THE ULTIMATE GUIDE TO SEND TIME AI

Learn how to use artificial intelligence to optimize email send time and gain greater awareness.

Expected Commitment: 30 minutes

Made with ♥ by Motiva AI
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Communicating with contacts when they are most likely to engage is one of the most powerful ways to adapt to your audience and improve response and conversion rates. This guide will introduce you to send time optimization and show you how artificial intelligence can take STO to a whole new level of effectiveness.

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EMAIL OPTIMIZATION

When you think about improving your email outreach, there are a few aspects you can experiment with or “optimize” to achieve higher engagement rates.

WHO: Audience Segmentation

Determine the right audience for your message by grouping the right contacts together based on demographic or behavioral features.

WHAT: Content Optimization

What you say and how you say it matters. You can improve the content you send to an audience through manual or automated message testing.

HOW OFTEN: Frequency

Consistent communication can either mean reliability or annoyance. Identify the right cadence of communication to stay relevant to contacts without motivating them to unsubscribe.

WHEN: Send Time Optimization

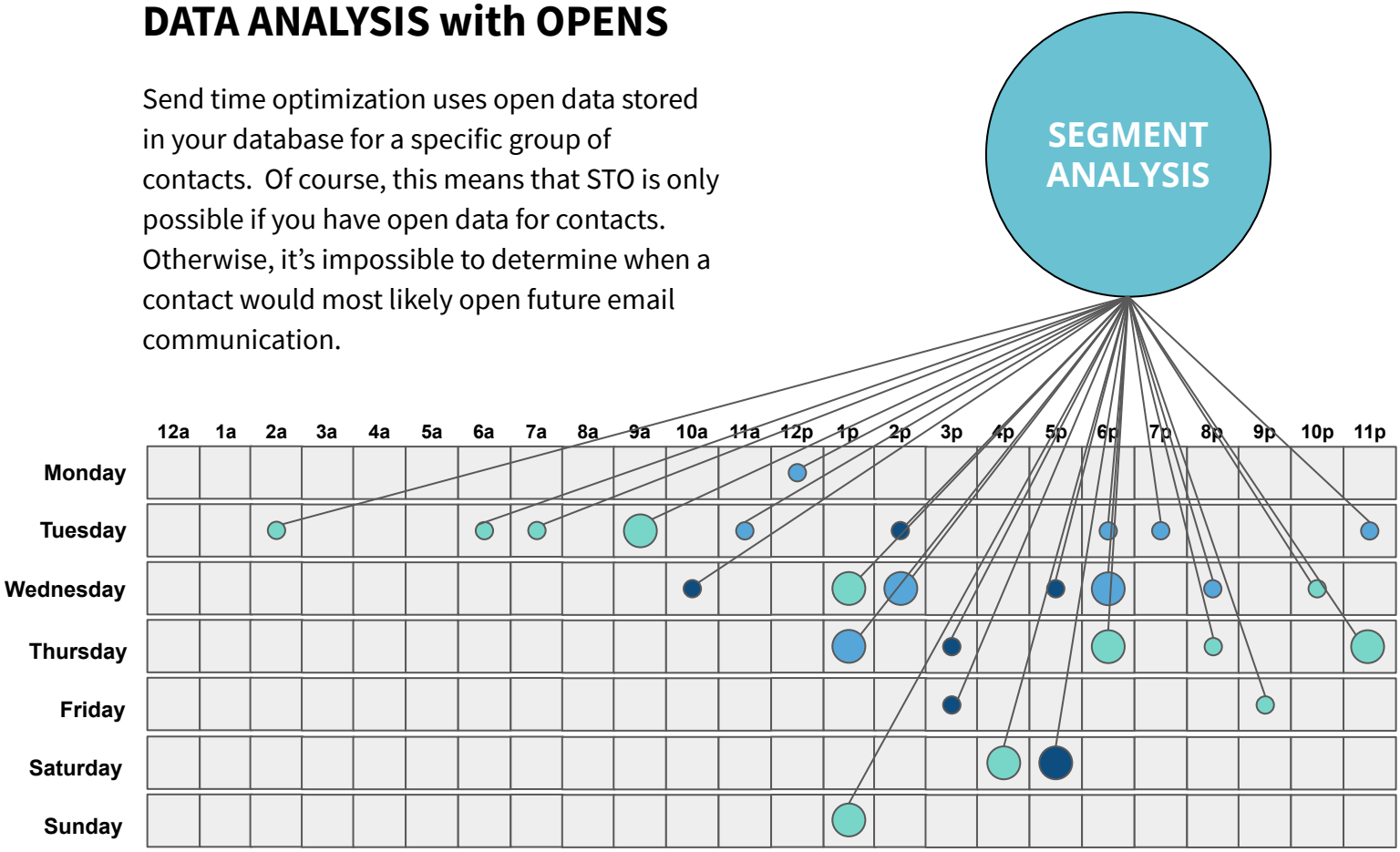
With send time optimization, you can find the best time to send an email to an audience, or even each individual contact, based on their past engagement. Contacts will receive your emails when they’re most likely to engage.

