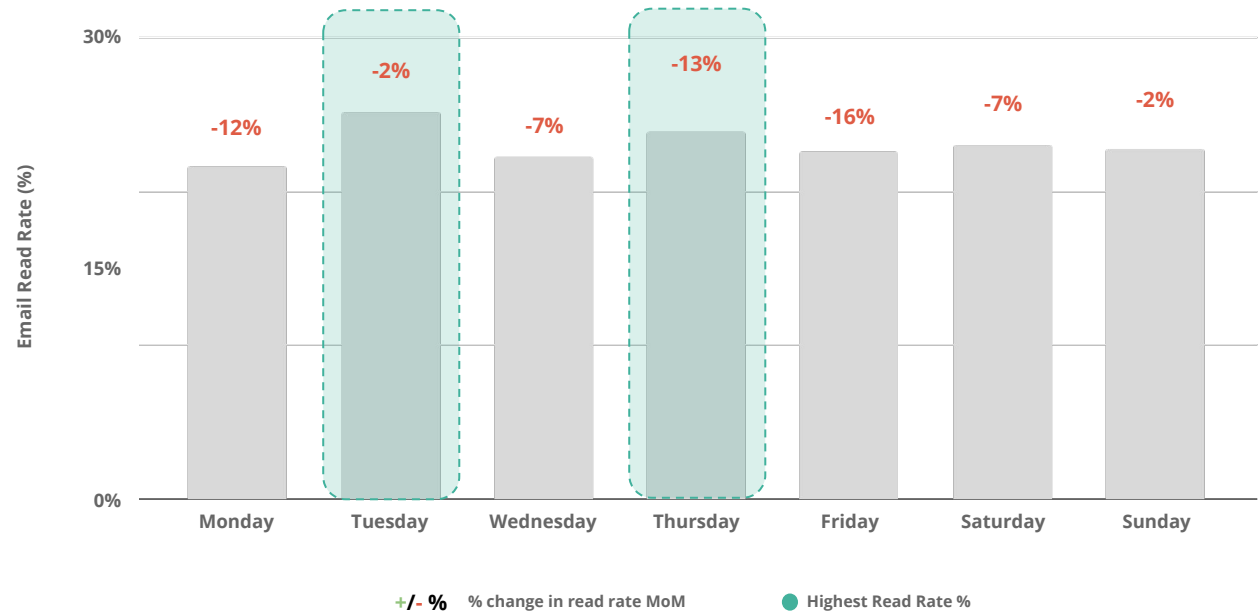
In the past 4 months, email campaigns sent during the weekdays, particularly Tuesdays and Thursdays, have outperformed weekends in terms of read rates.



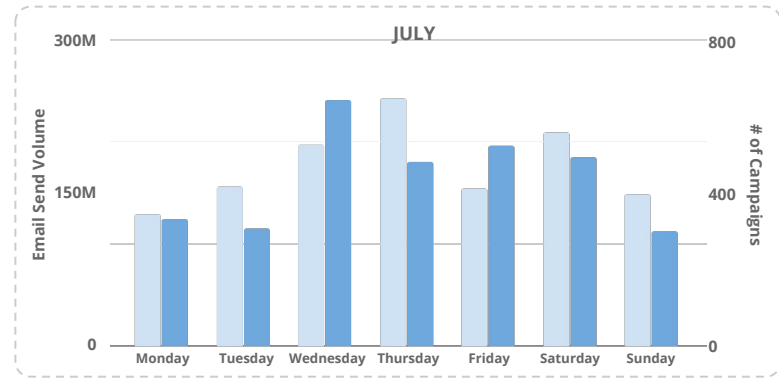
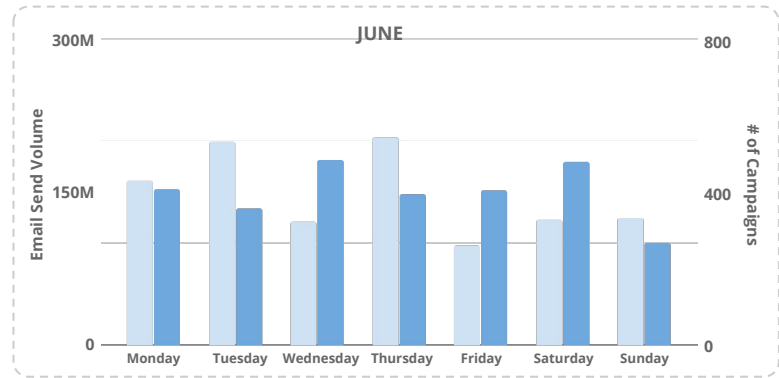
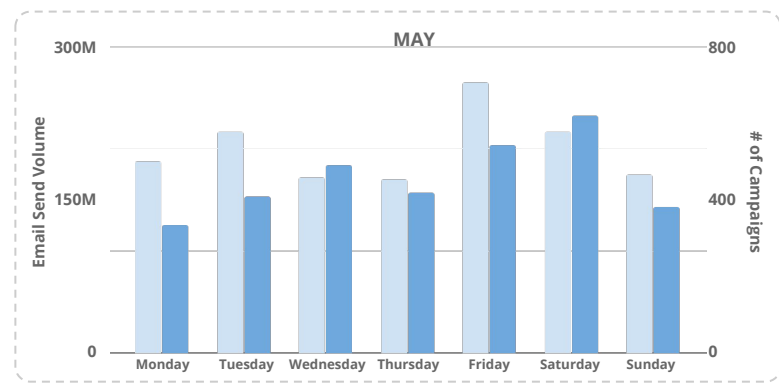
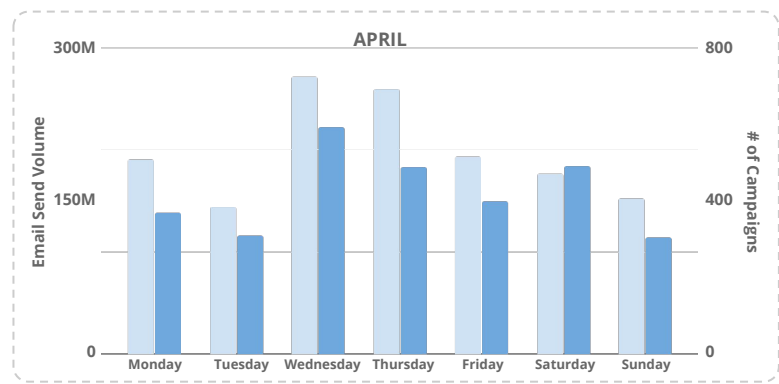
*Read Rate % analysis excludes non-promotional automated emails such as shipping & order confirmations, account creation, password updates, order cancellations, etc.



Focusing in on July, the best performing days shifted from Thursday and Friday to Tuesday and Thursdays. As a whole, read rates for this month has declined by an average of **-9%** compared to June.

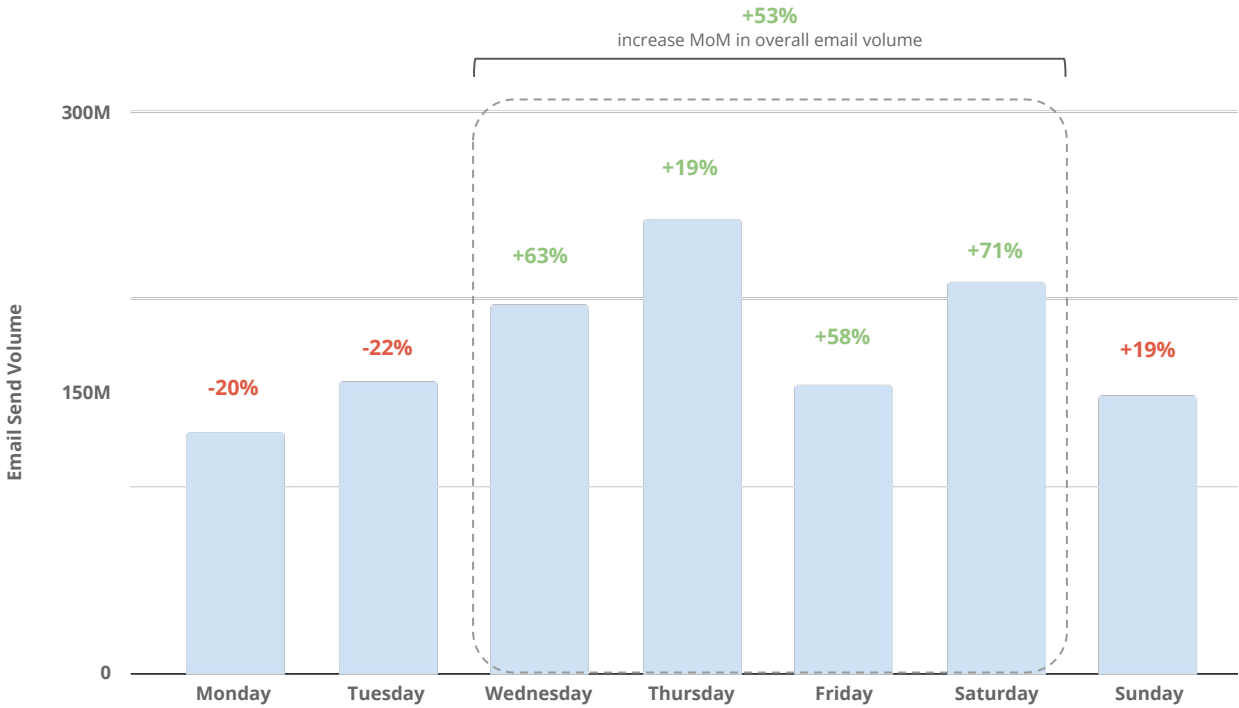


As for email send volume, days in the middle of the week see the highest volumes, with Mondays and Sundays generally being the lowest volume days.