SEND TIME OPTIMIZATION

This guide focuses on send time optimization to improve email engagement. So how does STO work?

DATA ANALYSIS with OPENS

Send time optimization uses open data stored in your database for a specific group of contacts. Of course, this means that STO is only possible if you have open data for contacts. Otherwise, it's impossible to determine when a contact would most likely open future email communication.



BASIC OPTIMIZATION

Basic send time optimization ends with using historical data to send when contacts have previously opened. However, open data can only provide half the picture. The truth that most marketing automation software glosses over is that **contacts change their open behavior all the time,** which means historical send time data isn't stable. Basic STO help marketers conform to the past and will keep marketers one step behind their contacts instead of one step ahead.

To truly meet your contacts where (and when!) they are, you need machine learning. You need Send Time AI.

SEND TIME AI

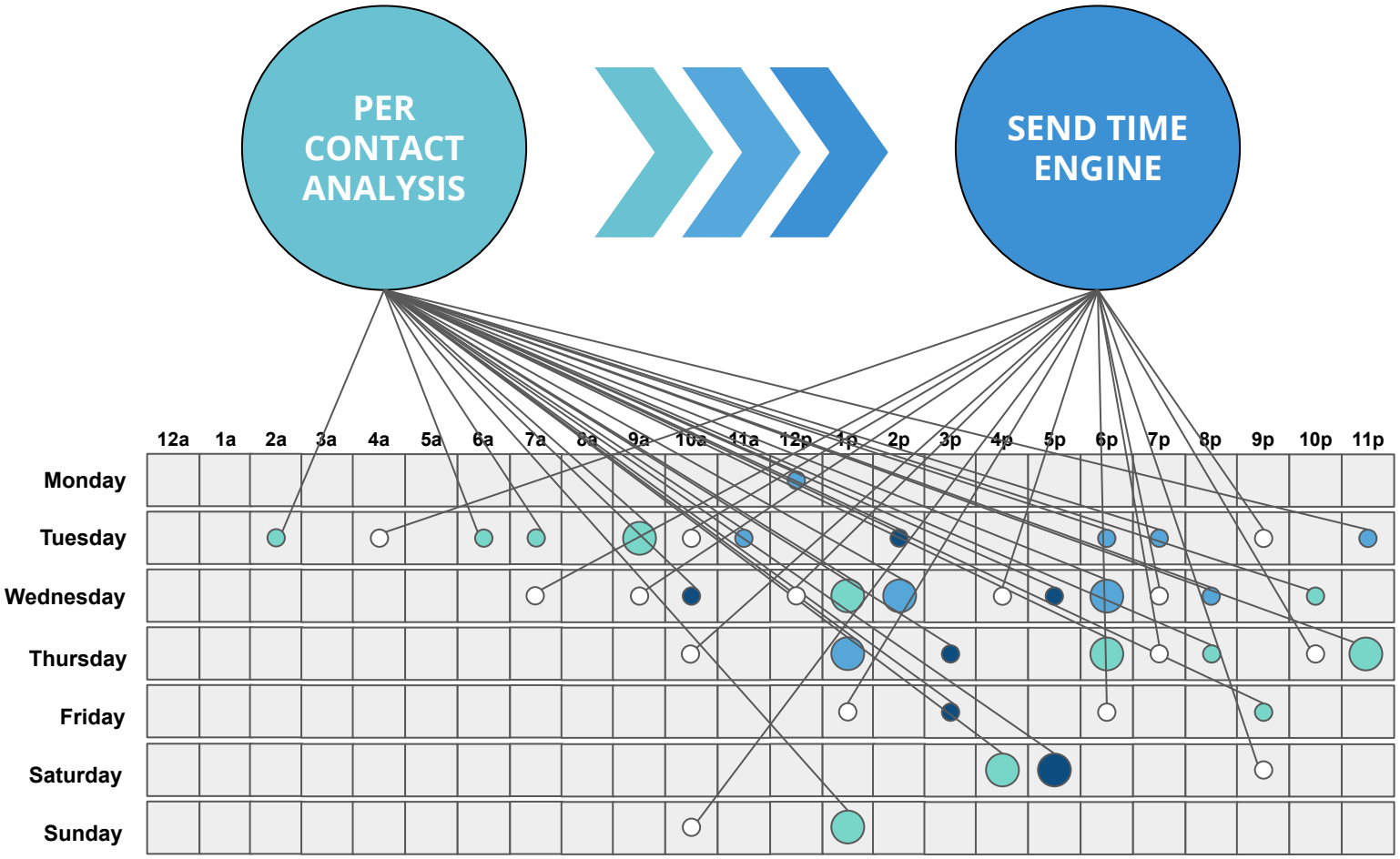
Send Time AI uses analysis combined with advanced modeling to adapt to the open behavior of each contact and continually shift to contacts' preferences.