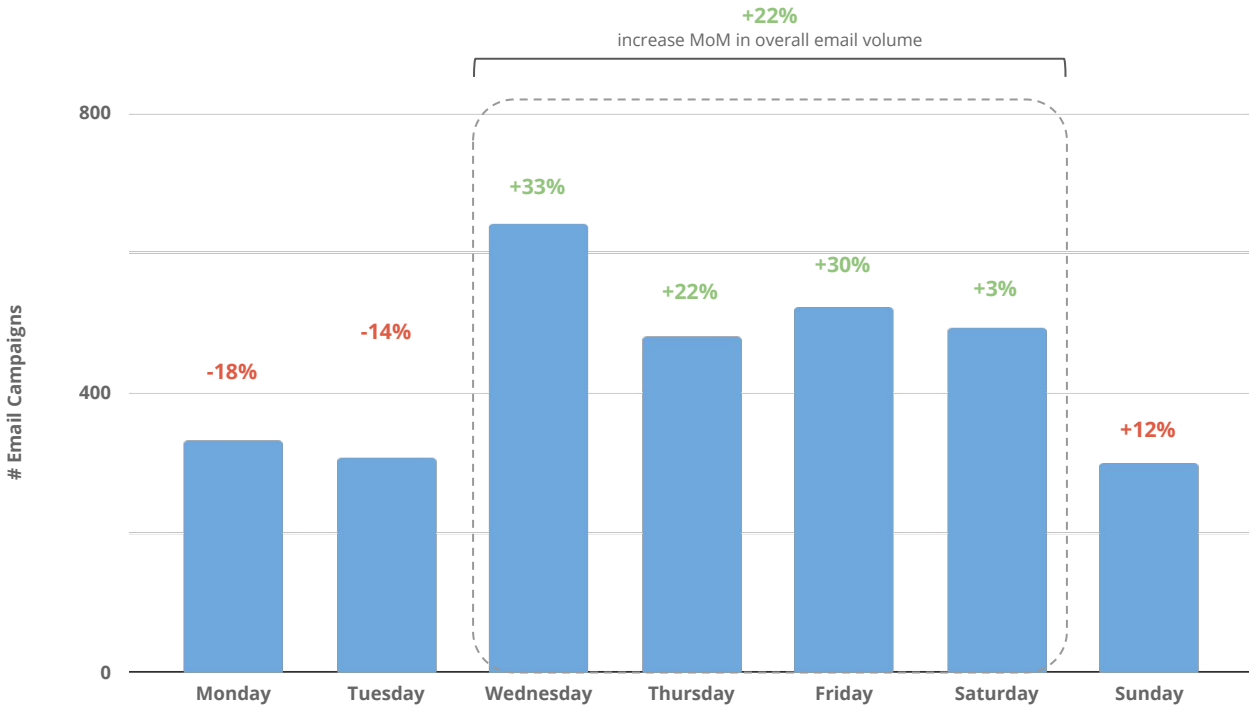


● Email Send Volume ● Number of Email Campaigns

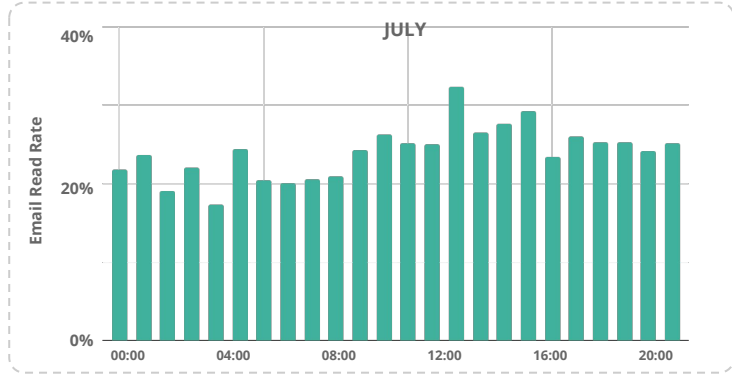
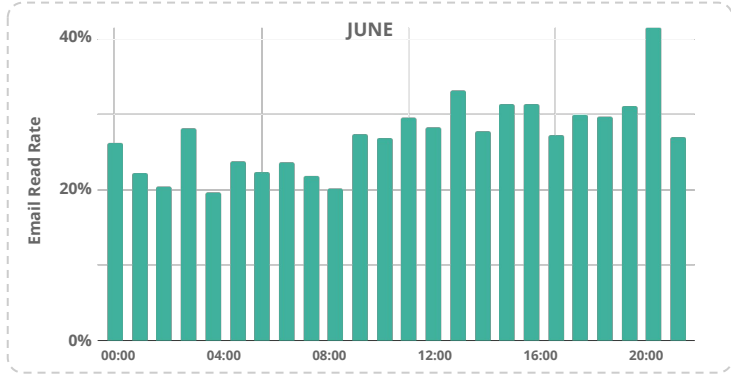
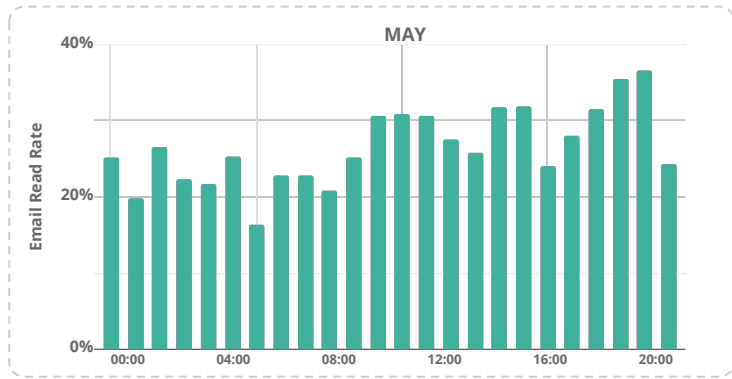
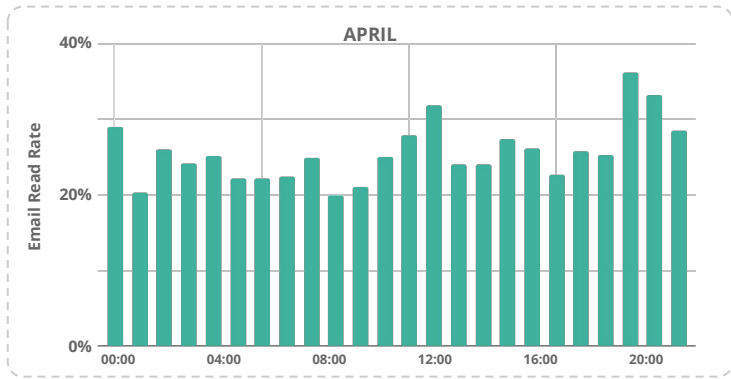
July saw a shift of emails being sent during the latter half of the week, with Thursday continuing to be a popular day to send out emails. Email send volume increased by **+12% MoM**.



As with email send volume, the number of email campaigns sent during the latter half of the week also increased, with campaign volumes increasing by +12% MoM.



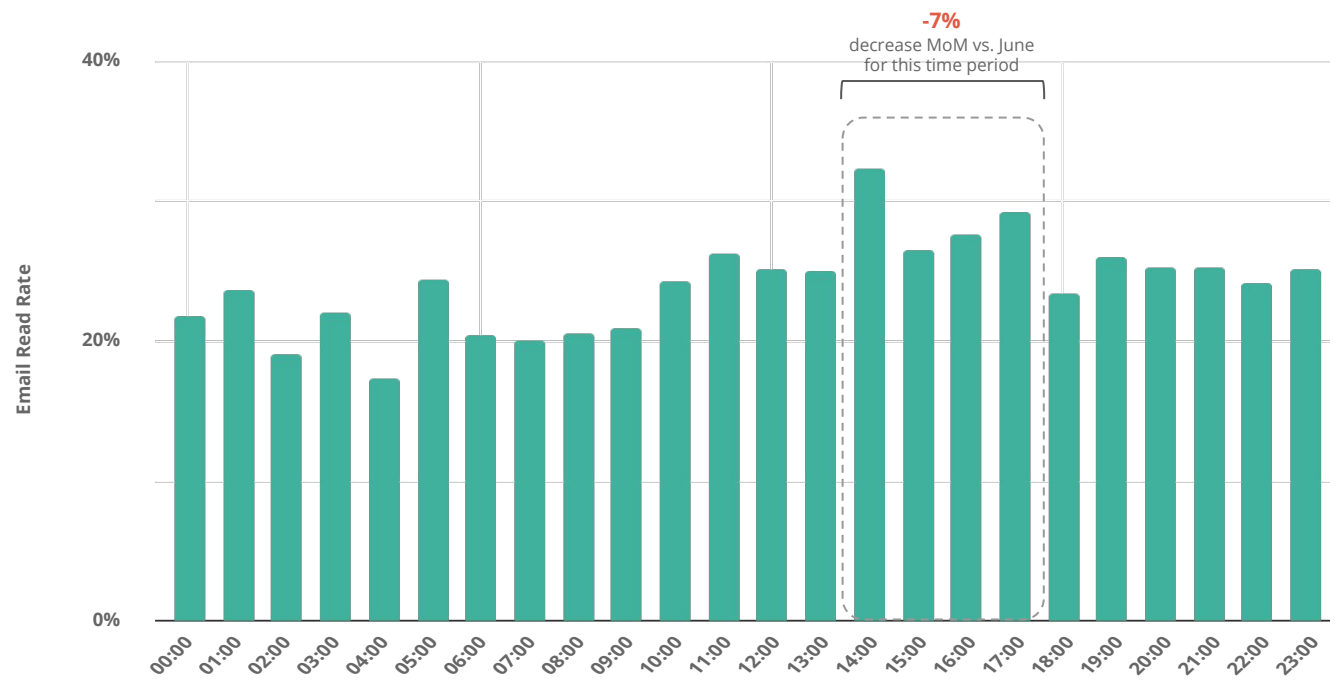
Globally, read rate percentages fluctuate throughout the day, with afternoon and evening times performing better than early mornings.