PER CONTACT ANALYSIS

Send Time AI automatically analyzes the open data for each individual contact instead of making broad generalizations about contacts based on segmentation.

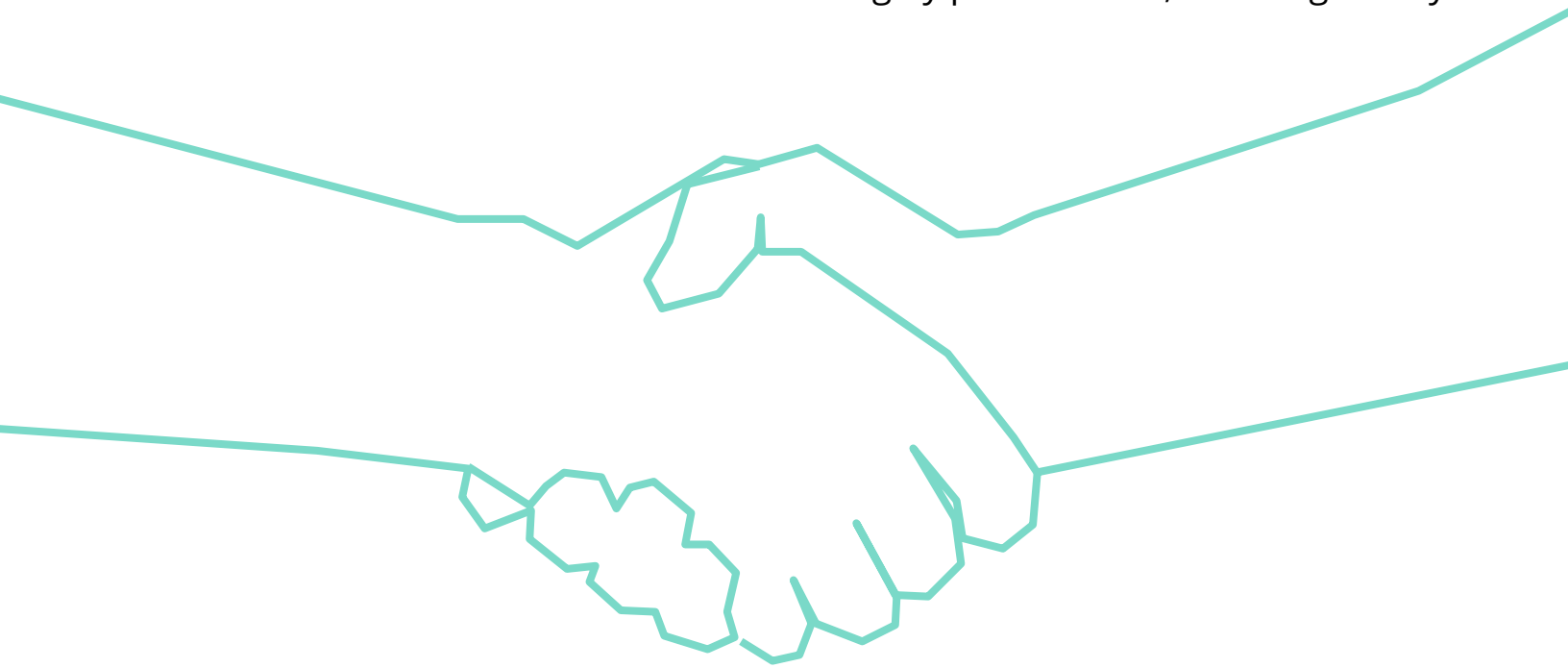
CONTINUALLY ADAPTING

AI technology makes it possible to go beyond a one size fits all approach to target each individual at scale and achieve true personalization.