*Read Rate % analysis excludes non-promotional automated emails such as shipping & order confirmations, account creation, password updates, order cancellations, etc.
*Time zone in PST



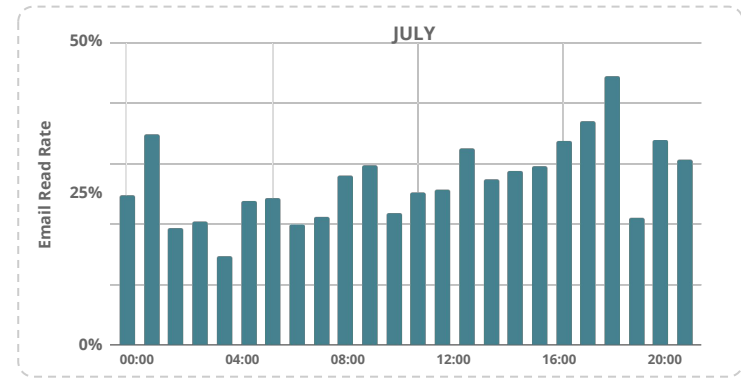
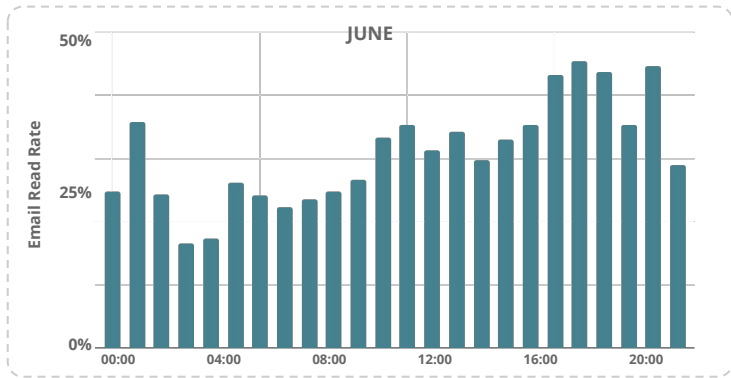
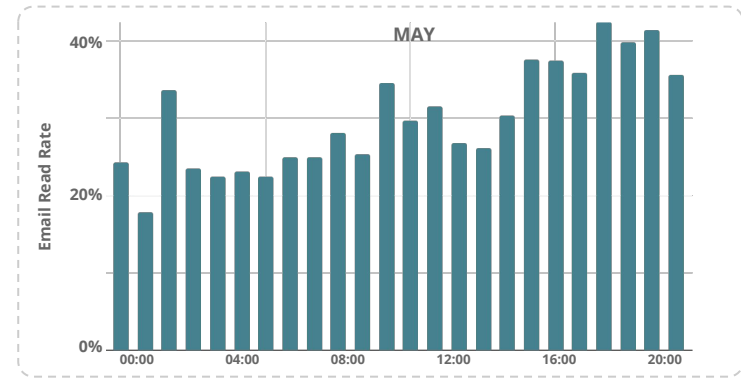
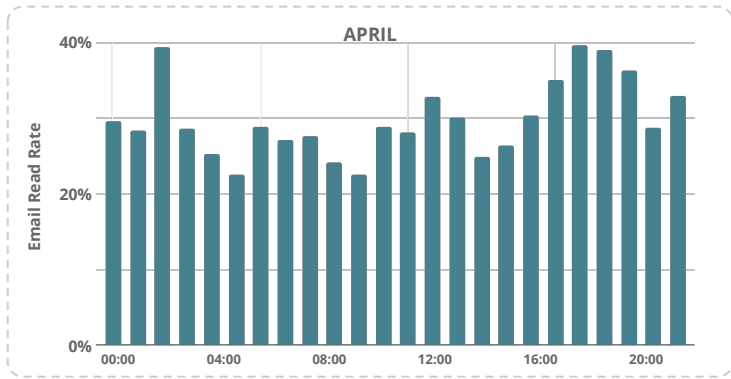
In July, the best performing times moved earlier up the day, starting from 2:00pm and ending around 5:00pm PST. Again, read rates this month are **-9%** lower than June.