WHY ARTIFICIAL INTELLIGENCE?

Artificial intelligence refers to computer software that can learn and automatically complete tasks at a scale beyond the scope of human productivity. As you can imagine, AI can make a big impact on marketing efforts by learning about customers and automatically serving them in highly personalized, meaningful ways.



Send TIme AI automatically learns the engagement preferences of contacts and communicates with them based on those preferences. This is the modest beginnings of developing personal relationships with contacts at a scale that's impossible to achieve without technology.

PERSONAL RELATIONSHIPS AT SCALE

KEY STO DIFFERENCES

There are several different approaches to STO, each with a different combination of key features. Knowing these features will allow you to choose the right approach for your specific use cases.

MANUAL

Manually conduct the analysis by querying a database to determine ideal send time.

AUTOMATED

Integrate an advanced machine learning model into your tech stack to automate analysis.

SEGMENT

Analyze the engagement for a group of contacts and determine the best time to send to the group.

PER CONTACT

Analyze the engagement for each contact to determine the best per contact send time.

BATCH SEND

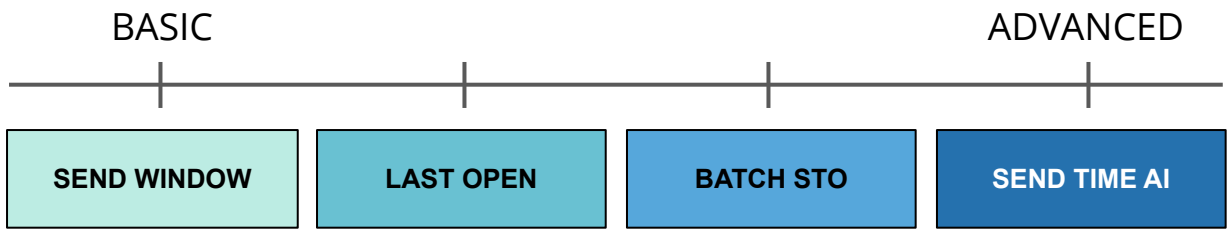
Send the email at one specific time based on your open data analysis.

STAGGERED SEND

Send the email at the best time for each individual contact over the course of a week.

SPECTRUM OF STO

Pull the characteristics together from the previous page and you can see the different approaches to STO fall on a spectrum from basic to advanced. Automation through tools like Motiva AI offers higher impact with low effort.



Send Window Analysis

Batch send within a window of time that contacts usually open. This narrows the possible send time down, but it's still a wide window.

Last Open Time

Staggered send at the time the contact last opened. This approach is more targeted to each individual contact, but it's almost too targeted and rigid. People don't usually use inboxes at the exact same time.

Batch Send Time Optimization

Batch send at the time of past highest opens. This goes beyond a basic send-window analysis to identify a specific time, but this specific time won't be ideal for everyone or try to determine

Per Contact Send Time AI

Use an advanced artificial intelligence model to automatically analyze each contact's open history and determine the time they will most likely prefer to engage. Staggered send to each individual contact at the best time. It can also use population-level patterns to provide the chance for audience engagement.

HOW SEND TIME AI WORKS

1. AUTOMATIC ANALYSIS

Motiva analyzes open rate data for each contact over the past year for all Eloqua emails.