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*Time zone in PST



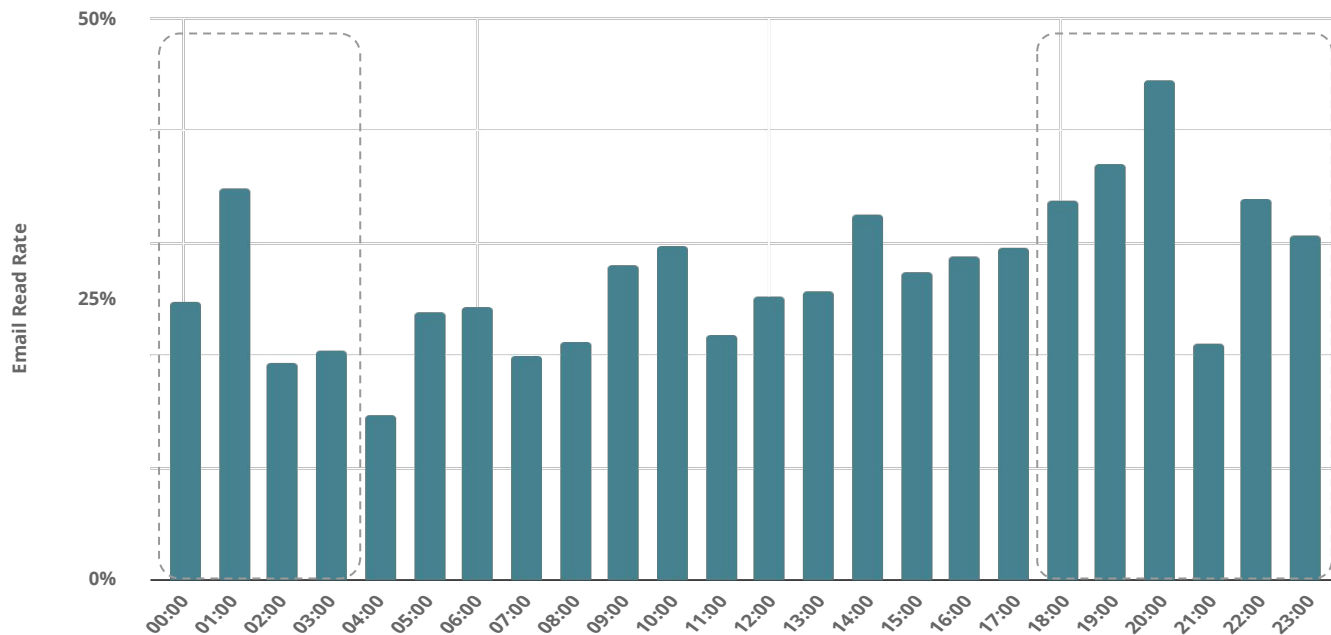
For North American recipients, they are more likely to read emails during the evening and early morning. Peak times occur roughly from 7:00pm to 2:00am PST.



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*Time zone in PST



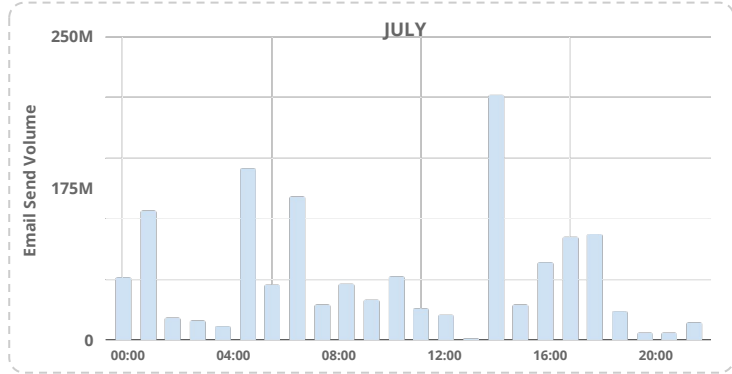
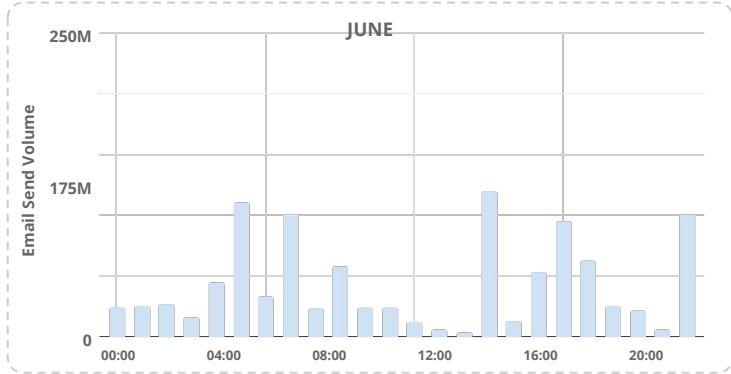
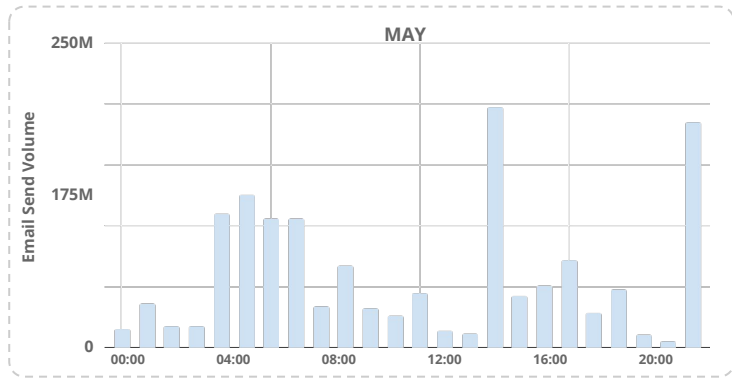
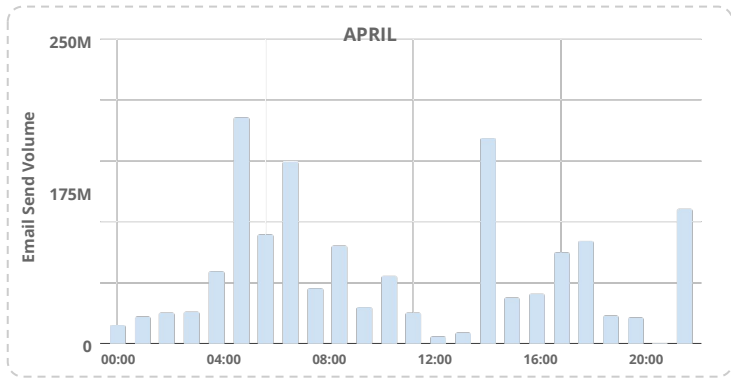
While best performing times have remained consistent, there is still a slight drop in read rates during the highlighted time periods, at **-2%**. Compared to the global audience, however, North American audiences yield higher read rates on average, at **+14%** this month.



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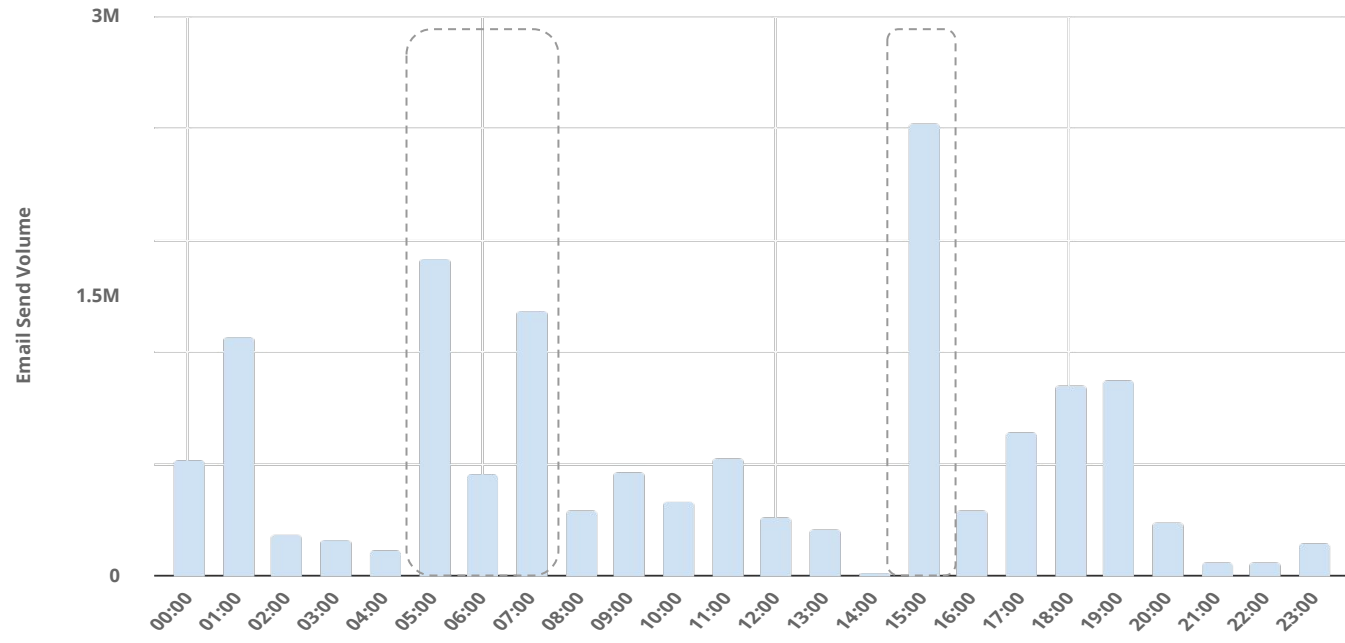
*Time zone in PST

There are certain peaks during the day where mass amounts of emails are being sent, namely early in the morning (4:00 am), later afternoon (3:00 pm), and finally around 11:00 pm at night.