2. AUTOMATIC ADAPTATION

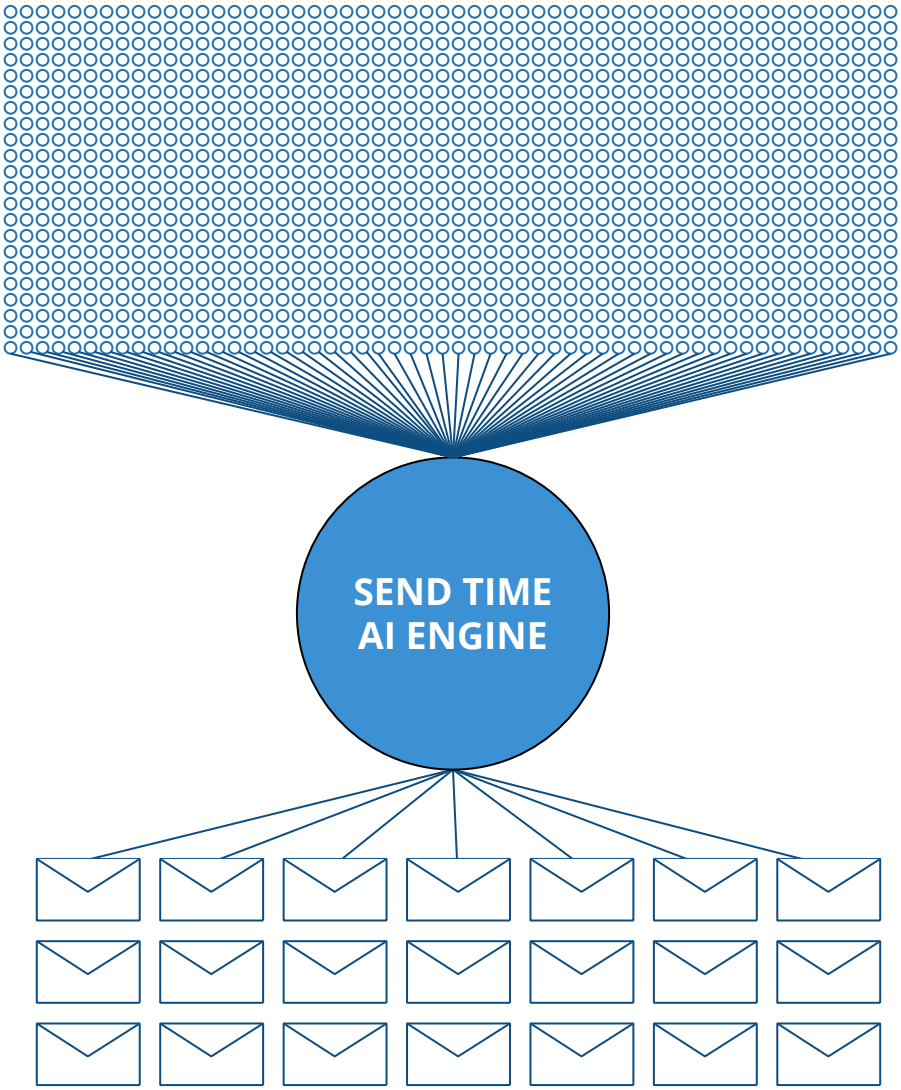
Motiva's Send Time AI continually updates based on a contact's history of engagement and preferences.

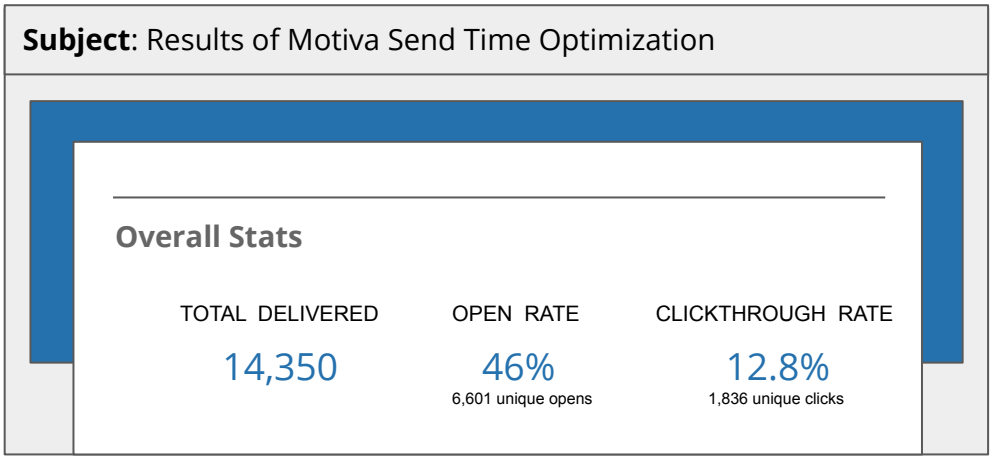
3. AUTOMATIC SCHEDULING

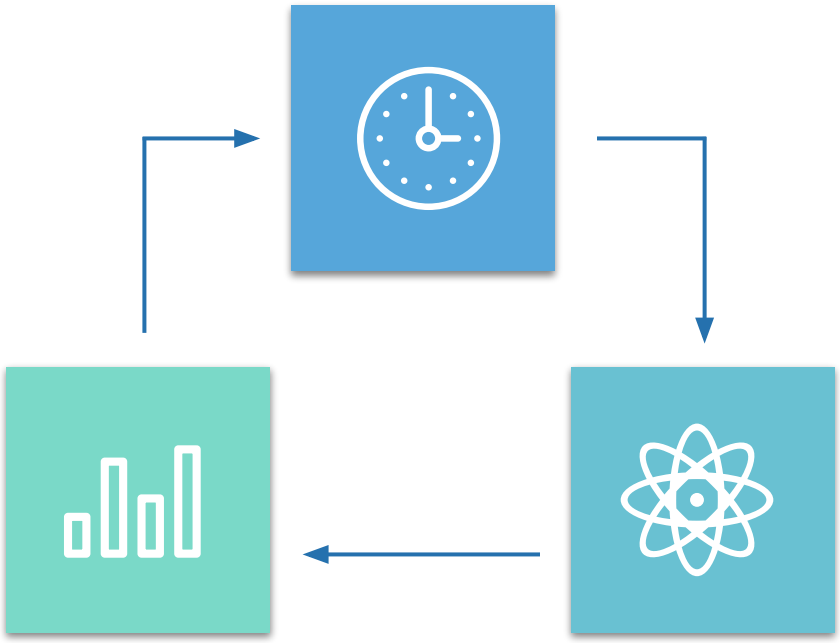
Motiva then groups contacts based on the ideal day and hour to send and tells Eloqua to send when it's time.

4. AUTOMATIC RESULTS

Immediately get the data you need to communicate results and easily share it with your decision makers.







THE LEARNING LOOP

Send Time AI makes it feasible for marketing teams to implement an automated learning loop where teams can continually adapt to contact send preferences to achieve better marketing results.

SEND TIME AI → PERSONALIZED SEND TIME → INCREASED ENGAGEMENT

Relationships at Scale

Begin building a stronger relationship with contacts at a previously unimaginable scale.

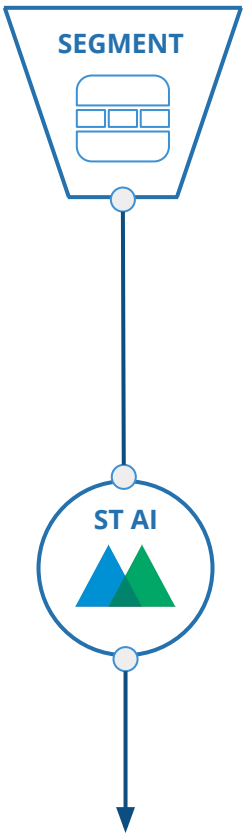
Greater Possibilities

Connect with contacts at a time they want to engage instead of expecting them to conform to you.