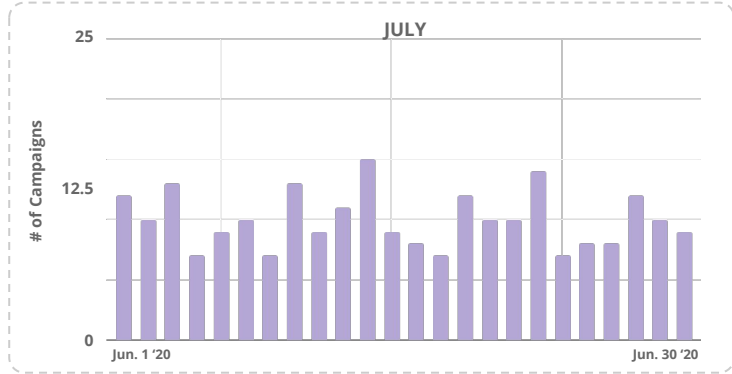
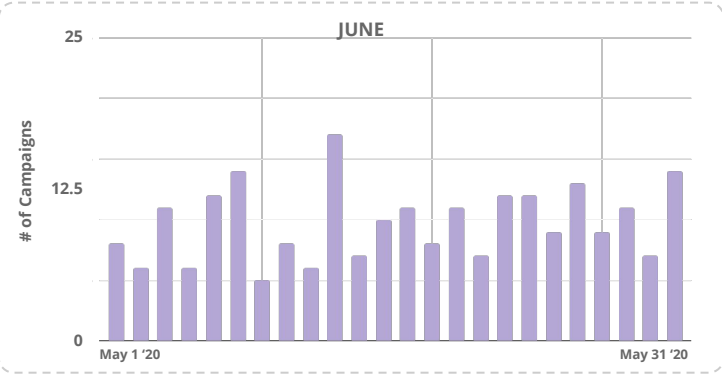
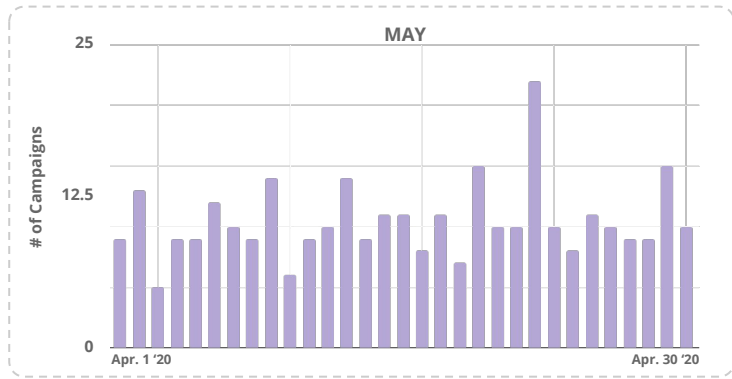
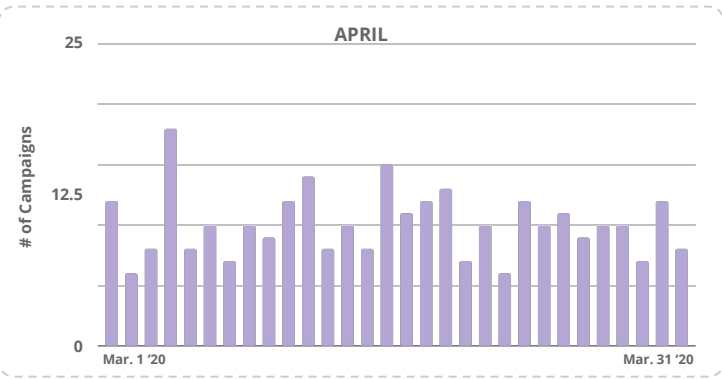
*Time zone in PST

For July, early morning, between 5:00-7:00 am, and around 3:00 pm is when the highest volume of emails are sent. This is a +46% increase in volume for this time period compared to June.



*Time zone in PST

Over the past four months, email send cadence has remained constant, at an average of 10 emails a day across the industry.



Here is the breakdown of competitors and their email send cadence:

Competitors who send **less than the average** of 10 email campaigns per day:



361



Altra



ASICS



HOKA ONE ONE



Mizuno



New Balance



Puma



Salomon



Saucony

Competitors who send **more than the average** of 10 email campaigns per day:



Adidas



Nike



Under Armour



Reebok

Key Takeaways

From the Email Cadence & Timing Case Study

Tactics — Send Emails Early in the Week: Email campaigns sent on weekdays, particularly Tuesdays and Thursdays, have outperformed their weekend counterparts: Emails sent on the weekdays have higher read rates than those sent during the weekend.

Tactics — Send Emails After Noon: For North American audiences, emails are more likely to be read during the latter half of the day up until the early morning: While read rates are relatively steady throughout the day, there is a noticeable spike, usually after 7:00 pm

Tactics — List Segmentation: Leading running brands send a very high volume of email to their list, up to 10 messages per day. However, none of these emails go to the full list, because all leading brands are using very advanced segmentation based on user behaviour and demographics.