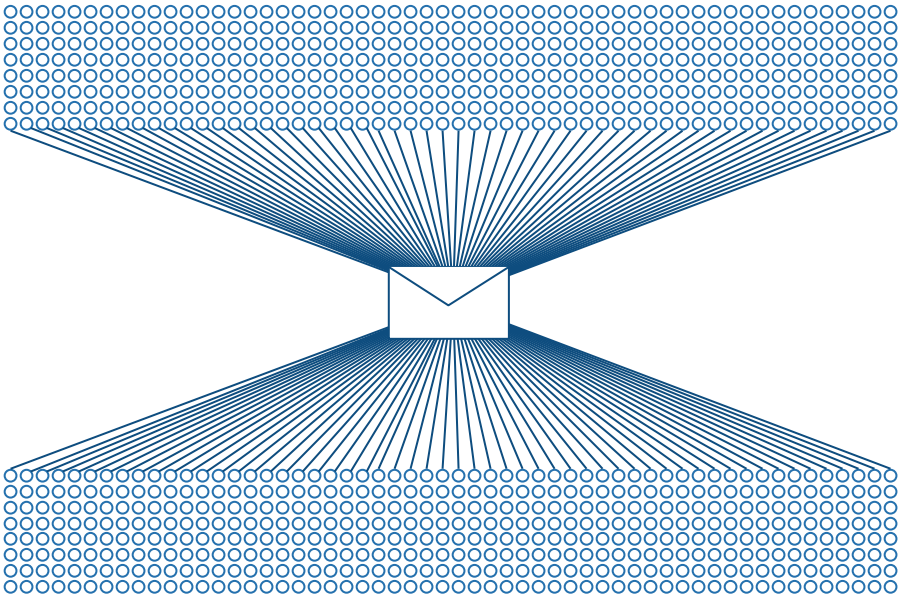
Better Results

Higher engagement and revenue prove the value of marketing.

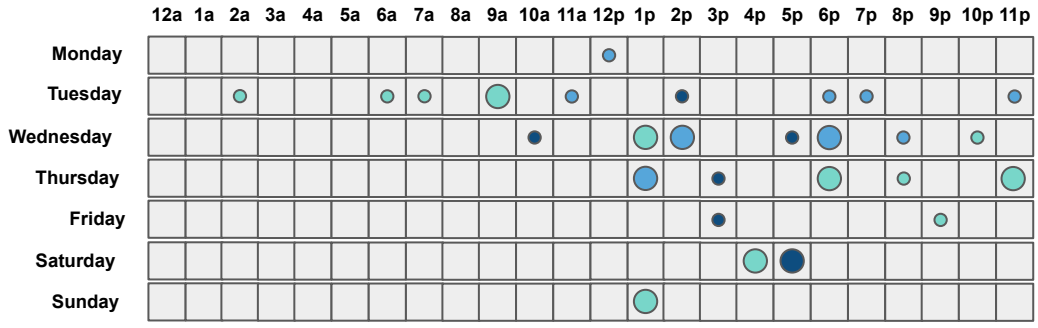
THE LOOP IN ACTION



Segments are made up of individual contacts who have specific characteristics or contact features. But demographic information only tells us so much. We use behavioral data to know when is best to communicate.



The AI model behind Send TIme AI updates it's understanding of each contact based on their engagement every week, so it gets smarter and more targeted with every communication.



And you see the results in engagement metrics as well as Motiva's send time reporting dashboard so you can explain what the contacts in your database want. This improves send strategy as well as content strategy as you update campaigns or development workflows to accomodate a longer, staggered send window.

YOUR CUSTOM ASSESSMENT

AN INVITATION

Not sure what to do next? **Motiva AI expert services can help.**

Take advantage of our free and interactive send time analysis with specific recommendations for improvement.

SCHEDULE NOW

1

Review Open Data

A multi-dimensional analysis of contact database engagement data.

2

Assess Readiness

Review your data health and current marketing automation stack.

3

Identify Opportunities

Identify specific opportunities for optimization using Send Time AI.

Email marketing optimization for Oracle Eloqua

MOTIVA AI

Motiva AI™ uses artificial intelligence to dramatically improve engagement and make a measurable impact on revenue generation.

LEARN

Automate content testing and optimize send time

Systematically gather progressive insights

ADAPT

Accelerate segmentation and audience targeting

Improve productivity

GROW

Increase engagement and conversions by 30% or more.

Lower complaint and unsubscribe rates

We increased unique CTR 5x and achieved 10x ROI in two months. Motiva AI is simply outstanding.

unity

We improved our unique CTR by 70% and increased revenue for a 13x ROI

Thermo Fisher SCIENTIFIC

We tripled our unique CTR in 60 days. It's magic. Makes our team look like geniuses.

verizon

With mounting accountability to demonstrate contribution to revenue, marketing leaders are under increased scrutiny to deliver real results, fast. **Motiva AI helps you meet and exceed your goals.**

FEATURES

AUTOMATION & OPTIMIZATION

Motiva expands Eloqua's canvas features to optimize campaigns, resulting in increased engagement and conversion.

ADVANCED REPORTING

Motiva's automated analysis uncovers the insights marketing leaders need to refine segments and content.

MT Go beyond A/B with automated Multivariate Testing

FM Reduce unsubscriptions with global frequency management.

STO Automatically engage at the ideal per contact send time.

Gain deeper insights, faster with automatically generated reports.

Learn what Motiva AI can do for your organization today.

SCHEDULE DEMO